

[ TIVIAN ]

# TOP TOOL FOR SCIENCE



## GESIS PANEL CASE STUDY

Free, fast, flexible: The GESIS Panel is one of the first online panels that provides the academic community with access to a population-representative sample.

# Top tool for science

For scientists, it is free, fast, flexible, and meets the highest scientific standards: the GESIS Panel. The open multi-topic panel makes it extremely easy for social scientists to obtain population-representative data. Since the launch of the panel in 2014, dozens of primary and secondary researchers have already benefited from the innovative tool based on the Tivian Enterprise Feedback Suite (EFS).



## OBJECTIVES

A population-representative mixed-mode panel for social scientists

Fast, flexible, free for academic surveys

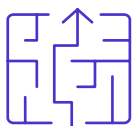
## Situation

GESIS - Leibniz Institute for Social Sciences is the largest infrastructure facility for social sciences in Germany. With over 250 employees in Mannheim, Cologne, and Berlin, GESIS provides internationally significant research-based services. In 2013, GESIS decided to make research significantly easier for social scientists - with a population-representative panel. The challenge was to make the panel simple and fast, naturally meeting the highest academic, methodological, and technical requirements, and providing valid data for social scientists of all disciplines for their research.

## Solution

Together with Tivian, GESIS developed a mixed-mode panel infrastructure (combining online and paper-and-pencil), based on Tivian's Enterprise Feedback Suite (EFS) technology. This allows scientists to easily collect representative population data - such as opinions, attitudes, and behaviours. The data are representative of the German-speaking population aged 18 to 70 with permanent residency in Germany. A major additional benefit for scientists is that the use of the panel as a data collection infrastructure, as well as data access, is free of charge.

When developing the panel, GESIS and Tivian kept in mind the needs of two target groups: on the one hand, the new tool meets the high scientific, methodological, and technological demands of primary and secondary researchers, and on the other hand, it meets the expectations of panellists for a fast and simple survey procedure. It goes without saying that the highest security and anonymity of data are always guaranteed.



## SOLUTIONS AT A GLANCE

Development of a new tool that meets the high scientific, methodological, and technological demands of primary and secondary researchers

Highest data security and anonymity

Use of the panel and access to data are free of charge

To ensure that the panel is truly representative of the population, panellists can participate either online or offline. Approximately 65 percent of panellists prefer web-based surveys, while 35 percent prefer the questionnaires sent by mail.

The collected data are consolidated and prepared for analysis in the EFS through highly automated and standardized processes. The EFS ensures smooth survey and panel management and is therefore the centrepiece of the innovative tool. Panel members are surveyed every two months on sociological, political science, psychological, and economic topics. Each survey takes about 20 minutes, with about 15 minutes reserved for selected ride-along studies.

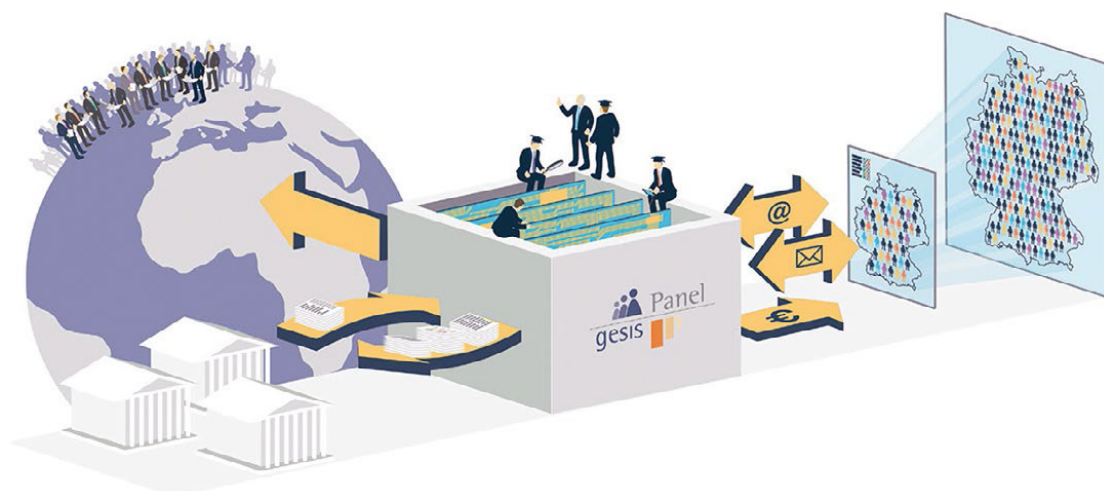
Scientists from various disciplines, such as sociologists, psychologists, political scientists, economists, and criminologists from universities or non-university research institutions, can use the new tool to easily generate up-to-date data for their research. To do this, they only need to apply as a ride-along with their research project and self-created questionnaire through a dedicated website. The questionnaire is programmed in the EFS based on a template. Each social scientist who wants to place a ride-along study in the GESIS panel receives their own free Tivian Unipark access. This ensures that the submitted questionnaires have the appropriate layout, which greatly facilitates their processing in the GESIS panel.

## PROF. DR. MICHAEL BOSNJAK,

Head of the teams 'GESIS Panel' and 'Survey Operations' in the Department of Survey Design and Methodology, GESIS - Leibniz Institute for Social Sciences



**The GESIS Panel offers the academic community an innovative and free access to a population-representative sample."**





## RESULTS AT A GLANCE

Representative panel for the German-speaking population aged 18 to 70 with permanent residence in Germany

Around 5000 panelists at the start of the project

8 core study modules, over 40 studies accepted by June 2014

Submissions and data usage at [www.gesis-panel.org](http://www.gesis-panel.org)

## Result

It has been successful to develop the only population-representative panel for academic research in Germany. The great benefit for academics is the free use and high efficiency of the tool. Without the GESIS panel, a separate population-representative sample would have had to be developed for each of the studies that have been set up so far. This would have taken a lot of time and money. Many studies would not have been possible without the GESIS panel. Today, the GESIS panel contributes a great value to social science research because the research designs that are featured on the GESIS panel have been reviewed by experts and thus have a high likelihood of publication.

In February 2014, the GESIS panel started with almost 5000 panellists. Since the introduction of the panel, eight core studies have been developed and collected once a year. The subject areas include subjective well-being and quality of life, political and social participation, attitudes towards the environment and behaviours, personality and personal values, use of information and communication technology, work and leisure, demographics, and evaluation of panel participation.

Every researcher who uses the GESIS offer now automatically creates his projects in Tivian's EFS Survey and is pleased to receive data obtained quickly, easily, and methodically for scientific work. Due to the success of the GESIS panel in Germany, the GESIS panel will be expanded throughout Europe in the future. In the first step, the panel will also be accessible for international ride-along studies. In the second step, a harmonized European panel infrastructure is planned, in which data from different European countries will be collected to be able to conduct cross-cultural social research.



### GESIS Panel

The GESIS Panel is a population-representative omnibus access panel funded by the Federal Ministry of Education and Research (BMBF). It is designed to provide social scientists with a way to quickly and flexibly collect representative population data on attitudes and behaviors, capture changes in the population, and test causal hypotheses in survey experiments.

### About GESIS Germany

GESIS - Leibniz Institute for the Social Sciences is the largest German infrastructure facility for social sciences. With over 250 employees at its three locations in Mannheim, Cologne, and Berlin, GESIS provides fundamental, nationally and internationally significant research-based services.



# LET'S TALK.

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