

The 2010 Internet Campaign panel

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Abstract

The 2010 Internet Campaign panel (in Swedish: *E-panelen 2010*) is a six wave panel study of self recruited respondents carried out in conjunction with the Swedish general election in September 2010. Data was collected in a five week period from August 24 to September 30. During the intense election campaign, four pre-election web questionnaires and a post-election questionnaire containing more than 180 sets of questions were sent out to 14 434 respondents that had been previously recruited from various sources to participate in the study.

This is the main technical report of the study design, recruitment, and field work for the 2010 Internet Campaign panel. All users of the data from the 2010 Internet Campaign Panel are advised to cite this report.

Introduction

The 2010 Internet Campaign panel (E-panelen 2010) is a six wave panel study of self recruited respondents carried out in conjunction with the Swedish general election in September 2010. Data was collected in a five week period from August 24 to September 30. During the intense election campaign, a four pre-election web questionnaire and a post-election web questionnaire containing more than 180 sets of questions were sent out to 15 143 respondents that had been recruited from various sources to participate in the study. This is the main report of the study design, recruitment, and field work for the 2010 Internet Campaign panel.

Since 2002, the Swedish National Election Studies Program (SNES) at University of Gothenburg have conducted web based campaign panel studies during periods of intense election campaigning. The four previous studies – the 2002 and 2006 national elections, the 2004 referendum on the euro, and the 2009 European Election – are all successful studies but have at the same time been quite small both in scope and number of respondents (Dahlberg, Kumlin & Oscarsson 2006).

Because of increased funding, under the auspice of the Multidisciplinary Opinion and Democracy Research Group (MOD) at University of Gothenburg (Wängnerud, Djerf-Pierre, Esaiasson, Gilljam, Halleröd, Johansson Stenman, Oscarsson, and Ranerup 2010), it was possible for the first time to design a larger campaign study for the 2010 Swedish general election. The 2010 Internet Campaign Panel Study became the first data collection in the new Laboratory of Opinion Research (MOD/LORe). The recruitment for the 2010 Internet Campaign Panel Study also constitutes the first recruitment-process of the large standing Citizen Panel (M-panelen) which will be one of the main vehicles for studying Off-Election Democracy within MOD in the coming years.

Conducting panel studies during election campaigns is not new. On the contrary, in the most classic study of voting behavior, the Paul Lazarsfeld et al study of Erie County in 1940, a seven wave panel study was carried out during the presidential election campaign in order to trace short term effects of the campaign on individual voting behavior (Lazarsfeld, Berelson & Gaudet 1944). The principal investigators expected that the media portrayal of the campaign would have dramatic effects on opinion formation and party choice. However, the assumption of large short term effects of campaign activities and media exposure during the campaign was not substantiated. The results' was a large disappointment. More than seventy five percent of the Americans had decided their party choice long before the campaign started, and was completely untouched by campaign events, issues, debates and media coverage. Family background, social class, and very stable predispositions about party images were instead shaping electoral choice (Curtice 2002).

The findings had a large impact on how election studies were designed. For many decades, short term multi wave campaign panel studies became very rare. Instead, the main focus shifted towards designing large nationally representative studies, sometimes also with a panel component, such as between election two wave panels or pre- and post election two wave panels.

The expectations to successfully isolate short term effects of campaign exposure are still quite low in academic research on voting behavior. The outcomes of elections and individual party choice are still largely explained by factors that do not change much during an election campaign: institutional settings, socio-economic status, ideological predispositions, economic and ideological cycles.

Well known trends in voting behavior such as weakening party identification, increasing volatility, and a growing proportion of voters who decide the party choice during the campaign have more or less produced the same situation as in the dawn of election studies: a new scholarly debate of the possible decisive impact of election campaigns have intensified. Again, scholars of electoral behavior argue that it is urgent to design election studies that are able to trace down the short term explanations behind individual voters' party choice, i.e. what happens very close to the funnel (final decision on party choice) in the funnel of causality (Campbell et al 1960). There is a demand for developing new models that can better explain party choice in an era of a more individualized voting behavior. Web based campaign panel studies is tailored for precisely that purpose.

Currently, most national election study research teams around the world now regard intense panel studies as an important complement to the long standing series of cross sectional national representative voter surveys. Two examples are the British *rolling campaign panel study* of the 2005 general elections (<http://www.essex.ac.uk/bes/2005/ircp.htm>) and the American National Election Studies program's standing twenty one wave voter panel in the years 2007-2009 (see www.electionstudies.org).

This is the main technical report of the 2010 Internet Campaign panel. To exploit the study's full potential, analysts need to be fully aware of the study design. As will become clear, both the set of questions asked to a given respondent and the exact day when the web survey was sent out to that individual has been randomized. In the first section we describe in detail how the study was designed. Secondly, we analyze the important recruitment-process and the representativeness of the access panel. Finally, we present how the fieldwork was conducted.

Study Design

Experiences from our first four Internet campaign studies were guiding us when we designed the 2010 Internet Campaign Panel. We know from the earlier studies that

participants in on line access panels like when web questionnaires are very short; a typical web questionnaire should not take more than five to ten minutes to answer	participants in online access panels prefer when web questionnaires are very short; a typical web questionnaire should not take more than five to ten minutes to answer. If longer, the response rates will be dramatically lower and lead to a higher panel mortality. If web surveys are kept short, most panelists are willing to participate quite often – during intense election campaigns even once a week.
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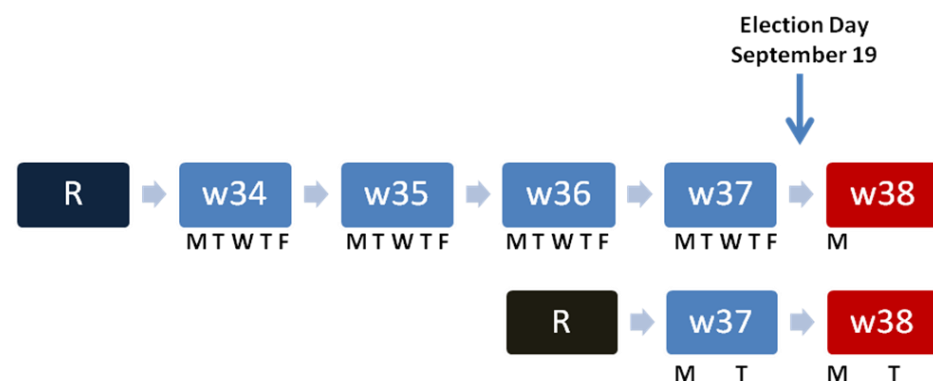
Randomized send outs

To be able to successfully monitor the day-by-day development during the intense campaign we wanted to have a steady flow of responses each day of the campaign. If you send out web questionnaires only once a week you will end up with too few

responses on many days of the campaign. This is not satisfactory since you want to measure the effects of specific campaign exposures as closely in time as possible. Therefore, we decided to randomize the recruited panel participants into five equally sized groups so we could administrate the send outs of the surveys at all weekdays (see Figure 1). Thus, there were five groups (Monday, Tuesday, Wednesday, Thursday, and Friday) that were assigned to five separate recipient lists. Panel participants that were recruited after the field work started, after August 23, (n=4 554) were randomly assigned to each of the five groups.

The Internet panel consists of two separate panels. The main panel (A) was recruited to take part of the original campaign panel (n=13 903). However, close to the start of the field work we were given the opportunity to initiate data collection collaboration with a research group in Canada (André Blais). A smaller number of participants (n=2076) were recruited late (during the election campaign) to participate in a second panel B. The B-panel received a much lengthier web questionnaire that included questions asked to similar campaign web panels in Canada and North Rhein Westfalen. This panel consisted of four waves of surveys (two pre-election and two post-election waves) and represent here an important methodological comparison between two very different study designs within the Blais-project.

FIGURE 1
The 2010 Internet Campaign Panel Study Design.



Comment: R=Recruitment-questionnaire. w34 (August 23-27), w35 (August 30-September 3), w36 (September 6-10, w37 (September13-17).

Randomized web questionnaires

In previous campaign panel studies (see f.c. Dahlberg, Oscarsson, and Kumlin 2006), we learned that the average response time is extremely low when you send out web questionnaires to a self recruited access panel; about fifty percent of the participants in self recruited online panels answer the questionnaire within 24 hours. We needed to solve the classic problem of having too many great ideas for what questions and indicators to include in the web survey and too little space to make the panel design work. To deal with this problem, we invented a method to shorten the average length of a given questionnaire by randomization. We programmed the web surveys to randomly put each individual's questionnaire together. In this way, all respondents did not have to answer all questions in all panel waves but rather just a randomly selected

set of questions. We assigned a probability to each page in the large questionnaire so that each questionnaire would be very short. The probabilities ranged from 0.1 (for low priority questions/modules) and 1.0 (obligatory questions on for example vote intention). The probabilities were set to make each web questionnaire as short as possible. For more information on each question's probability see table 1.

For this study design to work you need to have a very large standing panel of panel participants to begin with or you will not get enough respondents in your analyses. If one set the probabilities to high you will end up with a too lengthy average web survey. If you set the probabilities to low, the survey will be short but you may not be able to get enough respondents for some analyses. We assigned the probabilities-to-include based on a simulation of about 10 000 active participants. We ended up having about 4 283 participants that participated in all six surveys in the main panel (A). For some types of analyses, the number of observations may be quite low. However, in such cases the design permits the construction of new variables that maximizes the number of observations by including responses from adjacent panel waves.

As seen in table 1, a large number of questions were included in most or all of the pre-election surveys but each time only to a randomly selected group of respondents. The tracking indicators include a very large range of indicators for *evaluations of the campaign* (satisfaction with democracy, political interest, political trust, the importance of the election, assessment of fairness of election and so on), *evaluations of political parties and leaders* (dislike-like parties, emotions evoked), *evaluations of government alternatives* (responsibility attribution), *voting intention* (parties considered voting for, probability to vote, vote intention), *media exposure* (television news, newspapers, social media), *campaign exposure* (opinion polls, debates, leader interviews) and campaign activities (social media, political discussions, persuasion to vote for certain parties), and more.

Most campaign strategist prepare mentally for the unknown factor X that potentially will tilt the debate and campaign focus of most actors in the midst of the election campaign. We also prepared a set of questions to cope with *unforeseen events* during the campaign (19). This set of questions consisted of open ended questions that would be immediately asked to respondents in the case of a major event or a dramatic development during the election campaign. In recent Swedish elections, events of this sort have been easily identified and we have been able to ask questions about them in previous Internet Campaign panels. However, no such unforeseen events occurred during the 2010 Swedish election campaign. So these sets of questions were never used.

TABLE 1

Table of probabilities assigned to each set of questions in the pre election web questionnaires of the 2010 Internet Campaign panel.

Theme	w. 34		w.35		w. 36		w. 37		w. 38	
01. About the 2010 Election	Q1-Q5	All respondents receives one out of five questions (p=.20).	Q1-Q5	All respondents receives one out of five questions. (p=.20).	Q1-Q5	All respondents receives one out of five questions. (p=.20).	Q1-Q5	All respondents receives one out of five questions. (p=.20).	Q49	p(Q49)=1
02. Evaluation of government	Q6-Q10	p(Q6-10)=0.2	Q6-Q9	p(Q6-9)=0.2	Q6-Q9	p(Q6-9)=0.2	Q6-10	p(Q6-7)=0.2 p(Q8-10)=0.1	Q5	p(Q5)=0.1
03. Government results and responsibilities	Q11-Q14	p(Q11-14)=0.2	Q10-Q13	p(Q10-11)=0.2 p(Q12-13)=0.1	Q12, Q16-Q18	p(Q12)=0.1 ^c p(Q16)=0.2 p(Q17-18)=0.1	Q63, Q67-Q69	p(Q63)=0.2-0.3 p(Q67)=0.2 p(Q68-69)=0.1	-	-
04. Opinion polls	Q15-Q17	p(Q15-17)=0.2 ^a	Q14-Q16	p(Q14-16)=0.2	Q19-Q21	p(Q19-21)=0.2 ^a	Q11-Q14	p(Q11-13)=0.15 p(Q14)=0.1	-	-
05. The election campaign in the Media	Q18-Q24	p(Q18-24)=0.3 and date p(Q28-30)=0.25 ^b p(Q31-50)=answer Q30	Q17-Q23	p(Q17-18)=0.3 or [p(Q19-23)=0.3 and date]	Q22-Q28	[p(Q22-23)=0.3 or [p(24-28)=0.3 and date]] ^b	Q15-Q21	[p(Q17-21)=0.3 and date] or p(Q15-16)=0.3] ^b	Q30-Q34	p(Q31-34)=0.5 and date
06. Party preferences/evaluations	Q28-Q50	p(Q28-30)=0.25 ^b p(Q31-50)=answer Q30	Q33-Q35	p(Q33-35)=0.25 ^b	Q33-Q35	p(Q33-35)=0.25 ^b	Q80-Q102	p(Q80-82)=.25 ^b	-	-
07. Political knowledge	-	-	Q36	p(Q36)=1	Q36	p(Q36)=1	Q116	p(Q116)=1	-	-
08. Party leader evaluations	Q51	p(Q51)=0.25	Q37	p(Q37)=0.2	Q37	p(Q37)=0.2	Q103	p(Q103)=0.15	-	-
09. Most important problem	-	-	-	-	Q41-Q50	p(Q41-42)=0.5 p(Q43-50)=0.25 ^b	Q70-Q80	All respondents receives two out of ten questions.	Q35-Q44	p(Q37-44)=part of (1,2,3,4) in Dahlberg and Martinsson.
10. Ideology & Issues	Q52-Q54	p(Q52)=0.1 p(Q53-54)=1	Q39-Q40	p(Q39)=0.1 p(Q40)=1	Q38-Q40	p(Q38-39)=0.1 p(Q40)=1	Q104	p(Q104)=0.1	Q54	p(Q54)=1
11. Party identification	Q55	p(Q55)=0.2	-	-	-	-	-	-	-	-
12. Evaluation of the democratic system	Q56-Q61	p(Q56-61)=0.2	Q41-Q46	p(Q41-46)=0.1	Q51-Q56	p(Q51-56)=0.1	Q105-Q110	p(Q105-110)=0.1 p(Q107)=0.2	Q23-Q27	p(Q23)=0.1 p(Q24)=1 p(Q25-27)=0.1
13. Discussions about Politics	Q25-Q27	p(Q25-27)=0.25 ^a	Q47-Q49	p(Q47-49)=0.1	Q57-Q59	p(Q57-59)=0.1	Q111-Q113	p(Q111-113)=0.1	-	-
14. Absentee voting	-	-	Q50-Q52	p(Q50-52)=0.25 ^a	-	-	-	-	-	-
15. Party pledges	Q62-Q64	p(Q62-64)=0.25	-	-	-	-	Q114-Q115	p(Q114-115)=0.1	-	-
16. Previous voting (recall)	Q67	p(Q67)=1	Q53	p(Q53)=1	-	-	-	-	-	-
17. Emotions evoked by parties and party leaders	-	-	Q54-Q74	[p(party)=0.33 or p(partyleader)=0.33] ^b and p(Q54-74)=0.3	-	-	Q128-Q148	[p(party)=0.2 or p(partyleader)=0.2] ^b and p(Q128-148)=0.3	-	-
18. Economic assessments	-	-	Q75-Q79	p(Q75-79)=0.2 ^a	Q60-Q65	[p(Q60)=0.24 p(Q61-Q64)=0.2 q(Q64)=0.04] ^d	Q149-Q154	[p(Q149)=0.24 p(Q150-153)=0.2 q(Q154)=0.04] ^e	-	-
19. Unforseen events	-	-	-	-	-	-	-	-	-	-
20. Social media in the election campaign 2010	-	-	Q24-Q28	p(Q24-28)=0.5 ^a	-	-	-	-	-	-
22. TV-commercials	-	-	-	-	-	-	Q117-Q127	All respondents receives one out of ten questions	-	-

23. The election campaign at the Web	-		Q29-Q32	$p(Q29-32)=0.2^a$	Q29-Q32	$p(Q29-32)=0.2^a$	Q173-Q176	$p(Q173-176)=0.15$	-	
24. Bauhr experiment	-		-		-		-		Q55-Q62	$p(Q55 \text{ and } Q62)=0.48$ $p(Q56-61)=0.08^b$
25. Attitudes towards party membership	-		-		-		Q156-Q172	$p(Q156-Q172)=0.4$	-	
26. Party cooperation/coalition preferences	-		Q80-Q81	$p(Q80-81)=0.1^a$	Q67-Q68	$p(Q67-68)=0.1$	Q177-Q180	$p(Q177-180)=0.1$	-	
28. Party tests/party selectors	-		-		Q69-Q70	$p(Q69-70)=0.2$	Q181-Q182	$p(Q181-182)=0.15$	-	
29a. Blais pre-election 1	Q68	$p(Q68)=1$	Q84	$p(Q84)=0.1$	Q73	$p(Q73)=1$	Q183	$p(Q183)=1$	-	
29b. Blais pre-election 2	-		-		Q39	$p(Q39)=0.1$	Q104	$p(Q104)=0.1$	Q54	$p(Q54)=1$
29c. Blais post-election 1	-		-		-		-		-	
29d. Blais post-election 2	-		-		Q36	$p(Q36)=1$	-		-	
30. Voting intentions	Q68	$p(Q68)=1$	Q84	$p(Q84)=0.1$	Q73	$p(Q73)=1$	Q183	$p(Q183)=1$	-	
31. Dahlberg and Martinsson	-		-		Q10-Q15	$p(Q10)=0.2$ $p(Q11-13)=0.1^c$ $p(Q14-15)=0.2$	Q61-Q66	$p(Q61-66)=0.2$	-	
32. Dahlberg & Martinsson experiment 1	-		-		-		Q22-Q48	Each experiment group receives nine out of twentyseven questions.	-	
33. Dahlberg & Martinsson experiment 2	-		-		-		Q49-Q54	$p(Q49-51)=\text{Expgrupp 4}$ $p(Q52-54)=\text{Expgrupp 5}$	-	
34. Dahlberg & Martinsson experiment 3	-		-		-		Q55-Q60	$p(Q55-57)=\text{Expgrupp 6}$ $p(Q58-60)=\text{Expgrupp 7}$	-	
40. Socio-economy/demography	Q65-Q66	$p(Q65-66)=1$	Q82-Q83	$p(Q82-83)=1$	Q71-Q72	$p(Q71-72)=1$	-		Q63-Q65	$p(Q63-64)=1$ $p(Q65)=\text{part of experiment group 9 in Dahlberg and Martinsson.}$

To randomize the respondents into groups for each question, every panelist was given a number of background variables with randomized values between 0 and 1. Each background variable corresponded to a question or a set of questions that were supposed to be answered by the same group of respondents. Every non-obligatory question was then associated with a condition. If a question only was supposed to be received by 10 percent of the panelists, it was associated with the condition that only respondents with a value of less than 0.1 on the corresponding background variable would receive the question. This procedure ensured that almost all combinations of questions can be analyzed even though the answering time was kept down.

Table 1 contains 27 general themes and 9 themes that are parts of experiments. Each theme consists of a number of questions ranging from one to almost twenty. For each theme there is information about in which waves the theme is included, the question numbers of the questions within the theme and the probabilities associated to the questions i.e. how likely it was that a respondent received the question.

TABLE 2

Table of probabilities assigned to each set of questions in the post-election web questionnaires of the 2010 Internet Campaign panel.

Week**38**

Question	Theme #	Theme name	Probability
1	50.	Post-election questions	1
2-3	50.	Post-election questions	0,2
4	50.	Post-election questions	0,5
5	50.	Post-election questions	0,1
6	50.	Post-election questions	1
7-10	50.	Post-election questions	0,2
11	50.	Post-election questions	0,5
12-13	50.	Post-election questions	1
14-15	50.	Post-election questions	0,2
16-17	50.	Post-election questions	1
18	50.	Post-election questions	Question 16, answer 2 and 3
19	50.	Post-election questions	Question 16, answer 2 and 4
20-22	50.	Post-election questions	1
23	50.	Post-election questions	0,1
24	50.	Post-election questions	1
25-27	50.	Post-election questions	0,1
28-29	50.	Post-election questions	0,5
30	50.	Post-election questions	0,5 and date 2010-09-20
31	50.	Post-election questions	0,5 and date 2010-09-21
32	50.	Post-election questions	0,5 and date 2010-09-22
33	50.	Post-election questions	0,5 and date 2010-09-23
34	50.	Post-election questions	0,5 and date 2010-09-24
35-36	09.	Important questions	Experiment group 8 or J&S 1, sysselsättning 0,625
37-44	09.	Important questions	0,25
45-48	50.	Post-election questions	0,2
49-50	50.	Post-election questions	1
51-53	50.	Post-election questions	0,2
54	10.	Ideology	1
55	54.	Monica Bauhr	0,48
56-61	54.	Monica Bauhr	0,08
62	54.	Monica Bauhr	0,48
63-64	50.	Post-election questions	1
65	50.	Post-election questions	J & S 1
66-67	50.	Post-election questions	1

Recruitment

The recruitment to the E-panel 2010 was started 04:57 pm on April 22 2010 with an advertisement on the webpage hosted by the Department of Political Science (www.pol.gu.se). The web-based advertiser was in turn linked to a recruitment-survey

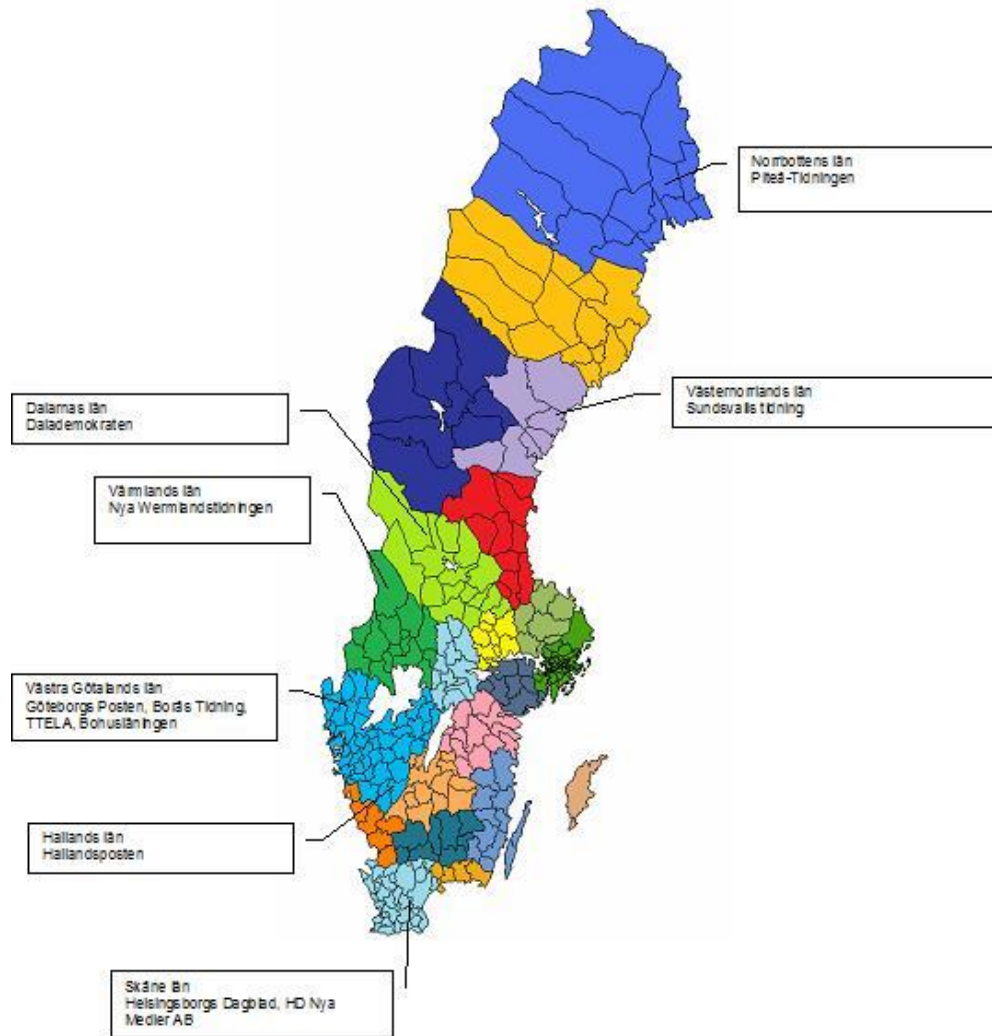
that contained questions about the respondents e-mail address together with a number of socio-economic background questions (see appendix). The recruitment-process using advertisers was then extended to the web-sites hosted by the Multidisciplinary Research Opinion and Democracy Research Group (www.mod.gu.se) and the Elections Study Program at the Department of Political Science, University of Gothenburg (www.valforskning.pol.gu.se) on the 10:th of May 2010. The advertisers were at this date posted on all three of the above mentioned web-sites in both a fixed static format as well as in pop-up form, all linking to the recruitment-survey. By the 15:th of May, the Society Opinion and Media institute also provided a so called pop-up advertiser on their webpage (www.som.gu.se) for recruitment to the E-panel 2010.

The advertisers that we used were the following:



During the same period, editors for the Swedish local news papers were contacted by mail where they were offered reports of the results from the E-panel, specifically for their readers, if they allowed us to advertise for the recruitment to the E-panel through their web-sites. In total, 11 out of 49 of the contacted newspapers accepted the offer. The newspapers were then sent the advertisers in different formats together with a link to our recruitment-survey and a link to a pop-up advertiser. The newspapers that decided to cooperate were the following: Wermlands Nya Tidning, Pietea Tidningen, Borås Tidning, Sundsvalls Tidning, Hallandsposten, Bohuslänningen, Helsingborgs Dagblad, HD Nya Medier, TTELA.se, DalaDemokraten and Göteborgs Posten. Throughout the whole recruitment-process, the same recruitment-survey was used for all media and web-channels. Some of the newspapers were also incorporated in a broader consortium where there also was a common web-portal for the conglomerate which were TTELA.se and HD nya Medier AB. The advertisement was hence also conducted through these web-sites. The newspapers from where the respondents were recruited are geographically located as follows in figure 2:

FIGURE 2
Geographical location of participating news papers



Most of the corresponding newspapers accepted to include the fixed advertiser on their web-site while only one newspaper, Borås Tidning, also included the pop-up advertiser. After a few weeks it became clear that fixed ads were highly ineffective for recruiting respondents while pop-up:s seemed to be much more efficient. All newspapers were then contacted again and offered a link to the pop-up script. By that time, three more newspapers agreed to use pop-up advertisers. On average the recruitment-rate was 60 percent higher for pop-up:s compared to regular advertisers. In this respect, one should also bear in mind that while the fixed advertisers were used for several weeks by most newspapers, the pop-up advertisers were only run for a couple of days up to a week and still, these were by far the most efficient way for recruiting respondents to the panel.

An overview of the amount of recruited respondents from each source and for different forms of advertising is presented in table 3.

TABLE 3
The number of recruited respondents from each specific source.

Recruitment source	Type of Webpage	Link/Popup	Number of clicks	Number of recruited	Response frequency in percent
Bohuslänningen	Paper	Link	450	97	22
Borås Tidning	Paper	Link	383	26	7
Borås Tidning	Paper	Popup	6 285	3 560	57
Dala Demokraten	Paper	Popup	1 099	1 017	93
Dala Demokraten	Paper	Link	474	13	3
Facebook	Social Media	Link	198	17	9
Facebook	Social Media	App	1 315	834	63
Göteborgs Posten	Paper	Link	4	0	0
Göteborgs Posten	Paper	Popup	4 358	3 410	78
Hallandsposten	Paper	Link	193	16	8
HD Nya Medier AB	Paper	Link	326	38	12
MOD/Valforskning	University	Link	851	279	33
MOD/Valforskning	University	Popup	1 643	843	51
Nya Wermlands Tidning	Paper	Link	438	55	13
Nyheter 24	Web News	Link	437	348	80
Nyheter 24	Web News	Popup	35	32	91
Piteå Tidningen	Paper	Link	240	44	18
Piteå Tidningen	Paper	Popup	49	29	59
Pol.gu	University	Link	294	39	13
SR	Radio	Popup	406	329	81
SOM Institute	University	Popup	622	387	62
Sundsvalls Tidning	Paper	Popup	1 878	1 109	59
Sundsvalls Tidning	Paper	Link	2	0	0
Ttela	Paper	Popup	1 520	1 255	83
TV4	TV	Link	3	0	0
TV4 Novus	TV	Link	1025	657	64
Link			5 303	1 629	31
Popup			17 895	11 971	67
App			1 315	834	63
Total			24 513	14 434	59

Another channel for recruitment that was used was the two web-based party sympathy simulators, which were constructed by the staff at the Laboratory of Opinion Research, at the University of Gothenburg. These party sympathy simulators were based on multinomial logistic regression analyses of Swedish citizens lifestyle characteristics, demographics and opinions. The database that was used for this purpose was the SOM Institute's annual nationally representative surveys "West-SOM" and the national survey from 2009 (see: www.som.gu.se). Based on the information provided from these simulators, the application calculated the distribution of party sympathies among people who had the same lifestyle patterns / demographic profile or opinions as oneself. The party simulators were thus applications that could be used to inform users about how party preferences are distributed among different population groups. After finishing the simulator the advertisers for the E-panel 2010, including the link to the recruitment-survey, was shown together with the results from the party sympathy

simulator. The simulators could be enjoyed through Facebook and at the Swedish Radio web-page (www.sr.se). In total 834 out of the 1315 respondents that clicked on the advertiser in the facebook application was recruited, which gives a recruitment-rate of 81 percent. The advertiser for the party sympathy simulator put on facebook was previewed by 11 902 011 users.

In the case of SR, the participants were offered a link to the MOD webpage containing information about how the simulator was constructed. The information about the simulator was included in a webpage also containing a pop-up advertiser for *E-panelen 2010*. The recruitment through sr.se was hence indirect since public media are not allowed to advertise. In total 329 out of 406 respondents exposed to the advertiser was recruited through the sr.se webpage, which gives a recruitment-rate of 63 percent.

A regular fixed advertiser was also placed on Facebook which generated 198 clicks out of 3 401 690 198 previews, which resulted in 17 recruited respondents. The average costs per click were thus 10.42 skr. The total cost for the facebook ad was 2064,03 SEK, which divided on 17 gives a total cost of 121,41 SEK per recruited respondent.

We also, through social media such as Nyheter 24, received e-mail addresses to where we sent out the recruitment-survey. A total of 8 435 e-mail addresses were received from Nyheter 24 to which an invitation e-mail was sent. 437 of these presumptive respondents followed the link to the recruitment-survey and from these 348 respondents were recruited to the E-panel 2010.

Taken together, 1 629 respondents were recruited by regular advertisers. 11 971 were recruited by pop-up advertisers, mainly hosted by Borås Tidning, Göteborgs Posten, Sundsvallstidning and TTELA. The web applications in terms of the two party sympathy simulators generated 834 recruited respondents. A conclusion from the recruitment-process is thus, when it comes to web-based advertising, the advertisement benefits greatly from using pop-ups since that catches the respondents attention in a more effective way.

How representative is a self recruited panel?

The recruitment to the E-panel 2010 was, thus, mainly carried out through different forms of web-based advertisers, where some channels and formats were more efficient than others. A relevant question in this respect is how different sources of recruitment together with different methods and formats for advertising affects the composition and representativeness of the E-panel compared to the Swedish population as such.

According to the results in table 4, it is clear that the E-panel particularly is biased in terms of gender as there, in general, are fewer women than men compared to the rather evenly distributed proportion of women and men in the Swedish population. An exception in this context is the opposite proportion of men and women recruited from Hallandsposten (69 percent women). With regard to this result, a reasonable explanation may be that only 16 respondents in total were recruited from this particular newspaper.

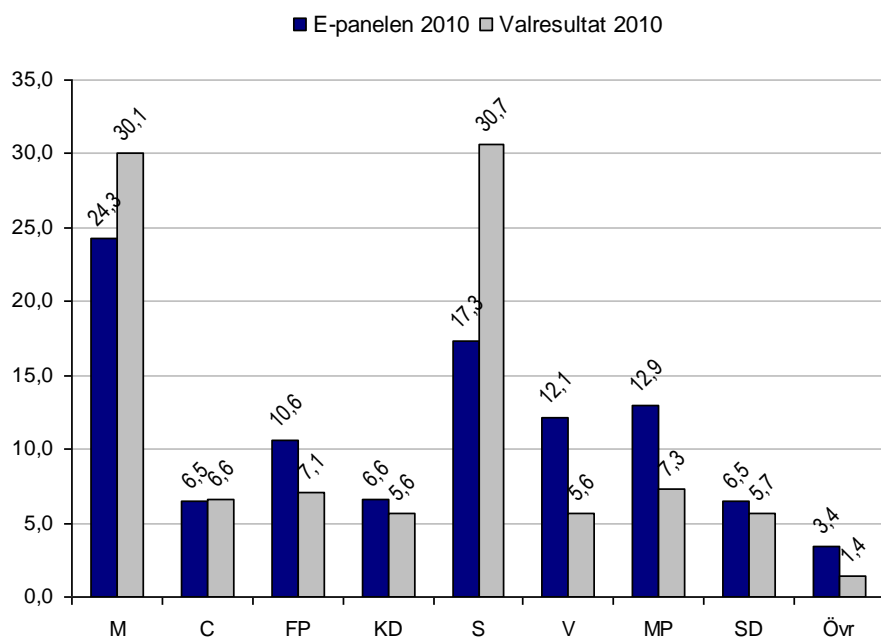
TABLE 4
The composition of the Internet Campaign Panel 2010.

Source	Women %	Men %	Age (mean)	University degree %	LR-Selfplacem. (mean)	Pol. Trust (mean)	Pol. Inter. (mean)
mod.gu.se, valforsk.gu.se	27	73	38,0	55	5,9	4,2	1,4
som.gu.se	40	60	43,7	64	6,0	4,2	1,3
pol.gu.se	60	40	33,2	34	5,6	4,7	1,3
Piteå Tidningen	47	53	46,2	37	4,9	3,9	1,6
Nya Wermlands Tidning	33	67	42,2	28	6,0	3,7	2,1
Sundscvalls Tidning	37	63	46,1	41	5,9	3,5	1,9
Hallandsposten	69	31	46,8	44	7,4	3,8	2,0
Borås Tidning	40	60	45,7	41	6,1	3,7	1,8
Bohuslänningen	35	65	43,3	31	5,9	3,6	1,8
HD Nya Medier AB	34	66	49,9	37	6,9	3,7	1,7
Dala-Demokraten	36	64	48,6	42	5,1	3,7	2,0
TV4Novus	43	57	43,1	33	6,4	4,1	1,4
Nyheter 24	30	70	42,7	30	6,0	3,5	1,8
Facebook	63	37	35,1	35	5,1	3,6	1,6
GP	34	66	43,0	48	6,3	3,9	1,9
SR	40	60	40,1	53	5,7	4,0	1,5
Ttela	41	59	44,7	41	5,8	3,7	1,9
Total	39	61	43,1	41	5,9	3,9	1,7
Resp. previous web-panels	37	63	46,6	42	5,1	-	1,8
SOM 2009	53	47	50,1	25			1,1
SNES 2010					5,3		

Comment: Political trust is measured on a seven point scale where 1 means low political trust and 7 high degrees of political trust. Political interest is measured on a four point scale with the alternatives 1 very interested, 2 fairly interested, 3 fairly uninterested, 4 not interested at all. Let-right selfplacement is measured on an eleven point scale where 0 indicates left and 10 right. SOM 2009=National representative postal survey. SNES 2010=The Swedish National Election Study 2010.

The respondents in the E-panel are, as seen in table 4, both younger, more politically interested and more highly educated compared to the Swedish population as a whole, as captured in the SOM-data from 2009. Less unexpectedly, the degree of political interest and political trust is also somewhat higher among respondents recruited from any of the university web-sites, compared to those recruited from the newspapers.

Figure 3
The composition of the Internet Campaign Panel 2010.



Comment: Data are from Swedish National Election Studies 1964-2006 (Holmberg and Oscarsson 2007). The results are based on a question with the following wording: "When did you decide which party to vote for in the election this year? Was it during the last week before the election, earlier during autumn or summer or did you know all along how you were going to vote?" The two first response alternatives have been combined into "during the campaign" category. Non-voters are not included in the analysis.

When comparing the election results of parliamentary election of 2010 with the result from the E-panel 2010, the two biggest parties, the Moderate party and the Social democratic party, is clearly underrepresented in the E-panel, as seen in figure 3. This is especially the case for the Social democratic party which received 17,3 percentages of the votes in the E-panel compared to 30,7 in the national election. The Left party, the Green party and to some extent the Liberal peoples party is, on the other hand, overrepresented in the E-panel. This is also the case for the category "other parties", who received 3,4 of the votes among the respondents of the E-panel compared to 1,4 percentages in the national election. (For a more detailed study of the representativeness of a self-selected internet panel, see Nilsson, Dahlberg, Ohlsson, and Oscarsson 2007).

Field Work

The programming of the web-surveys and the administration of the field work for the 2010 Internet Campaign study was carried out with the QuestBack product Easy Research (www.easyresearch.se).

Asking voters about when they decided how to vote have become more or less mandatory in election studies, campaign panels,

The first questionnaire was sent out on Monday the 23 of August at 7 am - four weeks before the election. Except for some occasional cases, questionnaires were sent out at 7 am every weekday until polling day. Reminders were programmed to be sent out after 48 hours. Altogether, the respondents had four days to reply to each questionnaire.

According to the percentage of respondents, Mondays appeared to be the day of the week that generated the most percentage of respondents. All Mondays had more than 70 percent respondents and the first Monday (August 23) was the most successful one, with 74 percent respondents. None of the other weekdays reached 70 percent respondents.

The median time, as seen in table 5, for the five weeks ranged from 9 minutes and 3 seconds to 11 minutes and 59 seconds which include differences of the length of the questionnaires due to the randomization of the questions. The short span of the median respondent time gives an indication that the randomization of the questions panned out well as well as the average length of the questionnaires.

With exception to week 36 the percentage of respondents during the first 24 hours was the highest during Mondays. Thus it seems as if Mondays represents the best way to send out surveys if you want both quick responses as well as a high frequency of respondents. Another conclusion to be made is that after the first day after receiving the survey the response rate is rather low and thus, if you want a high response rate, the surveys should be sent out in the beginning of the week, since that in general tends to give higher response rates during the first 24 hours of the survey.

TABLE 5
Overview of Field work of the Internet Campaign Panel 2010.

w	Questionnaires	Reminder	End of survey	Recipients (number)	Response rates (per cent)	Median time for responding (minutes and seconds)	Respondents within 24 hours (per cent)
	Recruitment-survey, Tue. 20 April 2010		19 Sep. 2010	14 434		02:43:00 (whole recruitment-period)	
	Panel A						
34	Mon. 23 Aug. 2010	25 Aug. 2010	29 Aug. 2010	2 078	74%	09:56:00 (whole v.34)	68,1%
34	Tue. 24 Aug. 2010	26 Aug. 2010	30 Aug. 2010	2 118	69%	x	66,0%
34	Wed. 25 Aug. 2010	27 Aug. 2010	31 Aug. 2010	2 097	68%	x	65,3%
34	Thur. 26 Aug. 2010	28 Aug. 2010	1 Sep. 2010	2 117	67%	x	56,7%
34	Fri. 27 Aug. 2010	29 Aug. 2010	2 Sep. 2010	1 805	66%	x	57,0%
35	Mon. 30 Aug. 2010	1 Sept. 2010	5 Sep. 2010	2 448	71%	10:59:00 (whole v.35)	68,40%
35	Tue. 31 Aug. 2010	2 Sept. 2010	6 Sep. 2010	2 410	69%	x	69,70%
35	Wed. 1 Sep. 2010	3 Sept. 2010	7 Sep. 2010	2 348	68%	x	68,50%
35	Thur. 2 Sep. 2010	4 Sept. 2010	8 Sep. 2010	2 332	68%	x	61,90%
35	Fri. 3 Sep. 2010	5 Sept. 2010	9 Sep. 2010	2 176	67%	x	62%
36	Mon. 6 Sep. 2010	8 Sept. 2010	12 Sep. 2010	2 763	71%	09:03:00 (whole v.36)	71,70%
36	Tue. 7 Sep. 2010	9 Sept. 2010	13 Sep. 2010	2 738	68%	X	69,40%
36	Wed. 8 Sep. 2010	10 Sept. 2010	14 Sep. 2010	2 348	69%	X	69,50%
36	Thur. 9 Sep. 2010	11 Sept. 2010	15 Sep. 2010	2 333	67%	X	66,50%
36	Fri. 10 Sep. 2010	12 Sept. 2010	16 Sep. 2010	2 483	69%	X	63,50%
37	Mon. 13 Sep. 2010	15 Sept. 2010	19 Sep. 2010	2 732	72%	11:59:00 (whole I v.37)	75,50%
37	Tue. 14 Sep. 2010	16 Sept. 2010	19 Sep. 2010	2 703	68%	x	60,50%
37	Wed. 15 Sep. 2010	18 Sept. 2010	19 Sep. 2010	2 322	67%	x	71,10%
37	Thur. 16 Sep. 2010	18 Sept. 2010	19 Sep. 2010	2 306	64%	x	73%
37	Fri. 17 Sep. 2010	18 Sept. 2010	19 Sep. 2010	2 460	62%	x	73,50%
38	Post-election Survey Mon. 20 Sep. 2010	23 + 28 Sept. 2010	3 Oct. 2010	13 150	72%	09:58:00 (whole post election survey)	67,20%
	Panel B (International collaboration)						
37	Pre-election Survey I Mon. 13 Sep. 2010	14 Sept. 2010	19 Sep. 2010	2 076	72%		
37	Pre-election Survey II Thur. 16 Sep. 2010	18 Sept. 2010	19 Sep. 2010	2 076	67%		
38	Post-election Survey I Mon. 20 Sep. 2010	22 and 28 Sept. 2010	3 Oct. 2010	2 076	73%		
38	Post-election Survey II Thur. 23 Sep. 2010	25 and 30 Sept. 2010	3 Oct. 2010	2 076	72%		

In table 6 below, all recruited participants in the 2010 Internet Campaign have been accounted for. The veterans were recruited already in 2006 and participated in a follow up panel wave in October 2009. Of these veterans, 486 respondents did not participate at all in the 2010 Internet Campaign panel. An unknown proportion of these lost veterans may have changed their email address and never received our invitations.

Most of the large proportion of the veterans (898 respondents) were very active in the panel and answered all of our web surveys sent out during the intense campaign.

TABLE 6
Combinations of responses-nonresponses among recruited panel participants in the 2010 Internet Campaign Panel (Yes=confirmed completion).

Veterans	Recruitment-questionnaire	V34	V35	V36	V37	V38	# of Respondents	Percentage
Yes	-	-	-	-	-	-	486	3,6%
Yes	-	-	-	-	-	Yes	66	0,5%
Yes	-	-	-	-	Yes	-	2	0,0%
Yes	-	-	-	-	Yes	Yes	29	0,2%
Yes	-	-	-	Yes	-	-	8	0,1%
Yes	-	-	-	Yes	-	Yes	13	0,1%
Yes	-	-	-	Yes	Yes	-	4	0,0%
Yes	-	-	-	Yes	Yes	Yes	41	0,3%
Yes	-	-	Yes	-	-	-	18	0,1%
Yes	-	-	Yes	-	-	Yes	11	0,1%
Yes	-	-	Yes	-	Yes	-	4	0,0%
Yes	-	-	Yes	-	Yes	Yes	12	0,1%
Yes	-	-	Yes	Yes	-	-	11	0,1%
Yes	-	-	Yes	Yes	-	Yes	24	0,2%
Yes	-	-	Yes	Yes	Yes	-	2	0,0%
Yes	-	-	Yes	Yes	Yes	Yes	91	0,7%
Yes	-	Yes	-	-	-	-	39	0,3%
Yes	-	Yes	-	-	-	Yes	21	0,2%
Yes	-	Yes	-	-	Yes	-	3	0,0%
Yes	-	Yes	-	-	Yes	Yes	21	0,2%
Yes	-	Yes	-	Yes	-	-	11	0,1%
Yes	-	Yes	-	Yes	-	Yes	19	0,1%
Yes	-	Yes	-	Yes	Yes	-	8	0,1%
Yes	-	Yes	-	Yes	Yes	Yes	69	0,5%
Yes	-	Yes	Yes	-	-	-	22	0,2%
Yes	-	Yes	Yes	-	-	Yes	19	0,1%
Yes	-	Yes	Yes	-	Yes	-	3	0,0%
Yes	-	Yes	Yes	-	Yes	Yes	33	0,2%
Yes	-	Yes	Yes	Yes	-	-	9	0,1%
Yes	-	Yes	Yes	Yes	-	Yes	82	0,6%
Yes	-	Yes	Yes	Yes	Yes	-	12	0,1%
Yes	-	Yes	Yes	Yes	Yes	Yes	898	6,6%
-	Yes	-	-	-	-	-	3 015	22,1%
-	Yes	-	-	-	-	Yes	669	4,9%
-	Yes	-	-	-	Yes	-	36	0,3%
-	Yes	-	-	-	Yes	Yes	119	0,9%
-	Yes	-	-	Yes	-	-	124	0,9%
-	Yes	-	-	Yes	-	Yes	168	1,2%
-	Yes	-	-	Yes	Yes	-	50	0,4%
-	Yes	-	-	Yes	Yes	Yes	705	5,2%
-	Yes	-	Yes	-	-	-	112	0,8%
-	Yes	-	Yes	-	-	Yes	67	0,5%
-	Yes	-	Yes	-	Yes	-	16	0,1%
-	Yes	-	Yes	-	Yes	Yes	72	0,5%
-	Yes	-	Yes	Yes	-	-	67	0,5%
-	Yes	-	Yes	Yes	-	Yes	161	1,2%
-	Yes	-	Yes	Yes	Yes	-	62	0,5%
-	Yes	-	Yes	Yes	Yes	Yes	1 154	8,4%
-	Yes	Yes	-	-	-	-	222	1,6%
-	Yes	Yes	-	-	-	Yes	61	0,4%
-	Yes	Yes	-	-	Yes	-	14	0,1%
-	Yes	Yes	-	-	Yes	Yes	60	0,4%
-	Yes	Yes	-	Yes	-	-	41	0,3%
-	Yes	Yes	-	Yes	-	Yes	92	0,7%
-	Yes	Yes	-	Yes	Yes	-	27	0,2%
-	Yes	Yes	-	Yes	Yes	Yes	302	2,2%
-	Yes	Yes	Yes	-	-	-	79	0,6%
-	Yes	Yes	Yes	-	-	Yes	77	0,6%
-	Yes	Yes	Yes	-	Yes	-	19	0,1%
-	Yes	Yes	Yes	-	Yes	Yes	117	0,9%
-	Yes	Yes	Yes	Yes	-	-	61	0,4%
-	Yes	Yes	Yes	Yes	-	Yes	336	2,5%
-	Yes	Yes	Yes	Yes	Yes	-	90	0,7%
-	Yes	Yes	Yes	Yes	Yes	Yes	3 385	24,8%
2 091	11 580	6 252	7 126	8 127	7 460	8 994	13 671	100,0%

Comment: The calculations are based on the number of questionnaires that were given the status "completed" in the Easy Research administration tool. However, the actual number of responses on some survey questions may be higher than reported in this table.

From table 6 we can see that the number of respondents that completed all of the surveys amounted to 4283 which stands for 31.3 % of the total respondents. 3501 (25.6 %) chose to not answer any of the surveys. The number of veterans with one or more completed surveys was 76.8 %, as seen in table 7, which can be compared to the newly recruited that had 74.0 % with one or more completed surveys. Another conclusion that can be made when comparing the veterans to the newly recruited is that 43.0 percent of the veterans completed all surveys compared to 29.2 percent of the newly recruited. The longer the respondent have participated in the panel, the higher, it thus seems, the probability to answer a survey is.

TABLE 7. Number of completed surveys among participants divided on veterans and newly recruited respondents.

Number of surveys completed		No response	One survey	Two surveys	Three surveys	Four surveys	All surveys	Total respondents
Veterans	%	23,20%	6,40%	6,20%	7,60%	13,70%	42,90%	100%
	N	486	133	129	158	287	898	2091
Recruited	%	26,00%	10,00%	5,90%	11,50%	17,30%	29,20%	100,00%
	N	3015	1163	682	1336	1999	3385	11580
Total	%	25,60%	9,50%	5,90%	10,90%	16,60%	31,30%	100,00%
	N	3501	1296	811	1494	2286	4283	13671

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