

Talk Announcement for the Psychological Research Colloquium, Winter Semester 2026/27

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A 24-Wave Longitudinal Experiment on Incentive Strategies in Online Panels

Thursday, 7. January 2027, 11:45 – 13:15 (Talk 1), Room 2108/D

Abstract: This work-in-progress talk will outline an analysis of a 24-wave longitudinal experiment examining how incentive strategies support sustained participation in online panel surveys. A total of 3,200 newly recruited online panel members were randomly assigned to a 6×2 factorial design, crossing six reward conditions (PayPal payment, bank transfer, redeemable loyalty points, donation to a fixed charity, donation to a selectable charity, or no incentive) with the provision or absence of a study results summary. The planned analysis will examine panel attrition, survey response, retention through the final survey page, and response completeness across waves. Potential analytical approaches include generalized estimating equations to assess population-averaged incentive effects, survival models to examine time to panel dropout, and multilevel models to explore individual differences in participation trajectories. The study aims to identify incentives that sustain participation over time and to assess their cost-effectiveness.

All colleagues, doctoral researchers and students are cordially invited.

Optionally, digital participation is also possible at:

<https://uni-augsburg.zoom.us/j/98037502123?pwd=N0NPYmVlNmhKRDIcSXISbGZiclhaZz09>