



City Research Online

City St George's, University of London

Citation: Hanson, T., McGee, A. & Taylor, L. A. (2019). Do we know what to do with "Don't Know"? Paper presented at the 2019 General Online Research Conference, 7-8 Mar 2019, Cologne, Germany.

This is the published version of the paper.

This version of the publication may differ from the final published version. To cite this item please consult the publisher's version.

Permanent repository link: <https://openaccess.city.ac.uk/id/eprint/25214/>

Copyright and Reuse: Copyright and Moral Rights remain with the author(s) and/or copyright holders. Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge, unless otherwise indicated, provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way. For full details of reuse please refer to [City Research Online policy](#).



General Online Research Conference GOR 19

6 March to 8 March 2019, TH Köln – University of
Applied Sciences, Cologne, Germany

Tim Hanson, Kantar Public
Luke Taylor, Kantar Public
Alice McGee, Kantar Public

Title

Do we know what to do with “Don’t know”?

Contact: tim.hanson@kantarpublish.com

Suggested citation: Hanson, Tim, Taylor, Luke, McGee, Alice (2019). “Do we know what to do with “Don’t know?”
General Online Research (GOR) Conference, Cologne.



This work is licensed under a Creative Commons Attribution 4.0 International License
(<http://creativecommons.org/licenses/by/4.0/>)



Do we know what to do with “Don’t know”?

Tim Hanson, Luke Taylor, Alice McGee

General Online Research Conference 2019

8 March, Cologne

Agenda

- Background: why investigate this issue?
- Experiment design
- Experiment results
- Conclusions, implications and next steps

Why investigate this issue?

- Long-standing debates on inclusion and presentation of DK codes
- ‘Standard’ approach for most interviewer-administered surveys: DK codes available to interviewers but not offered to respondents
- Growth of online self-completion surveys poses new challenges:
 - Consistency between modes
 - Consistency of trend measurement
 - Risk of inflated DK rates
 - Risk of capturing ‘non-attitudes’ if DK codes not initially offered

What is currently happening?

- Approach taken for DK (and 'Don't want to answer') in online surveys varies between agencies and surveys
- Approaches may differ depending on whether the survey is:
 - New or an existing survey moving online
 - Part of a mixed-mode design
- Attempts to replicate existing interviewer administered approach through a 'second screen' where DK codes appear if respondent attempts to move on without selecting a response
 - This approach taken for Understanding Society survey in UK
 - However, usability testing has uncovered possible issues

Key research questions

Does varying the treatment of DK codes produce different levels of DK response?

Does this vary between different types of question?

Is there any impact on the distribution of 'substantive' responses?

Does making DK codes less visible result in more 'non-attitudes'?

Experiment design (1)

- Experiment run on wave 11 of Understanding Society Innovation Panel (IP11) in UK
- Longitudinal study with a mixed-mode design (mostly CAPI and CAWI)
- Tested three different treatments of DK responses:
 1. 'Hidden DK': where DK appears if respondent attempts to move on without selecting a response
 2. 'Prompted DK': As 1, but with a prompt on each screen for what to do if don't know or don't want to answer
 3. 'Offered DK': DK code included as part of main list (always visible)
- Respondents randomly allocated to one of the three groups; same allocation for all questions; c. 420 respondents in each group (CAWI only)

1. 'Hidden DK'

During the past 4 weeks, how much of the time has your physical health or emotional problems interfered with your social activities (like visiting friends or relatives)?

All of the time

Most of the time

Some of the time

A little of the time

None of the time



Please review your answers - you may have left one out.

During the past 4 weeks, how much of the time has your physical health or emotional problems interfered with your social activities (like visiting friends or relatives)?

All of the time

Most of the time

Some of the time

A little of the time

None of the time

Don't know

Don't want to answer



2. 'Prompted DK'

During the past 4 weeks, how much of the time has your physical health or emotional problems interfered with your social activities (like visiting friends or relatives)?

If you don't know or would rather not answer any of the following questions, please click on the > button for more options.

All of the time

Most of the time

Some of the time

A little of the time

None of the time



3. 'Offered DK'

During the past 4 weeks, how much of the time has your physical health or emotional problems interfered with your social activities (like visiting friends or relatives)?

All of the time

Most of the time

Some of the time

A little of the time


None of the time

Don't know

Don't want to answer

< >

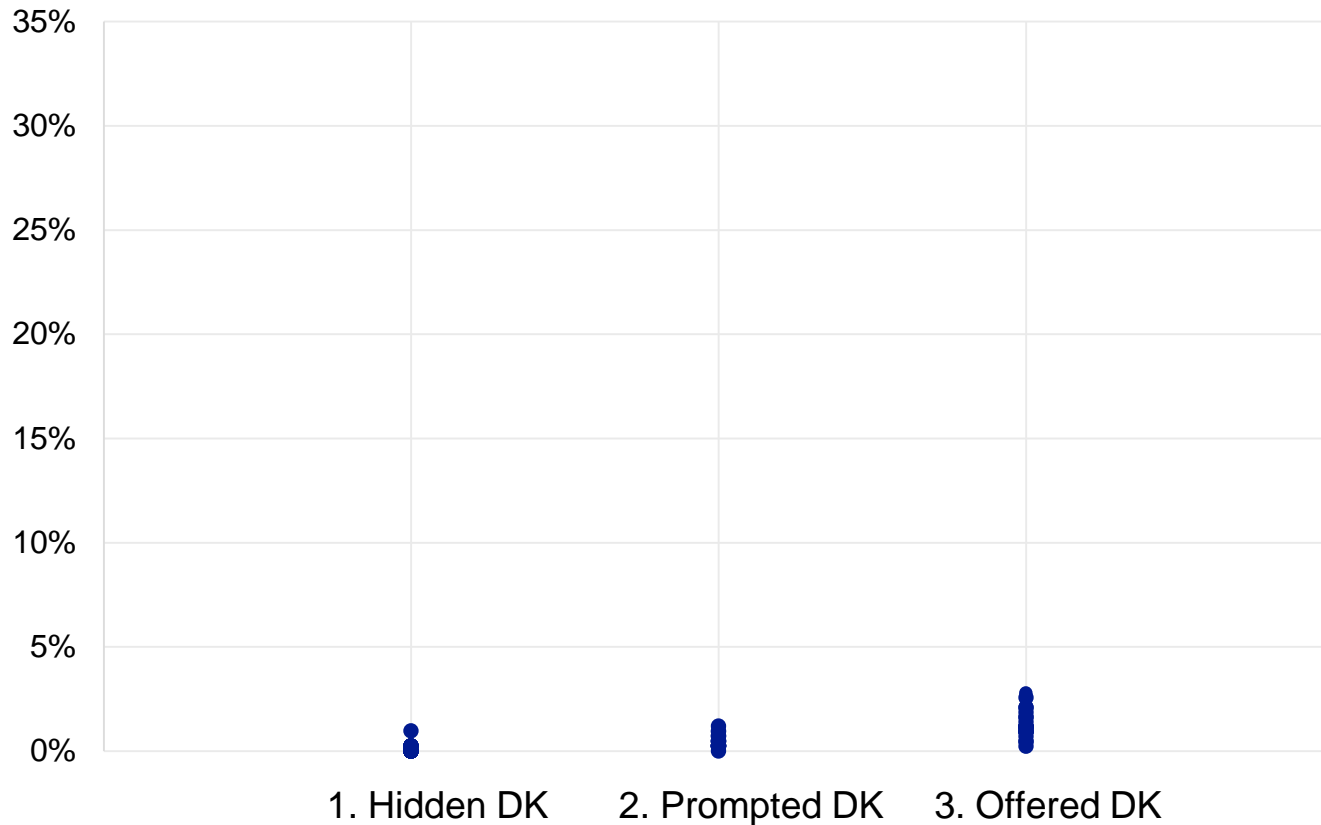
☰

 Understanding Society

Experiment design (2)

- Experiment run in some of self-completion sections of questionnaire in CAPI and CAWI interviews
- Analysis in this paper focuses solely on CAWI interviews
- Focus on two types of questions:
 1. 24 self-assessed health measures
 2. Two attitudinal questions on topics where salience expected to be low (views on nuclear energy and trust in the United Nations)
- Follow-up knowledge questions asked of attitudinal questions; where response suggested possible contradiction, open clarification question asked

Low levels of DK response for all self-assessed health questions



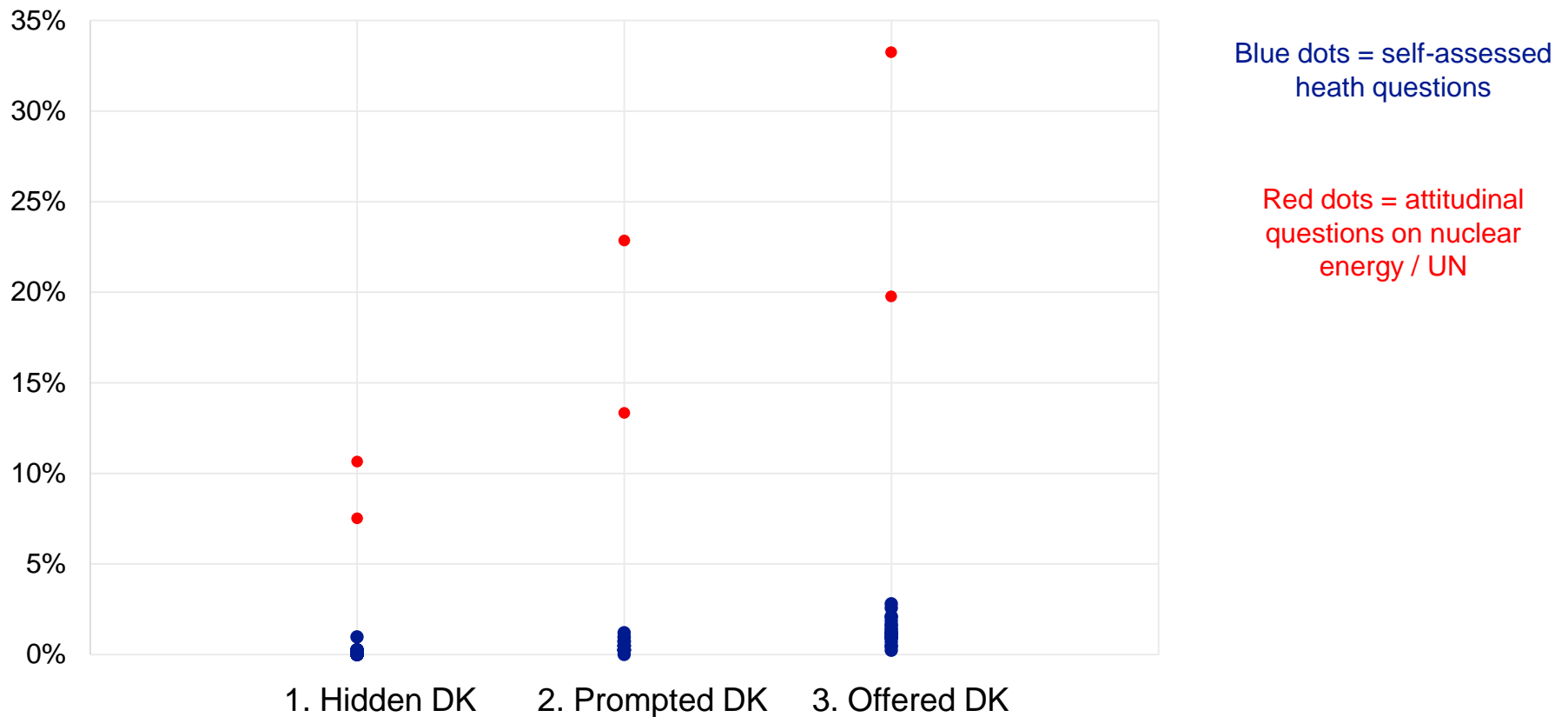
Blue dots = self-assessed health questions

Higher DK rate for Group 3 than Group 1 at 11 of 24 self-assessed health measures ($p \leq 0.01$)

But low levels of DK response for these questions across formats (below 3% for all formats at all 24 questions)

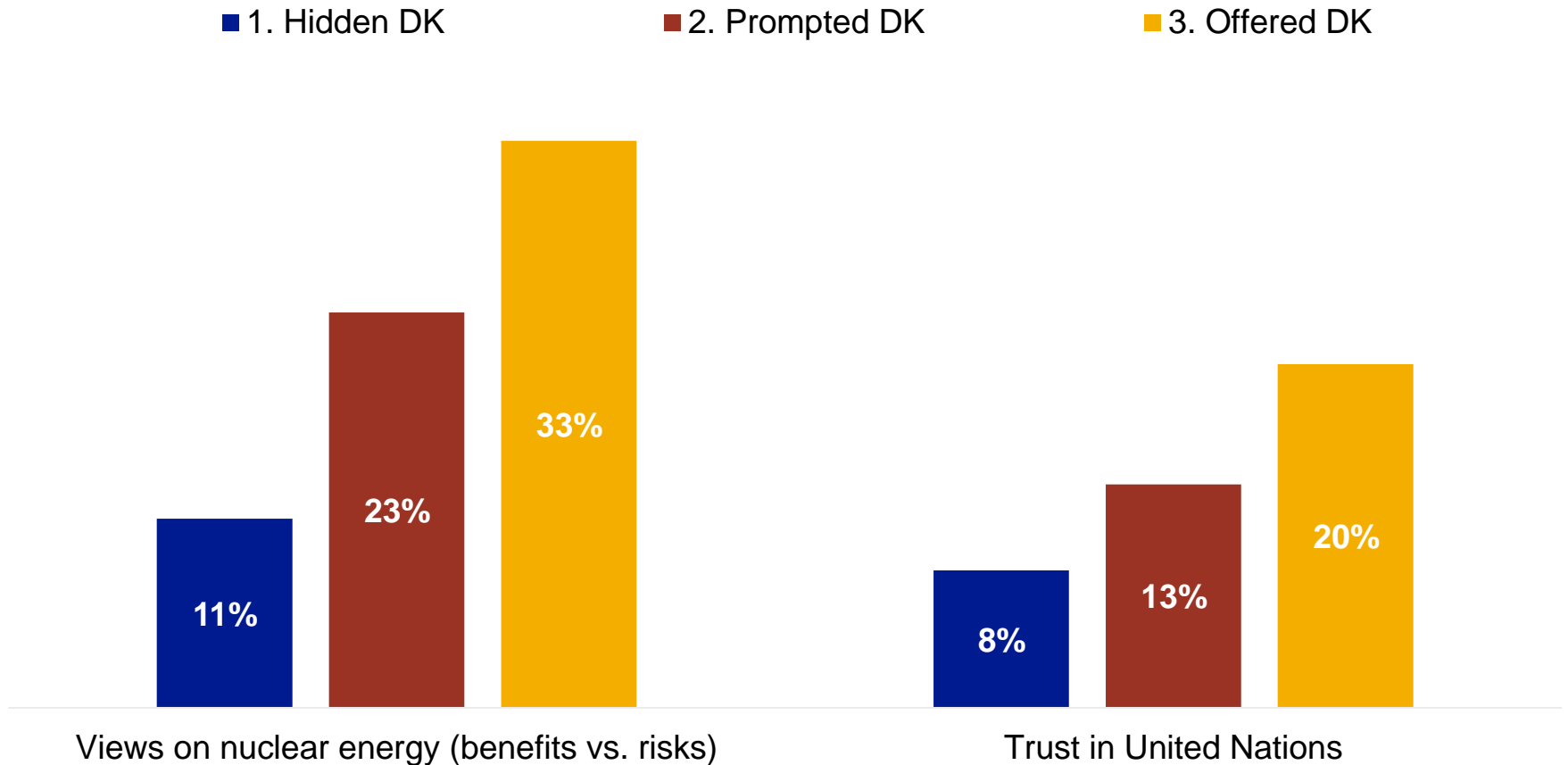
Bases: Hidden DK: 430; Prompted DK: 429; Offered DK: 440

Large differences based on treatment of DK for low-salience attitudinal questions



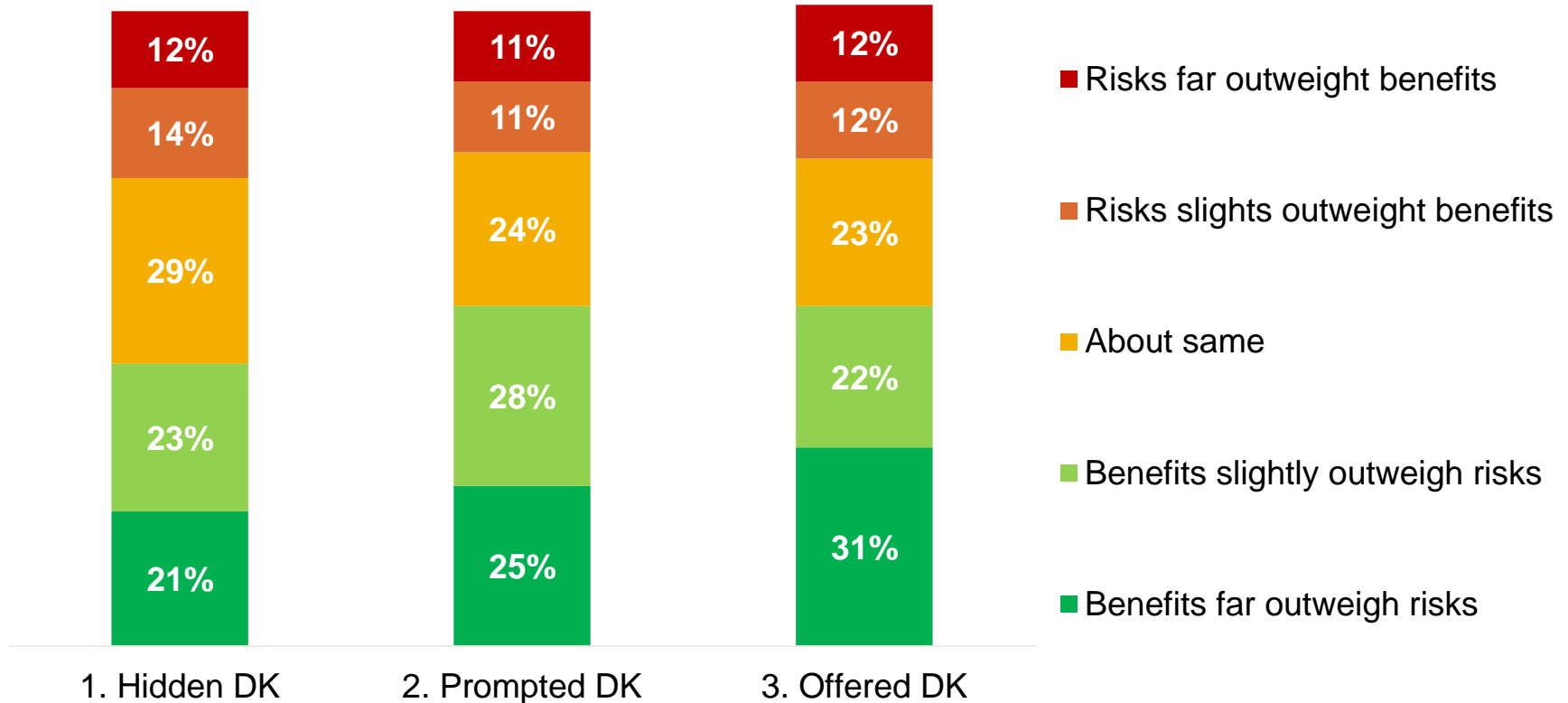
Bases: Hidden DK: 430; Prompted DK: 429; Offered DK: 440

Large difference in DK rates for low-salience attitudinal questions between three groups



Bases: Hidden DK: 430; Prompted DK: 429; Offered DK: 440

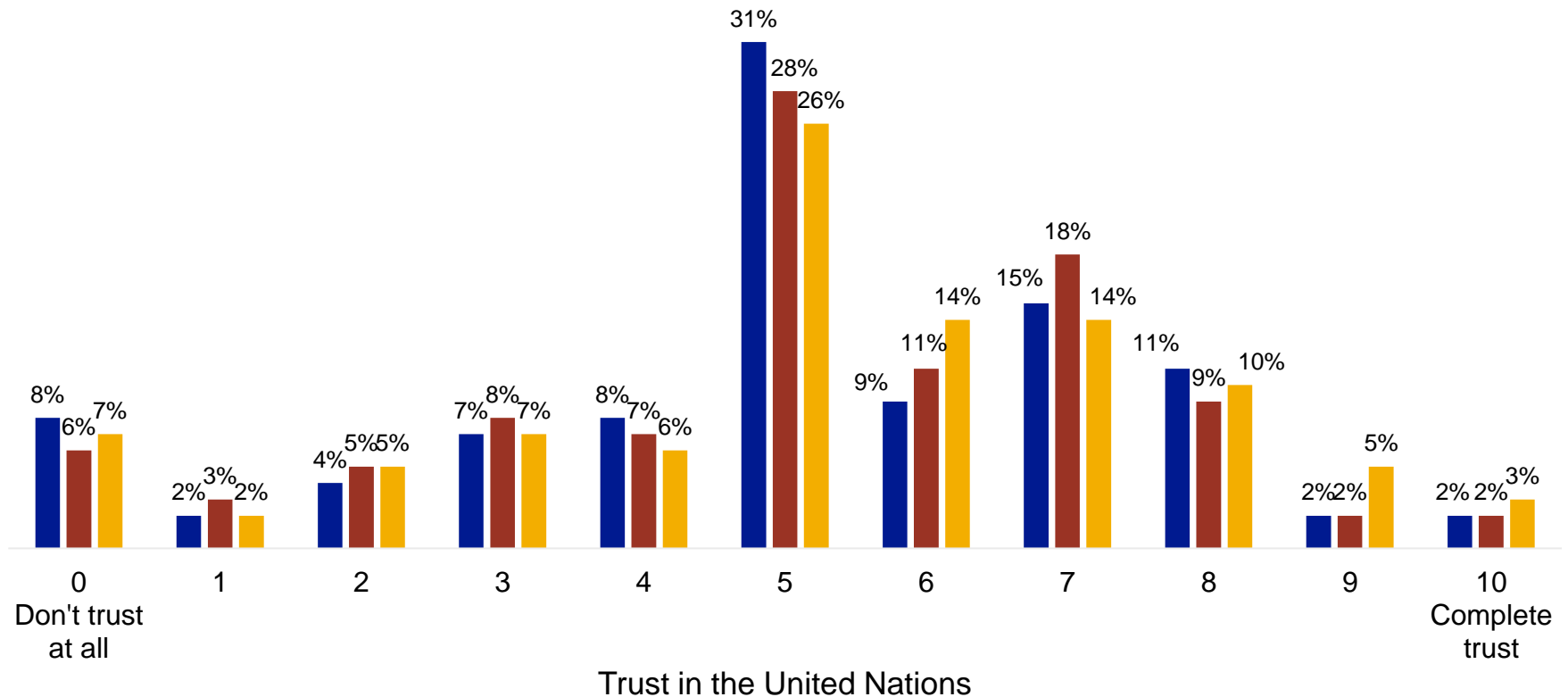
Where DK code hidden, greater numbers select mid-point for nuclear energy question; also some other differences



Bases: Hidden DK: 355; Prompted DK: 303; Offered DK: 269

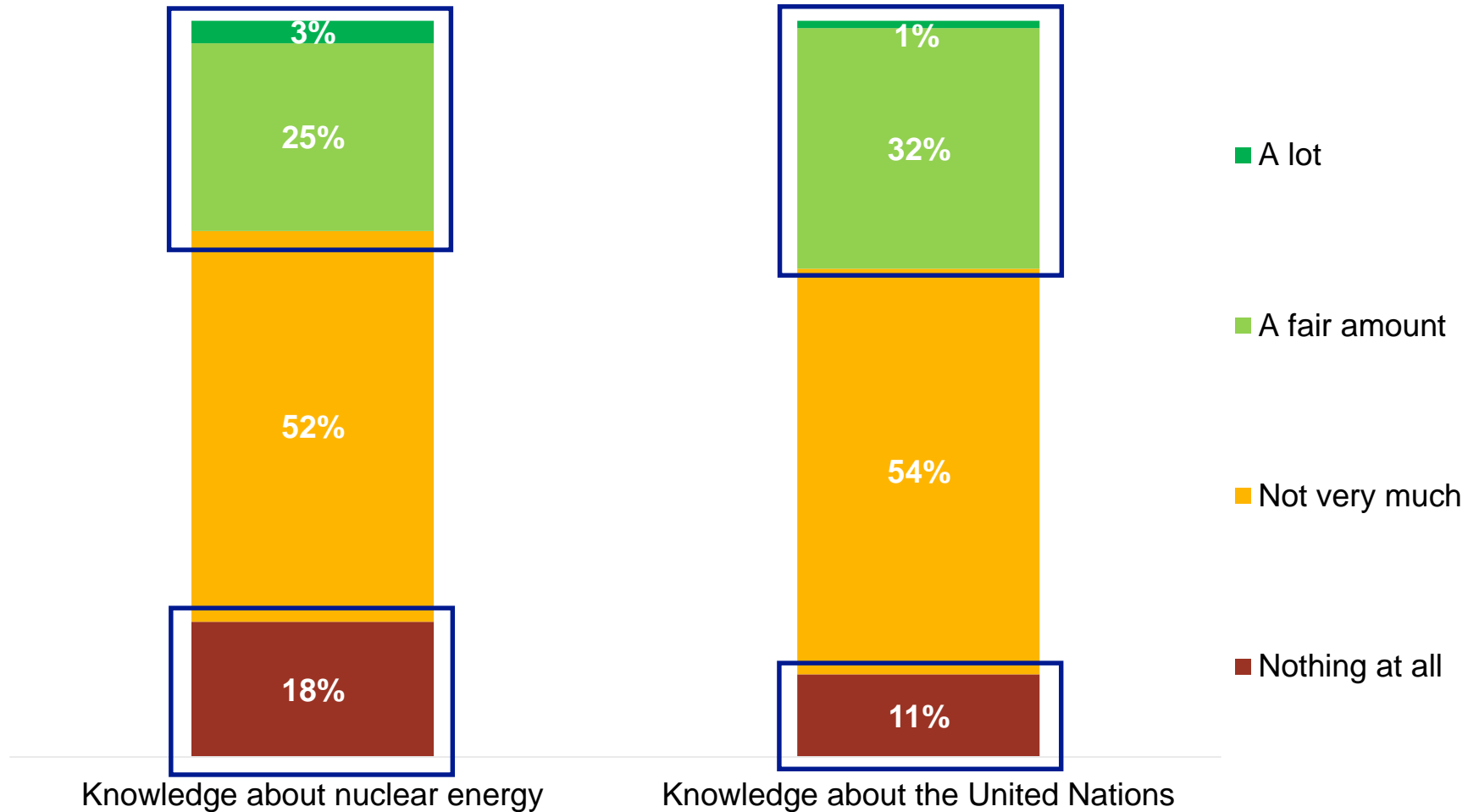
Smaller difference at midpoint for trust in UN question and distribution fairly similar between three groups

■ 1. Hidden DK ■ 2. Prompted DK ■ 3. Offered DK



Bases: Hidden DK: 374; Prompted DK: 349; Offered DK: 334

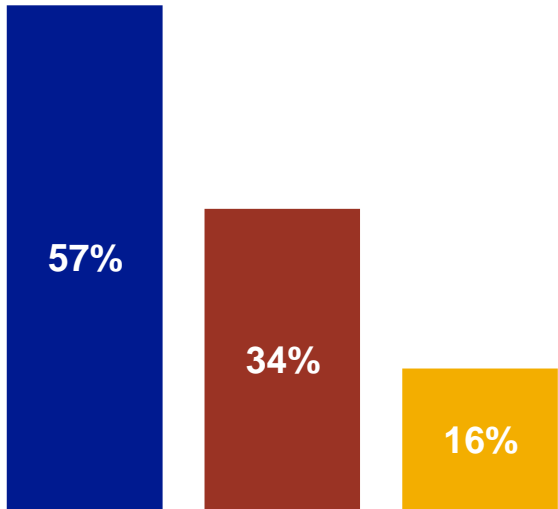
We then asked respondents how much they knew about nuclear energy and the United Nations...



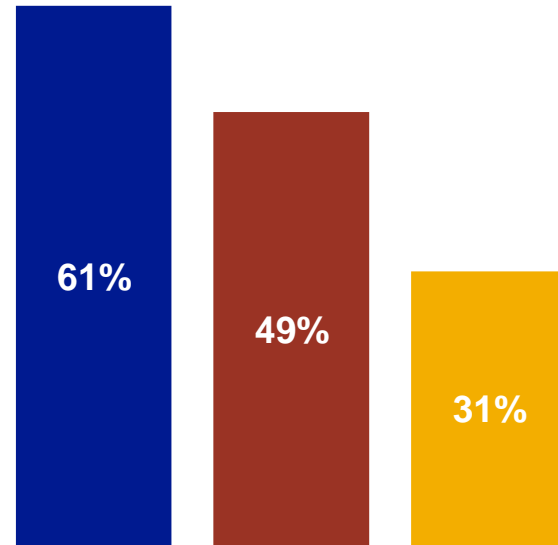
Base: 1,299 (both questions)

Those who know 'nothing at all' about subjects more likely to give a (non-DK) response where DK code hidden

■ 1. Hidden DK ■ 2. Prompted DK ■ 3. Offered DK



% of those who know 'nothing at all' on nuclear energy giving (non-DK) response



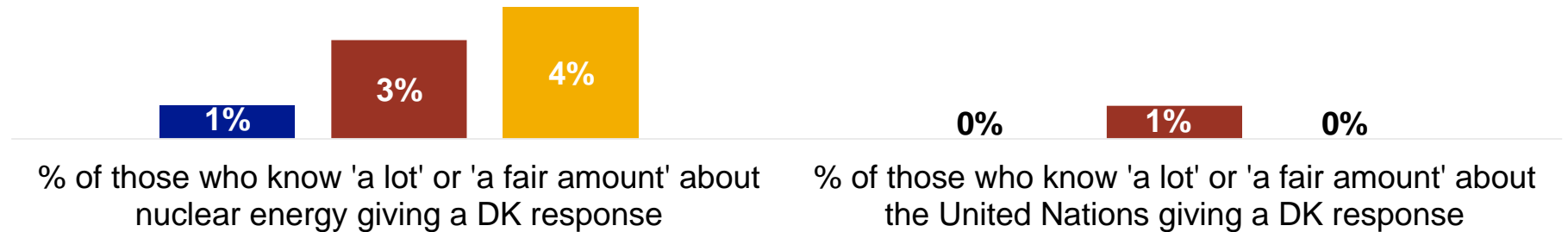
% of those who know 'nothing at all' on the United Nations giving (non-DK) response

Bases: Hidden DK: 70; Prompted DK: 74; Offered DK: 79

Bases: Hidden DK: 44; Prompted DK: 51; Offered DK: 45

Very few who know 'a lot' or 'a fair amount' about topics give DK response at attitudinal questions

■ 1. Hidden DK ■ 2. Prompted DK ■ 3. Offered DK



Bases: Hidden DK: 133; Prompted DK: 116; Offered DK: 111

Bases: Hidden DK: 133; Prompted DK: 145; Offered DK: 138

Some evidence that respondents unaware of option to say 'Don't know' when DK codes hidden (groups 1 and 2)

IF GAVE NON-DK RESPONSE AND SAID THEY KNEW 'NOTHING' ABOUT TOPIC:

You said that you know nothing about nuclear energy but earlier gave a view on whether the benefits of nuclear energy outweigh the risks. Please can you say why you did not respond 'don't know' to this question? Any information you can provide will help us improve our questions in the future.

Fairly small numbers asked the follow-up question (c. 60 for each topic)

Most common response was 'Don't know' – i.e. they don't know why they didn't answer 'Don't know'!

c. 20% in 'Hidden DK' and 'Prompted DK' groups said they didn't answer DK because there was no DK option or they did not see the option

Didn't see the don't know option on my screen. Was wondering why there wasn't a don't know option

I picked the middle option because I didn't see a don't know option

I really don't know. There was no option for don't know on that question

Because I feel that we should be using greener energy resources. Even though I don't know anything about nuclear energy, I do know that it's not good for the planet!

I don't know about nuclear energy but am sure it's safe

Think it's just the word nuclear energy that makes me think it's not safe

Getting weary of the questions. Not coordinating my thoughts well!

Questionnaire is taking forever!

Conclusions

- Clear evidence that varying treatment of DK codes can impact on DK rates
- But difference does not hold for all questions – largest differences for low-salience attitudinal questions
- Results suggest there may be some impact on overall response distribution based on DK treatment – more midpoint responses for ‘Hidden DK’ treatment
- Some evidence that hiding DK codes can result in the reporting of ‘non-attitudes’ for low salience topics

Implications / next steps

- Experiment results – and usability testing – point to issues with ‘hiding’ DK codes in attempt to replicate interviewer surveys
- Should consider whether this is the best approach and whether it is better to offer DK as standard for all questions:
 - For many questions, unlikely to make a big difference to DK rates
 - For some questions (low salience attitudes) bigger difference expected, but may better reflect levels of knowledge
 - But still need to consider different surveys (e.g. impact on time series)
- Future work:
 - Apply experiment across a full questionnaire
 - Test on different types of surveys

Thank you!

Tim Hanson, Luke Taylor, Alice McGee

tim.hanson@kantarpublic.com, @timhanson_123

luke.taylor@kantarpublic.com

alice.mcgee@kantarpublic.com