

# Inclusive survey recruitment and remuneration

Lessons learnt and reflections from PhD study



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# The study

Informing the design of interventions aiming to increase social connection: A mixed-method study exploring decision-maker perspectives and service user preferences

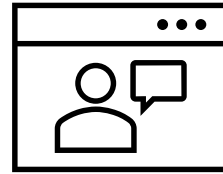
Consultation with  
PPIE members and  
stakeholders



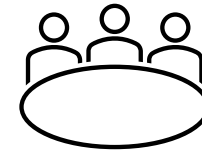
Asset-based approach



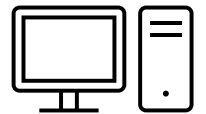
Interviews with  
decision makers



Discussion groups  
(NGT) with public  
members

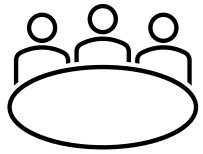


Online survey

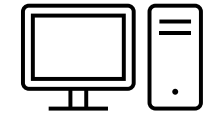


# Discussion groups to build evidence for survey

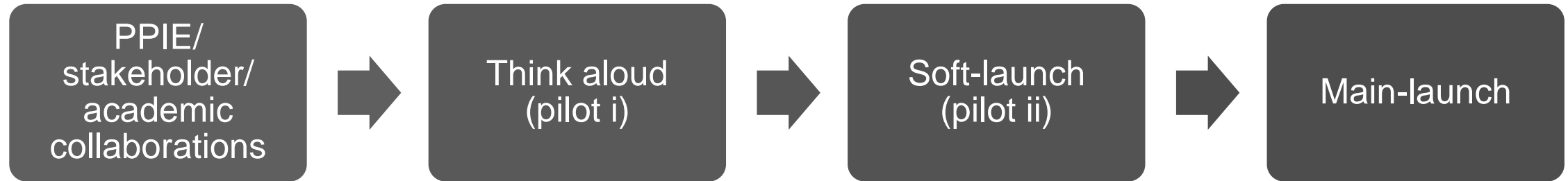
Discussion groups  
(NGT) with public  
members



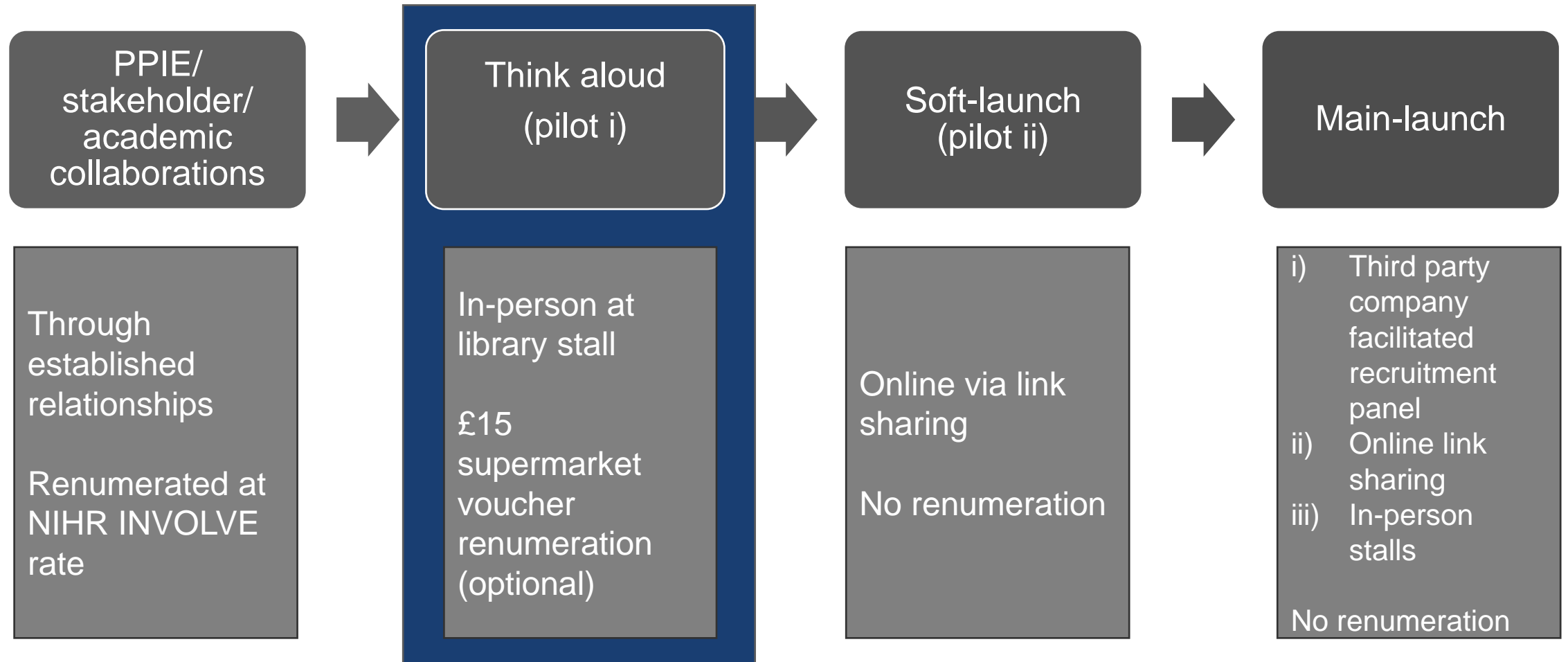
Online survey



# Phases to developing online survey



# Online survey development and recruitment methods



# Think aloud

## Think aloud (pilot i)

In-person at  
library stalls

£15  
supermarket  
voucher  
remuneration  
(optional)



# Online survey development and recruitment methods

## Main-launch

- i) Third party company facilitated recruitment panel
- ii) Online link sharing
- iii) In-person stalls

No remuneration

Which community activities do you want to be offered in the East of England?



We want to understand which community activities you would like to see offered in the East of England to help you feel socially connected.

To do this, we have created an online survey.

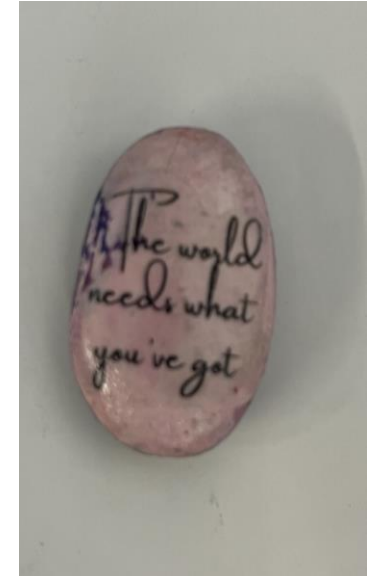
The information will help local decision makers choose between different community activities.

If you are aged 50 or older, and live in the East of England (Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk or Suffolk), you're invited to take part in our survey.

**To take part:**  
Go to the following web link:  
<https://bit.ly/socialconnection6>  
Or scan the QR code



**NIHR** Applied Research Collaboration East of England **SUFFOLK LIBRARIES** **UEA**



# Key quotes/ observations from think aloud

- Very keen to discuss but do not want to do survey
- “I am already socially connected, this survey isn’t for me”
- “I’ll do it, but you do the clicking, I don’t do computers’
- “I would do it, but I can’t work the mouse [cites disability]”
- “I like that you are here with me. There is no way I would have done it otherwise”
- “I never do survey’s but I actually quite enjoyed that”
- “This is such valuable research, I can’t wait to see the results”
- “I think this is important, but they won’t do anything with it”
- “Who is this for?”
- “I don’t see the point in NIHR. How can they be giving money to this? The NHS need money and they are wasting it on this. I do not understand.”
- “What is the point in asking [what people want in the community], everyone knows what people want?”
- “I guess this isn’t a scam because [name of asset site manager] wouldn’t let a scam through these doors”
- “£15?! There is no way all you want is me to complete a 15-minute survey.”



# Reflections (what worked to support inclusion)

- Stakeholder/ PPIE essential in developing study
- ABA was a useful way to shown repeated presence in the community: building **FAMILIARITY & TRUST**
- Association with trust facilities (e.g. library) provided **REASSURANCE NOT A SCAM**
- In-person stalls invited, and facilitated, conversations: **CONNECTING US TO PUBLIC**
- In-person stalls: **OVERCAME ISSUE OF DIGITAL EXCLUSION**
- In-person stalls: **SUPPORT DISABLED RESPONDENT TO TAKE PART**
- In-person support **GAVE RESPONDENCE CONFIDENCE** they were answering questions 'correctly'.
  - Does a survey feel like a test?
- As we reached those we might consider most at risk of social disengagement, they were not motivated by money but by us meeting their: **NEED/ WANT TO BE HEARD**

# Reflections (what prevented engagement)

- Cost/ 'burden' related to researcher time & safety
- People continue to be resistant to surveys
- £15 supermarket voucher (optional)
  - We benchmark to NIHR INVOLVE, however this doesn't align to what is a usual or accessible salary to some population.
  - We were there with devices, well dressed, with supermarket vouchers to hand – with this value we highlight out wealth discrepancy as researchers. Does this create a barrier?
  - Cost of living, people self described themselves as unable to meet bills, pay for adequate food and unable to access - £15 is a significant value
  - PPIE or similar, was unknown.
- Language and literacy barriers
  - Area for improvement
- Does a survey feel like a test?

# Thanks for listening

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What are your experiences and how can we make surveys more inclusive?

