



# EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL



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# Using Paradata to Assess the Quality of Questionnaire Design in the Adult Education Survey

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# The purpose of the paper

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



# Theoretical framework and methods

- 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



# Results and conclusion

- 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



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