

Sequential On-Device Multitasking within Online Surveys: A Data Quality and Response Behavior Perspective

Jean Philippe Décieux

Federal Institute for Population Research

Abstract

The risk of multitasking is high in online surveys. However, knowledge on the effects of multitasking on answer quality is sparse and based on suboptimal approaches. Research reports inconclusive results concerning the consequences of multitasking on task performance. However, studies suggest that especially sequential-multitasking activities are expected to be critical. Therefore, this study focusses on sequential-on-device-multitasking activities (SODM) and its consequences for data quality. Based on probability-based data, this study aims to reveal the prevalence of SODM based on the javascript function OnBlur, to reflect its determinants and to examine the consequences for data quality. Results show that SODM was detected for 25% of all respondents and that respondent attributes and the device used to answer the survey are related to SODM. Moreover, it becomes apparent that SODM is significantly correlated to data quality measures. Therefore, I propose SODM behavior as a new instrument for researching suboptimal response behavior.

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