



# The Challenge and Importance of Including Spanish-Dominant Latinos in an Online Panel

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Lessons from *KnowledgePanel Latino*<sup>SM</sup>

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# Outline

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- Background about Knowledge Networks
- Coverage issues about representativeness
- Why add Spanish language?
- A word about *KnowledgePanel Latino<sup>SM</sup>*
- Sample frames for recruitment
- Support infrastructure
- Weighting solutions
- The importance of adding Spanish to research samples (examples)
- Recommendations and conclusions

# Background

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## Knowledge Networks

- Representative, probability-based panel called **KnowledgePanel®**
- Traditional Coverage
  - RDD sample frame and RDD methods used since 1999
  - Non-internet households included since 1999
    - Originally provided with WebTV and free ISP
    - Currently provide laptop computers and free ISP
- Recent coverage issues regarding two significant growing segments
  - Cell-phone only households
  - **Spanish-speakers – Spanish Language Dominant Latinos**

# Current KnowledgePanel Coverage Solutions

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## Cell phone only households

- Address-based sample frame now added to RDD sample frame

## Spanish Language Dominant (SLD) Latinos

- Accelerated build out of this segment on panel
- Add Spanish language and cultural adaptation dimensions to
  - Recruitment materials/scripts
  - Panel member communications
  - Online survey questionnaires
- Add in-house language capability and cultural expertise
- Modify statistical internal methods
  - Panel sampling for client surveys (with and without Spanish language)
  - Panel weighting for blending language dimensions of Latino members

# Why add Spanish Language Capability?

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- The U.S. is the 4<sup>th</sup> largest Spanish-speaking country in the world
- There are 45 million Latinos in the U.S.
  - 30 million adults (age 18+)
  - 83% of Latino adults speak Spanish well or very well\*
  - 38% of Latino adults speak English very little or not at all\*
  - 45% of Latino adults read English very little or not at all\*
- **Adding Spanish language makes Latino panel members more representative of the U.S. adult Latino population.**

*\* 2007 Pew Hispanic Center National Survey of Latinos.*



# KnowledgePanel Latino<sup>SM</sup>

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- The full complement of KnowledgePanel's Latino members taking surveys in either Spanish or English and representative of the U.S. Latino population including those with and without household Internet access.



- 55% of Latino households do not have Internet access from home (Oct. 2007 CPS)

# Latino Household Recruitment Methods

## National address-based sample

- Bilingual mail recruitment materials
- Spanish-language Website for online join option
- Bilingual Call-in recruitment representatives

## National RDD telephone sample

- Oversample of minority population exchanges
- Recruited in English or Spanish as necessary
- Self-identification as Hispanic/Latino

## Targeted geographic areas for telephone samples

- RDD samples screened for Hispanic Spanish-speaking households
- Listed Hispanic surname samples screened for Hispanic Spanish-speaking households

**¡Invitamos a todos en su hogar a formar parte del KnowledgePanel!**

**Marque la diferencia en temas importantes**  
A menudo la gente siente que no puede influenciar en los productos que salen al mercado, los programas que dan por televisión o los gestiones del gobierno. Sin embargo, los participantes del KnowledgePanel opinan acerca de estos y otros temas de interés – desde debates presidenciales hasta nombrar una babida popular – cada vez que participan en sondeos nacionales y encuestas para cadenas de televisión, noticias, compañías reconocidas, universidades y otras organizaciones como AARP y la revista Consumer Reports.

**¡El KnowledgePanel lo necesita! Sin cargos por afiliarse**  
Nuestro panel debe representar todos los niveles socioeconómicos y edades reflejando las opiniones de familias, adultos y jóvenes desde los 13 años. Los hogares son seleccionados al azar a lo largo de los Estados Unidos. No hay cargos por registrarse ni afiliarse y nunca se le pedirá que compre algo. De hecho, creamos que nuestros panelistas deben de recibir algo a cambio por lo que les ofrecemos dinero en efectivo, talentos y ritos entre muchas otras cosas más!

**Exprésese 10-15 minutos a la semana**  
Los participantes nos dan sus opiniones a través de encuestas semanales en el Internet. Nosotros tenemos invitaciones personalizadas por correo electrónico para cada encuesta – en vez de publicidad automática. Cada encuesta toma de 10 a 15 minutos y puede ser terminada en cualquier momento del día o de la noche. La mayoría de sesiones no tienen que ser completadas de una sola vez. Sin embargo, le ofrecemos dinero extra en efectivo por completar encuestas que requieren una respuesta inmediata o que sean más largas.

**Beneficios para los participantes con o sin acceso a Internet**  
Usted puede formar parte del panel así no tenga Internet en su hogar o trabajo. Nosotros le prestamos una computadora y le damos acceso gratis a Internet a través de su línea telefónica mientras sea parte del panel. Hacemos esto para representar a todos los hogares en las encuestas. Si usted ya tiene acceso a Internet, entonces recibirá 1,000 puntos por cada encuesta que complete. Cada vez que llegue a 25,000 puntos usted recibirá un cheque por \$25.

**Confidencial y seguro**  
Proteger su privacidad es importante por lo que seguimos las normas de confidencialidad del Council of American Survey Research Organizations. Nunca revelaremos su identidad o información de contacto sin su permiso.

**Knowledge Networks es el líder**  
Knowledge Networks, fundado en 1998 por dos profesores de la Universidad de Stanford, creó uno de los primeros paneles de investigación por Internet. Hoy, somos una compañía de estudios de opinión conocida nacionalmente. En promedio, los que participan en el panel permanecen con nosotros por dos años o más. Los panelistas disfrutan lo que hacen, los reconocen que reciben, y nos aseguran que las encuestas los mantienen al día en varios temas pero lo que más disfrutan es el poder marcar la diferencia.

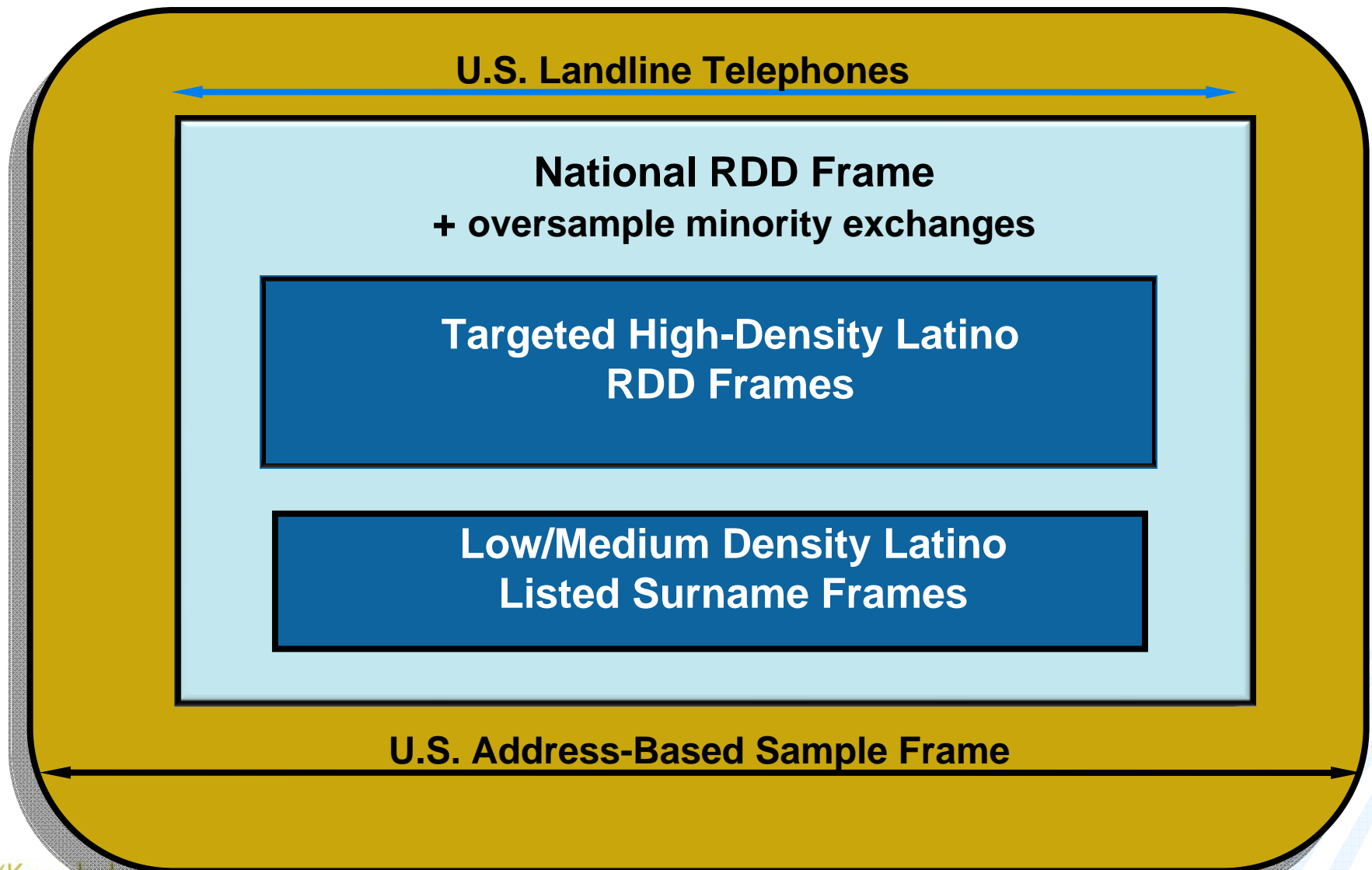
**Deseo hacer algo importante por nuestra comunidad latina.**  
Carida C, Florida



**KnowledgePanel® – la oportunidad de ser escuchado**



# KnowledgePanel Latino: Multiple Frames Combined



# Support Materials Development

Native-speakers, toll-free telephone support staff



Culturally appropriate, Spanish-language materials

# Dedicated Spanish-language Website

Su voz como panelista - Windows Internet Explorer

http://join.knpanel.com/voice-es.html

McAfee SiteAdvisor

Su voz como panelista KnowledgePanel Your Voice a...

KnowledgePanel® opine. es fácil.

Inicio  
ÚNASE YA  
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Premios  
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**SU VOZ COMO PANELISTA**

Marque la diferencia en temas importantes.

¡Usted compartirá sus opiniones en una variedad de temas que van desde el sistema de salud, productos nuevos, problemas que afectan nuestro país y muchos otros temas más! Usted participará en sondeos nacionales y encuestas para cadenas de televisión, organizaciones de noticias, compañías reconocidas y universidades.

Los afiliados comparten sus opiniones a través de las invitaciones semanales por Internet. Nosotros enviamos invitaciones electrónicas personalizadas para cada una de nuestras encuestas – no es publicidad automática (pop-ups) fastidiosa. Cada encuesta toma solo entre 10 a 15 minutos en ser llenada. Y la mayoría de las encuestas no tienen que ser completadas de una sola vez. Puede llenarlas a cualquier hora del día o la noche. Sin embargo, ofrecemos premios extra en efectivo cuando las encuestas tienen que ser completadas dentro de un determinado tiempo o para las encuestas que son más largas.

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# Online Questionnaire Development Process

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1. Cultural appropriateness adjustment to FINAL English questionnaire in preparation for translation
2. Translate FINAL English questionnaire
3. Two independent reviewers check the Spanish translation
  - Reviewers trained in questionnaire design
  - Sensitive to diverse language elements of different nationalities
4. Consult with each other to resolve differences
5. Bring in a third party, Spanish-speaking senior researcher to help adjudicate any wording impasse
6. The two reviewers independently do quality control check on the final scripted online version before it is fielded

# Post processing elements

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- Language specialists review open-ended responses
- Code-up responses as necessary
- Translate into English when required by project



# Weighting solutions

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- **Base weight adjustment** for factors associated with the multiple frame recruitment including:
  - selection probability corrections
  - geographic distributions to offset the multiple targeting strategies
- **Regional-level language adjustments** (English vs. Spanish)
  - Across dimensions of Language Spoken at Home
  - Blending using national benchmarks (Pew Hispanic Survey)
- **Blended sample weighted to total U.S. Hispanics**
  - Multiple demographic dimensions (gender, age groups, education level, metro/non-metro, etc.) using a raking procedure with current CPS data

# A note about the language dimension

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Used for telephone eligibility screening and weighting:

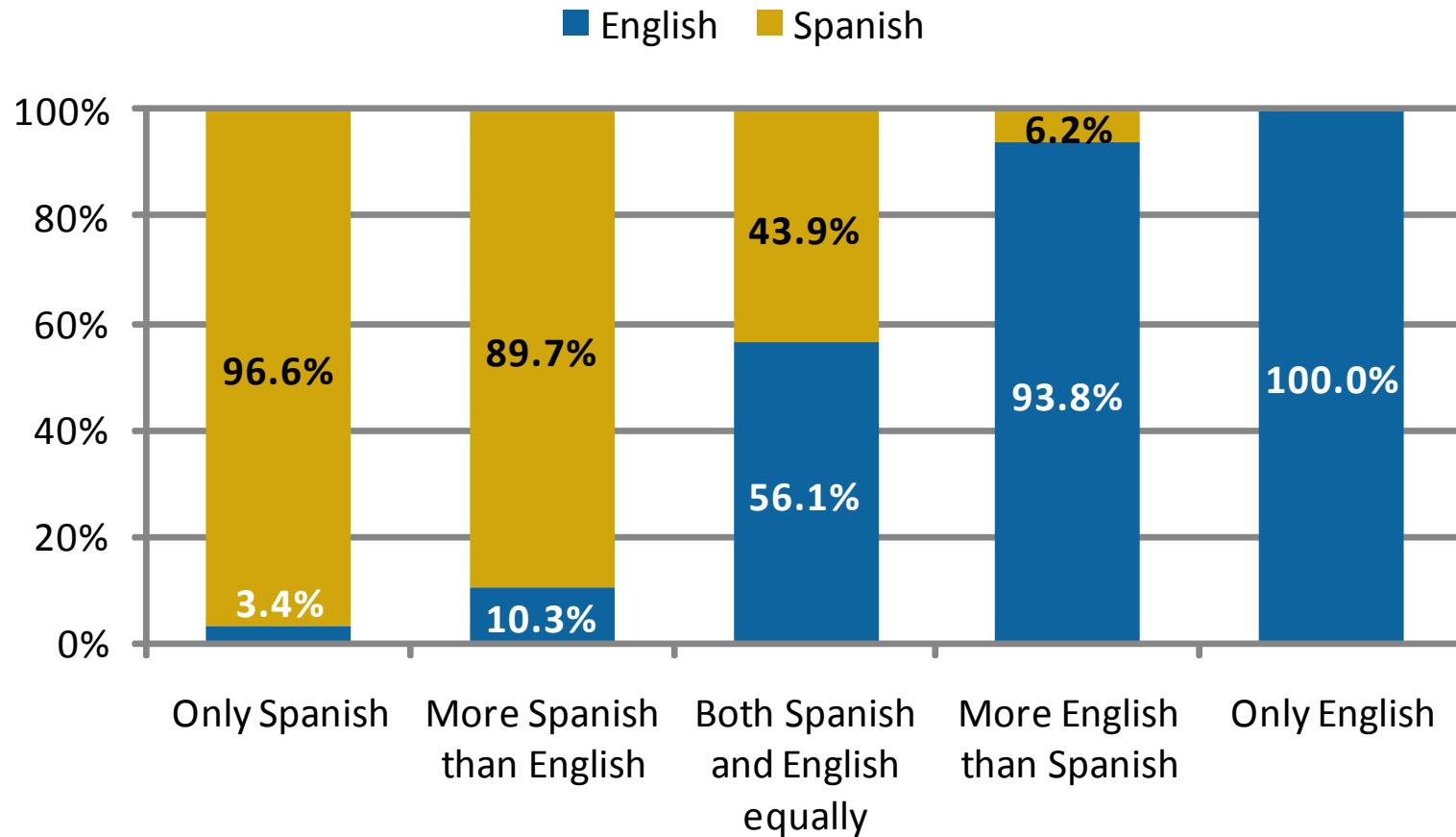
- What language do you usually speak at home?
  - Only Spanish
  - More Spanish than English
  - Both Spanish and English equally
  - More English than Spanish
  - Only English

Pew Hispanic Center’s “National Survey of Latinos” data used for language weighting benchmarks (CPS data used for broader demo weighting)

Language dominance categories using a (Pew) algorithm of reading and speaking ability in Spanish and in English to create:

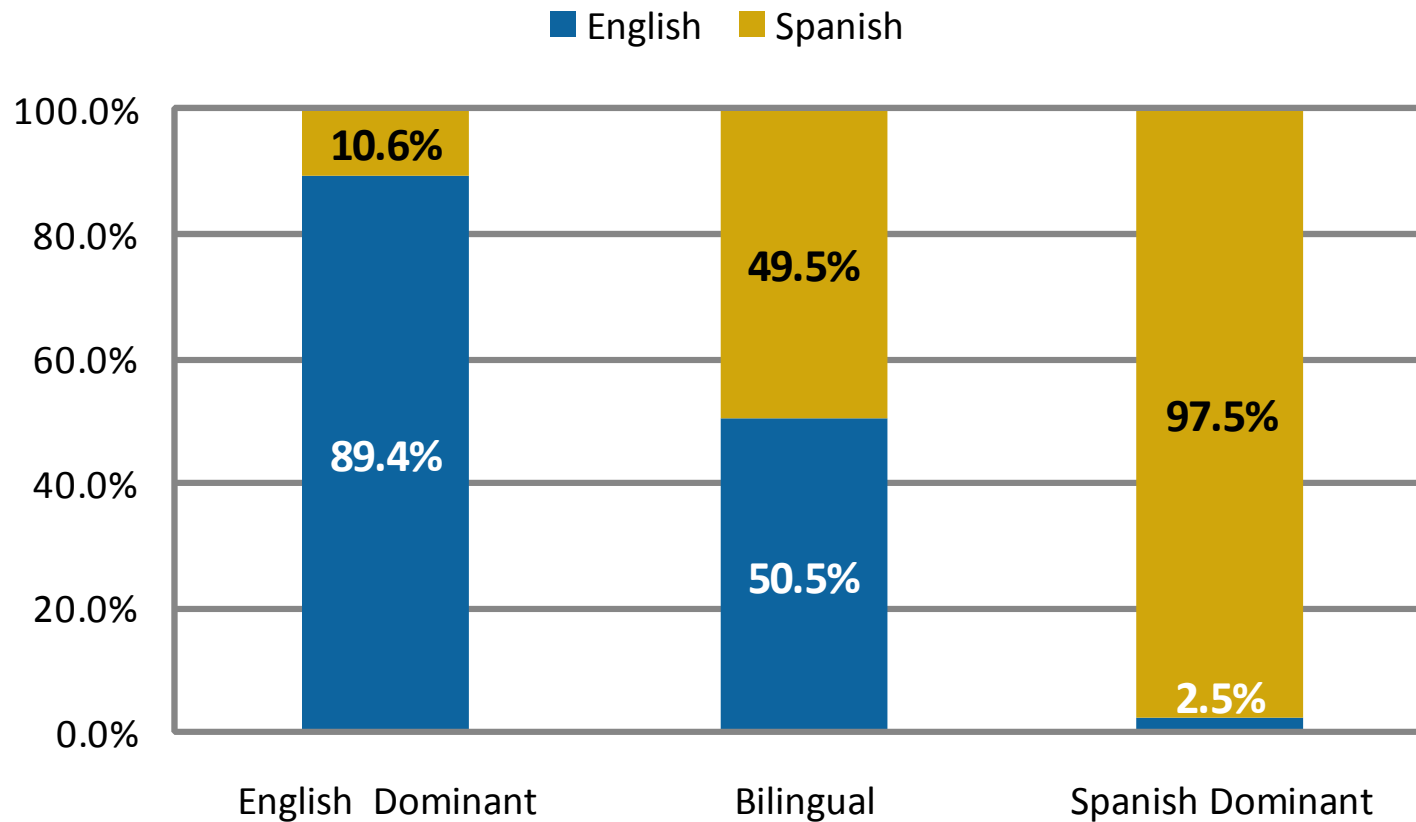
- English Dominant
- Bilingual
- Spanish Dominant

# Language Spoken at Home and Language Used for Online Surveys



# Language Dominance Category and Language Used for Online Surveys

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# Does including Spanish language make a difference?

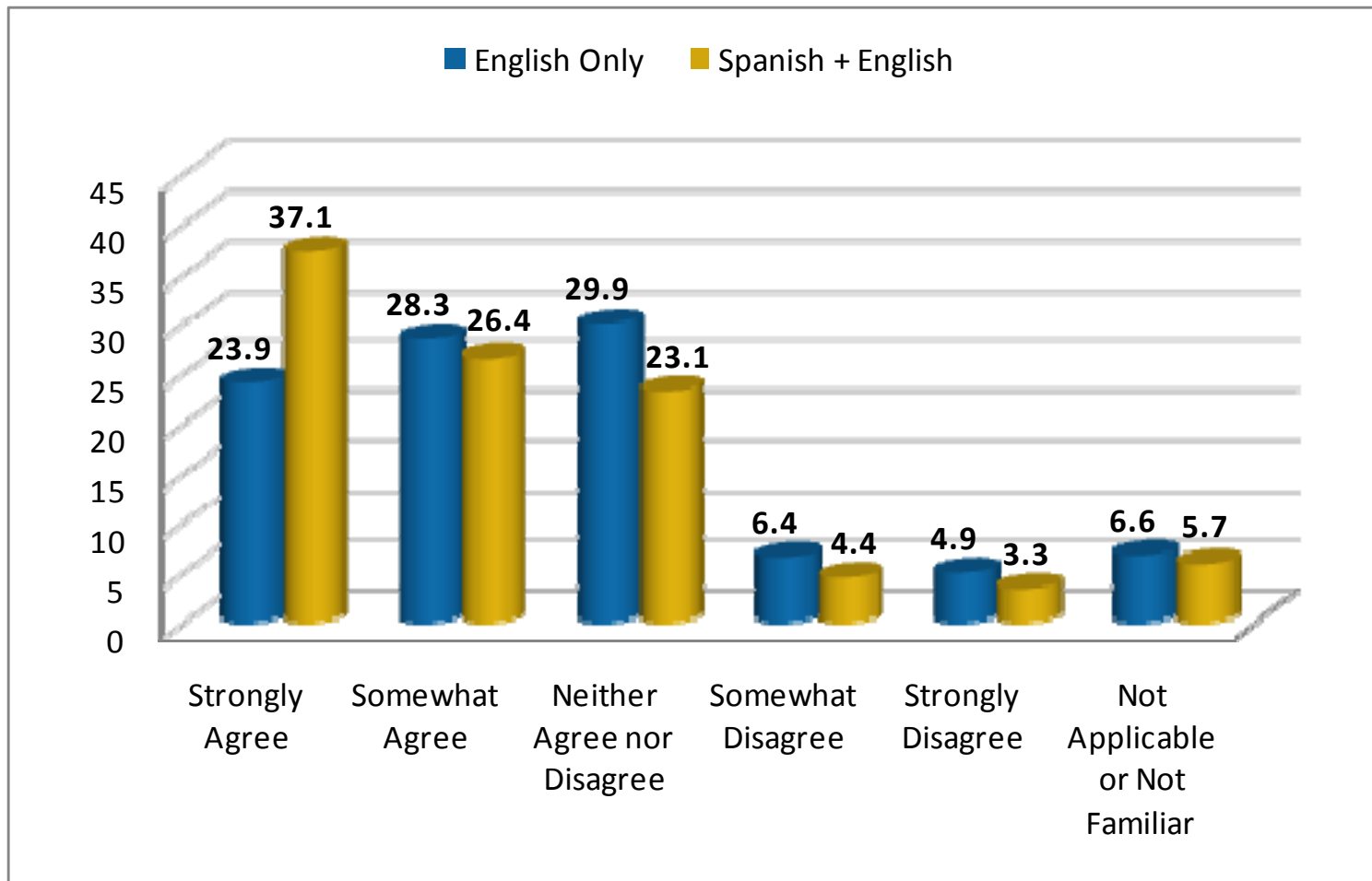
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KN's Computer usage profile survey (2009 data)

Two analyses:

- English only Latinos weighted to the US Hispanic population across multiple demographic dimensions (except language)
  - Typical of Gen Pop samples with **no** Spanish language questionnaire
- English + Spanish Latinos weighted to balance across language levels and across the same demographic dimensions as above
  - *KnowledgePanel Latino* includes English and Spanish questionnaires

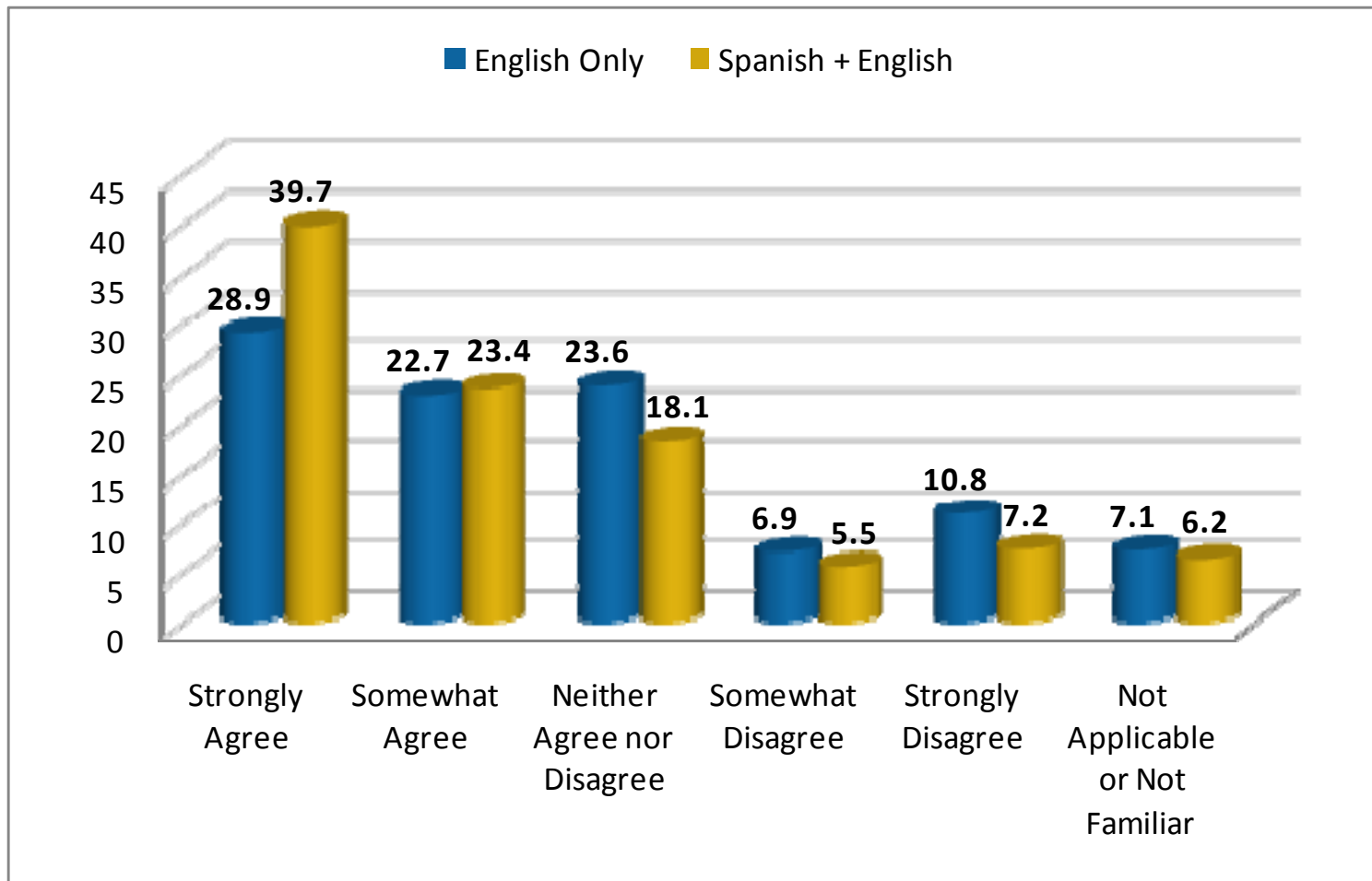
# I prefer to buy electronics or technology products from a physical retail store



**English:** Weighted to all US Hispanics – no language consideration

**Spanish + English:** Weighted to US Hispanics with language balance

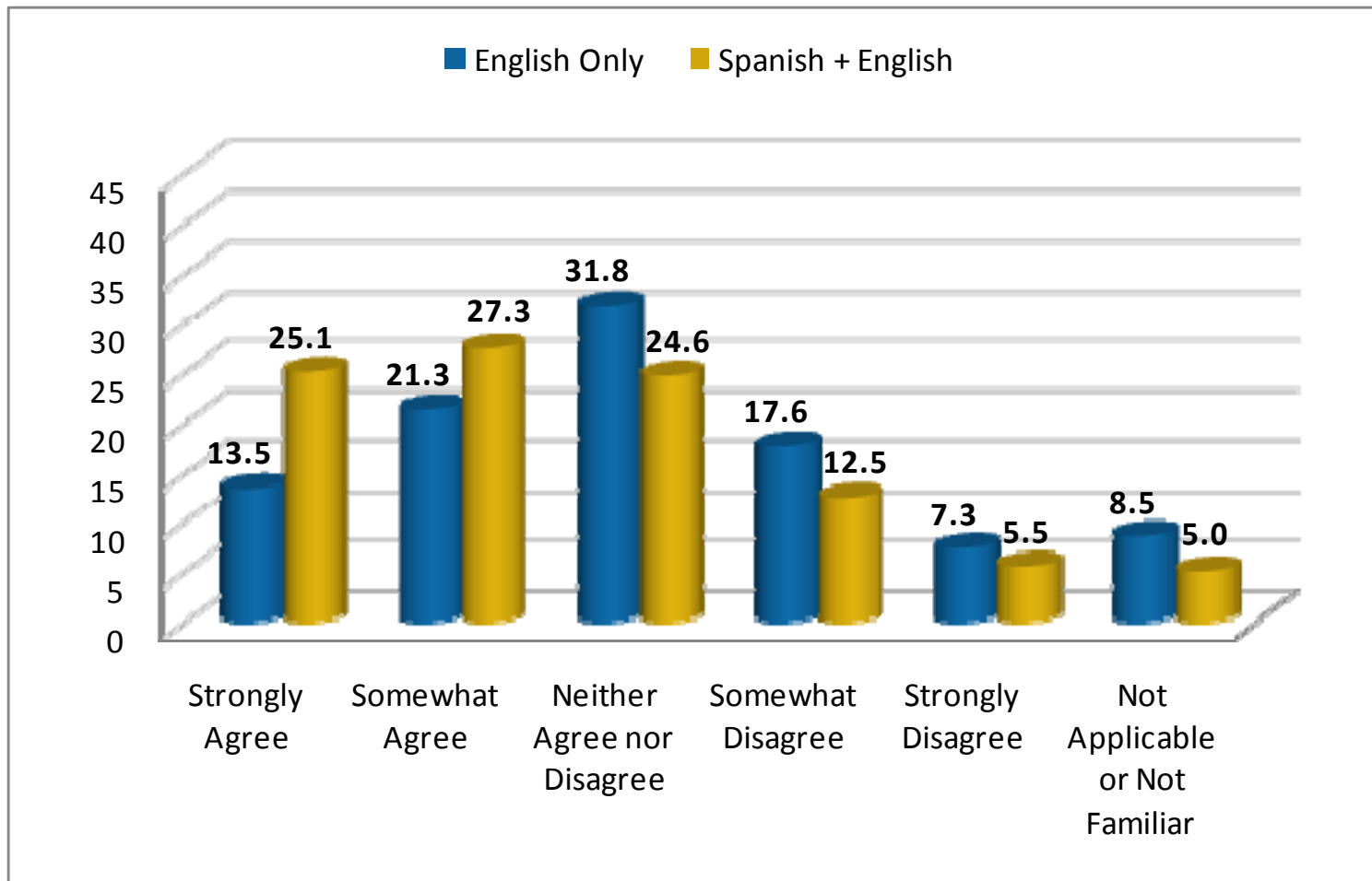
# The state of the economy has led me to delay some technology purchases



**English:** Weighted to all US Hispanics – no language consideration

**Spanish + English:** Weighted to US Hispanics with language balance

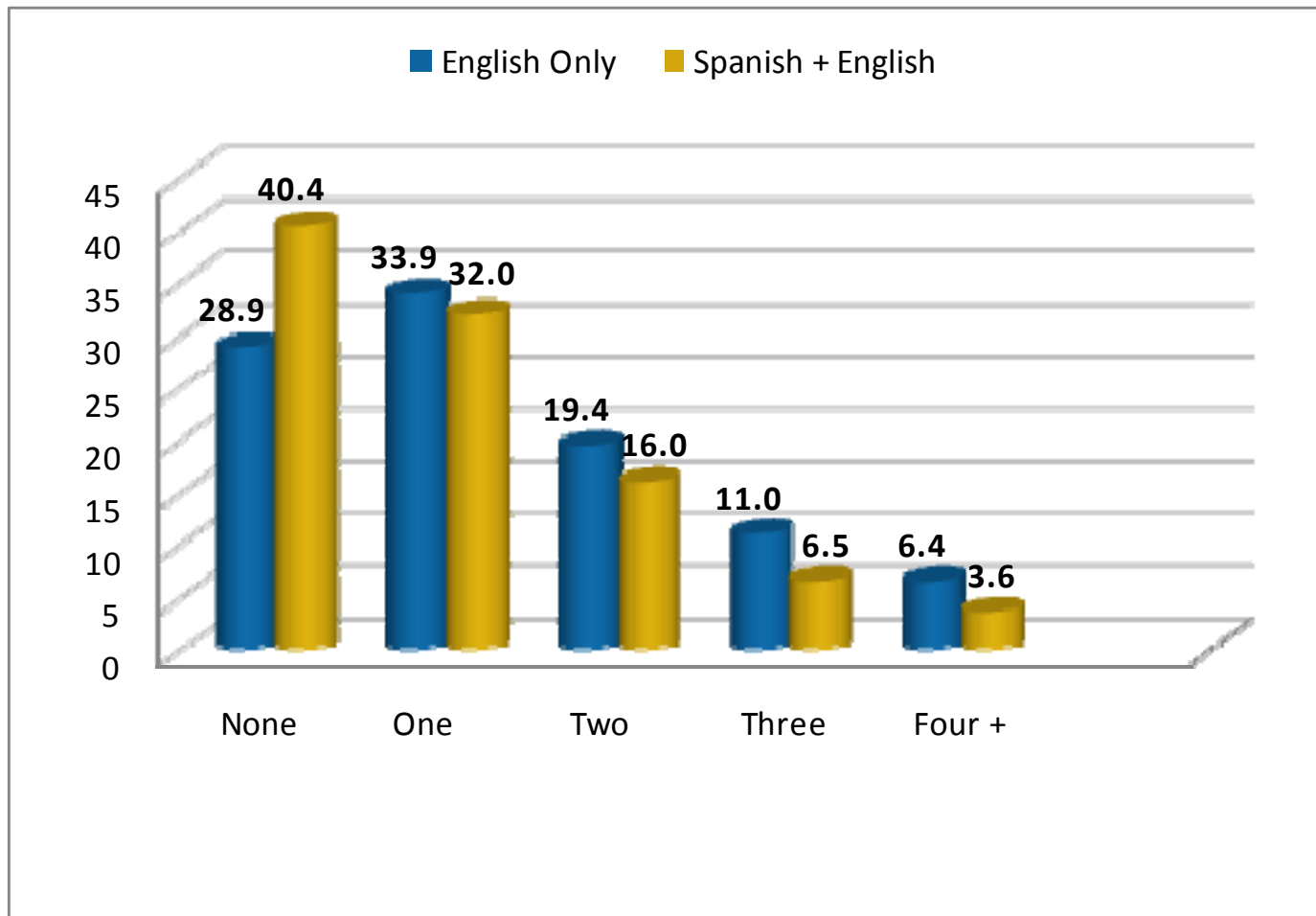
# I always buy the lowest priced electronics or technology products



**English:** Weighted to all US Hispanics – no language consideration

**Spanish + English:** Weighted to US Hispanics with language balance

# How many desktop or laptop computers do you or other members of your household currently own?



**English:** Weighted to all US Hispanics – no language consideration

**Spanish + English:** Weighted to US Hispanics with language balance

# Recommendations and conclusion

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## Organizational recommendations

- Do the necessary qualitative research for communication materials and messaging
- Have language communications specialists on staff and senior bilingual/bicultural researchers familiar and skilled in Hispanic research
  - Bicultural is imperative for understanding how to best reach and communicate with Latinos
- Understand the complexity of cultural appropriateness and linguistic nuance for measurement accuracy in question wording

## Conclusions

- Including Spanish-language Latinos in online surveys will deliver different— **more accurate** —results than when surveys of Latinos are done only in English
- Enabling the estimated **55% of non-Internet Latino households** with Internet access is essential to achieve a representative online sample
- **KnowledgePanel Latino** captures a representative sample of U.S. Hispanics by language and by Internet access

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