


Die Darstellungen auf den folgenden Folien stellen Auszüge aus der gesamten Ergebnispräsentation dar.

***Surveytainment is not to be seen as
a revolution of the online research
but an evolution which
we cannot neglect to notice!***

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Parameters and results we focused on ...



data quality

behaviour during personal identification questions

behaviour during open ended questions

straightlining

drop out rate


duration of interview

participants' satisfaction

willingness to participate again

participants' interest in the topic

participants' motivation

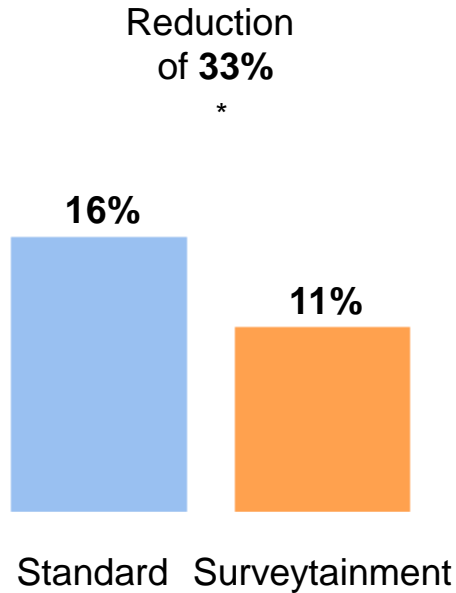
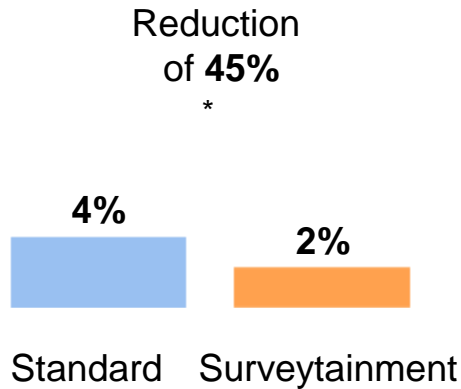




Straightlining

1st Item Set

2nd Item Set

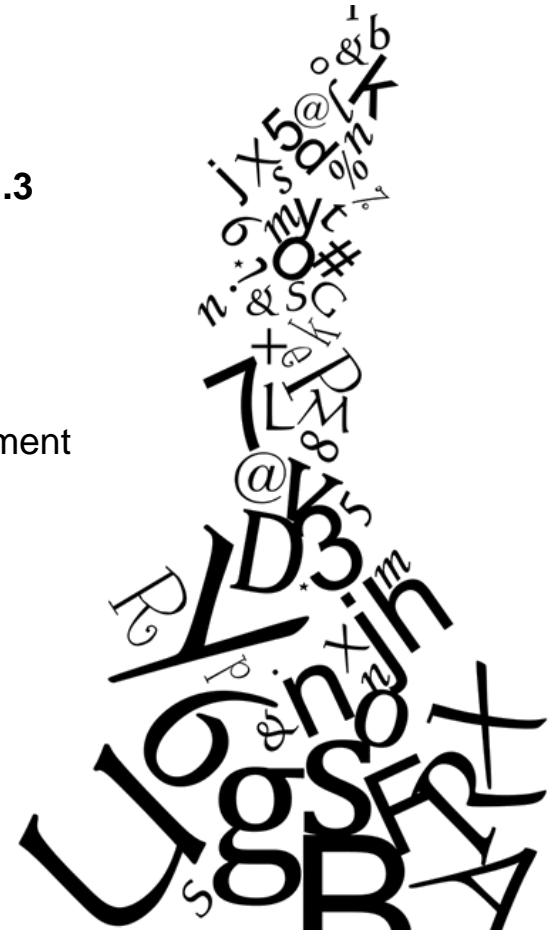
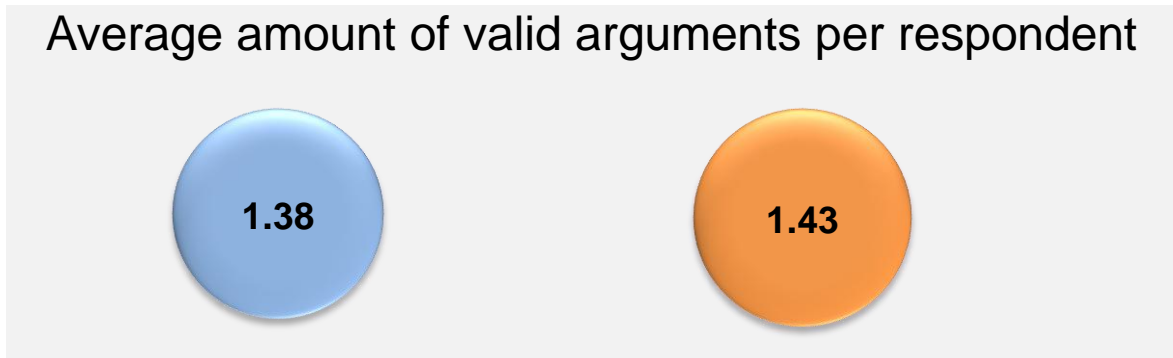
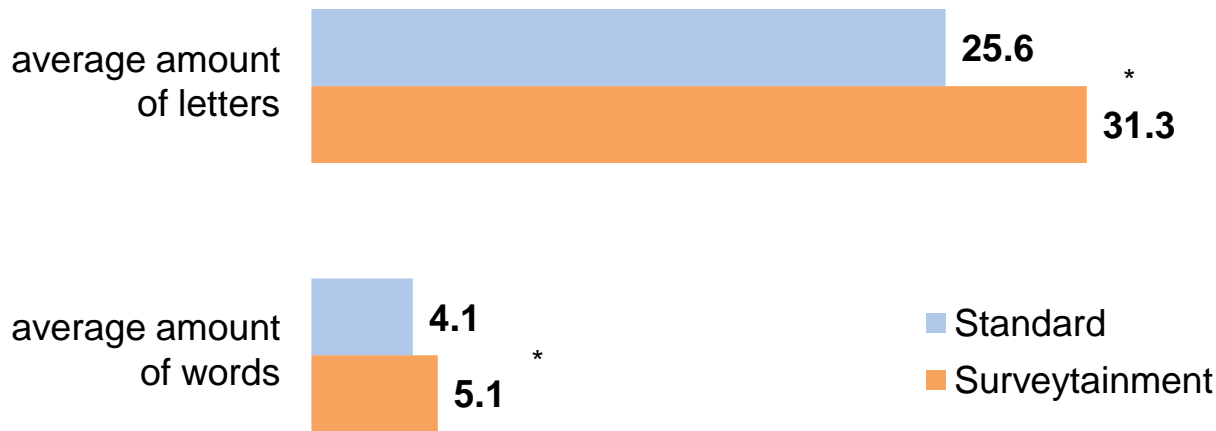


	Trifft voll und ganz zu 1	2
meiner Umgebung von erzeugen.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
zichte ich auch auf	<input checked="" type="checkbox"/>	<input type="checkbox"/>
en Aufzug.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
heiten keinem	<input checked="" type="checkbox"/>	<input type="checkbox"/>
r Vorsorgeuntersuchung	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Trifft voll und ganz zu 1	2
ort für Körper und Geist	<input checked="" type="checkbox"/>	<input type="checkbox"/>
s Lebens.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
r mit anderen Tätigkeiten	<input checked="" type="checkbox"/>	<input type="checkbox"/>
emüse.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Ø 10 Items



Open Ended Answers: *Please reason your choice!*



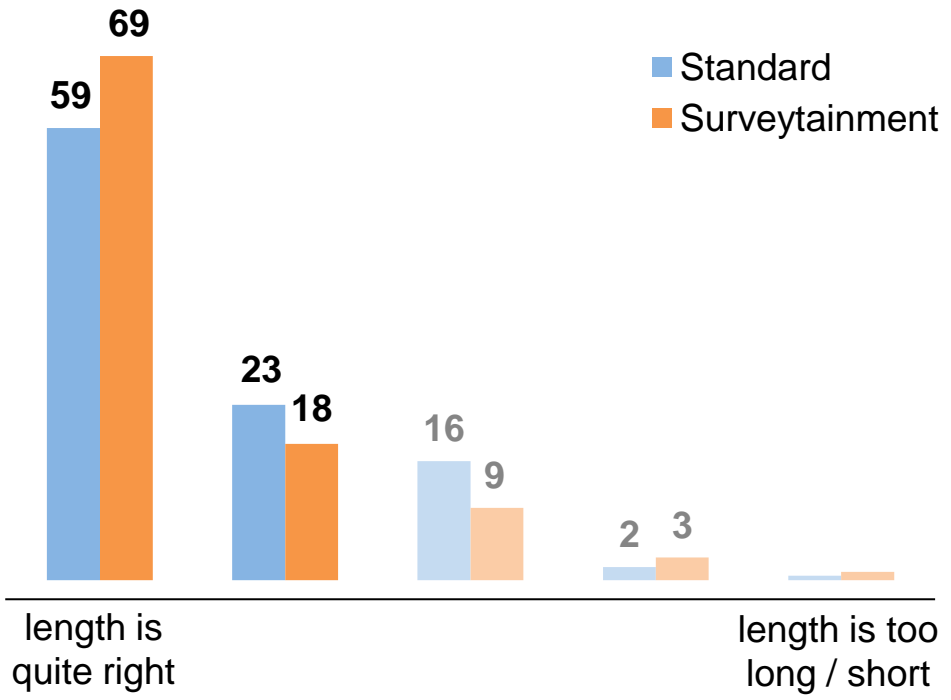


Duration and perception of the average interview*



13:42min Standard

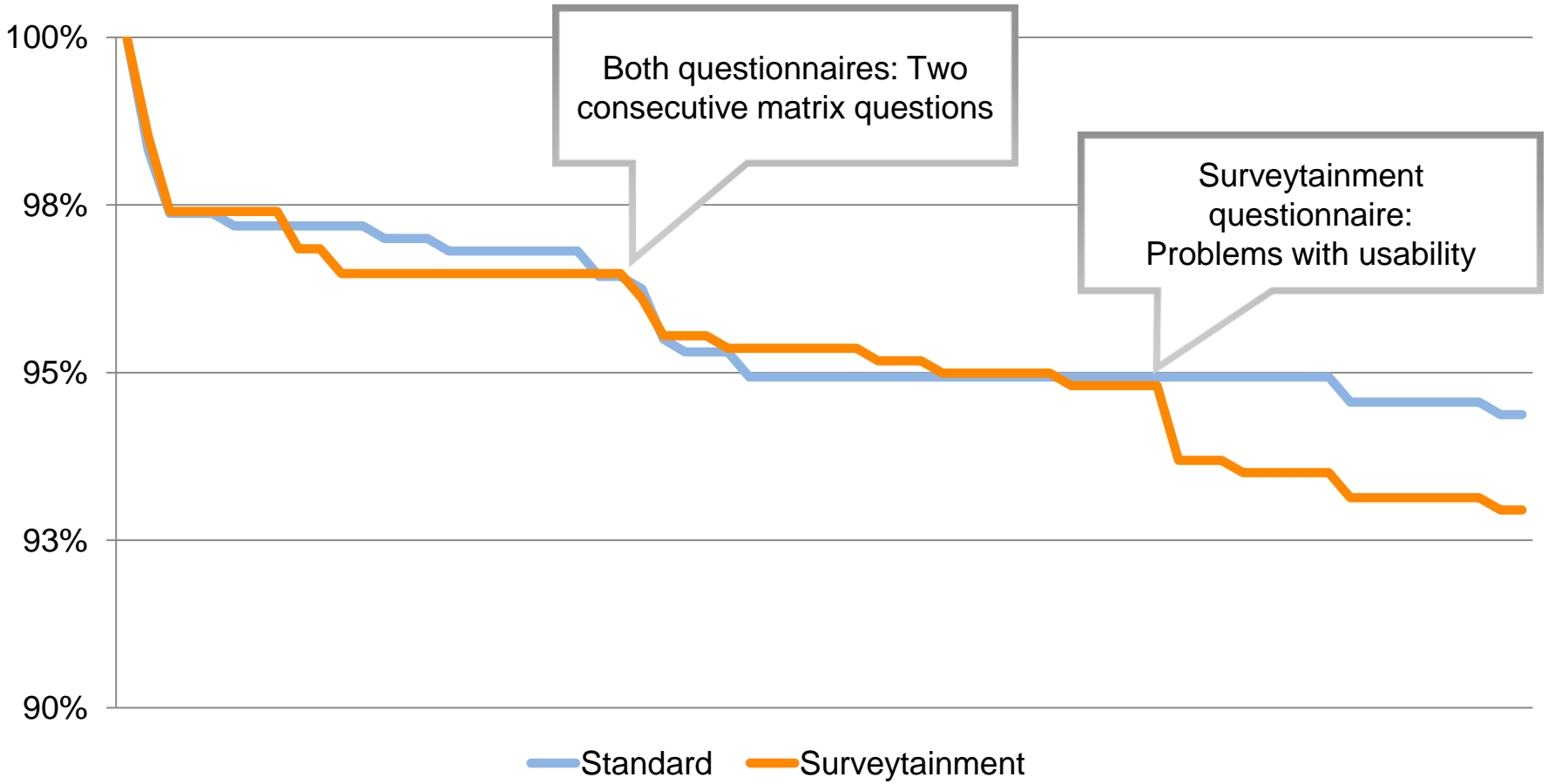
16:00min Surveytainment



* Only participants with similar structure concerning survey length were used for this comparison.



Drop Outs





Reparticipation

