

Abstract

Professional respondents in research panels: comparing trained and fresh members of an online panel

The diploma thesis deals with the topic of changes in responding of research panel members, which are caused by their previous experience with research process. Various manifestations of this phenomenon, often labelled as the “panel conditioning effect”, are described and supported by corresponding empirical evidence. The observations of panel conditioning effect come from longitudinal panel design as well as online access panels. The author proposes logically structured differentiation of the effect. Based on this categorization, several hypotheses about the differences between trained and fresh members of an Internet panel are raised and tested in dedicated online research. The results reveal significant differences between recently-registered and long-term members of the panel, both in their response strategies and in demographic structure of the groups. Yet the overall outcome do not indicate, that interviewing trained respondents would necessarily lead to lower-quality data.