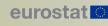




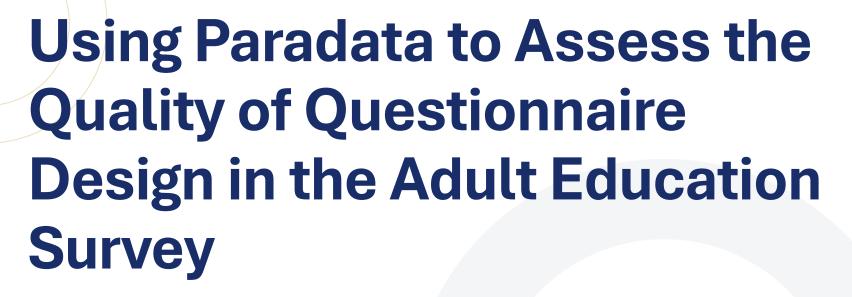
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Sara Grimstad (Statistics Norway) Katharina Rossbach (Statistics Norway) Elise Alstad (Statistics Norway)





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- Combine qualitative and quantitative data
 - User tests
 - Paradata
- Pain points in questionnaires

The purpose of the paper



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- Improvements prior to data collection
- Five paradata indicators:
 - error messages
 - answer changes
 - previous page clicks
 - breakoff rates
 - "Don't know" and "Rather not answer"
- Explorative approach

Theoretical framework and methods



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• Findings:

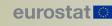
- 1. A high share of error messages for questions of interest.
- 2. The section we examine has the highest breakoff rate among all sections in the questionnaire.
- 3. Respondents reduce the number of learning activities they have participated in.
- 4. A high share of previous page clicks despite a questionnaire-design attempt to avoid this.
- 5. The share of "Don't know" and "Rather not answer" answers increases with a higher number of activities to be named.
- So what?
- Recommendations

Results and conclusion





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