

The SSI Recruitment Field Test in Norway

– Trust & Privacy

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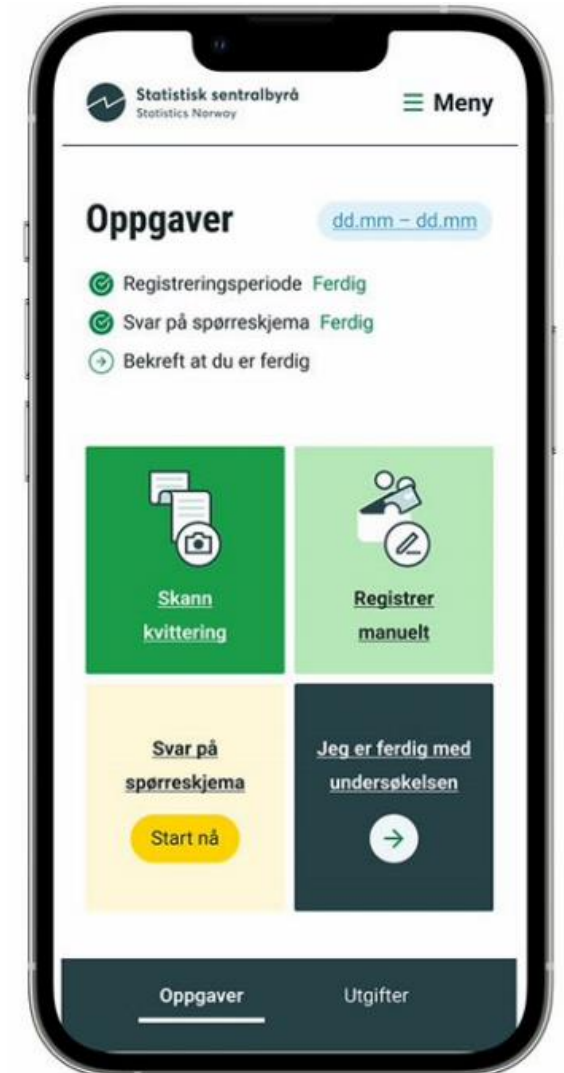
Recruitment experiment survey for HBS

1. Use of telephone interviewers (CATI)
2. Type of log in solution/level of trust



Set up - Household Budget Survey 2022

- I. Telephone/CATI recruitment interview
- II. Self-reporting in webapp:
 - a. Diary with optical character recognition
 - b. Questionnaire

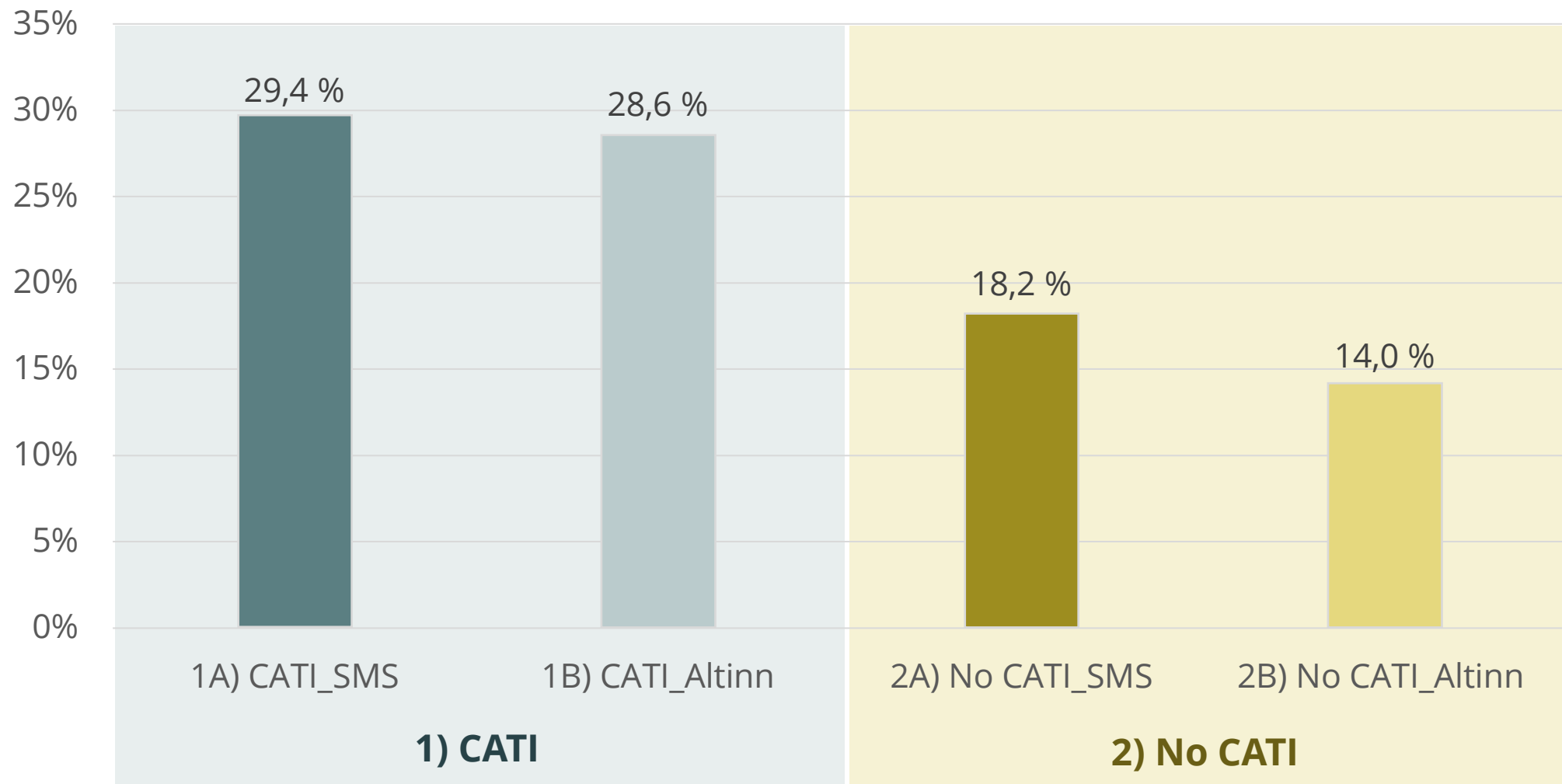


Test design

SAMPLE: (N=1 973)		LOGIN SOLUTION:	
		A) "LOW" TRUST SMS with link	B) "HIGH" TRUST SMS go to Altinn platform
TELEPHONE INTERVIEWERS/ CATI:	1) CATI	1A) CATI_SMS n=500 HH	1B) CATI_Altinn n=496 HH
	2) No CATI	2A) No CATI_SMS n=500 HH	2B) No CATI_Altinn n=477 HH

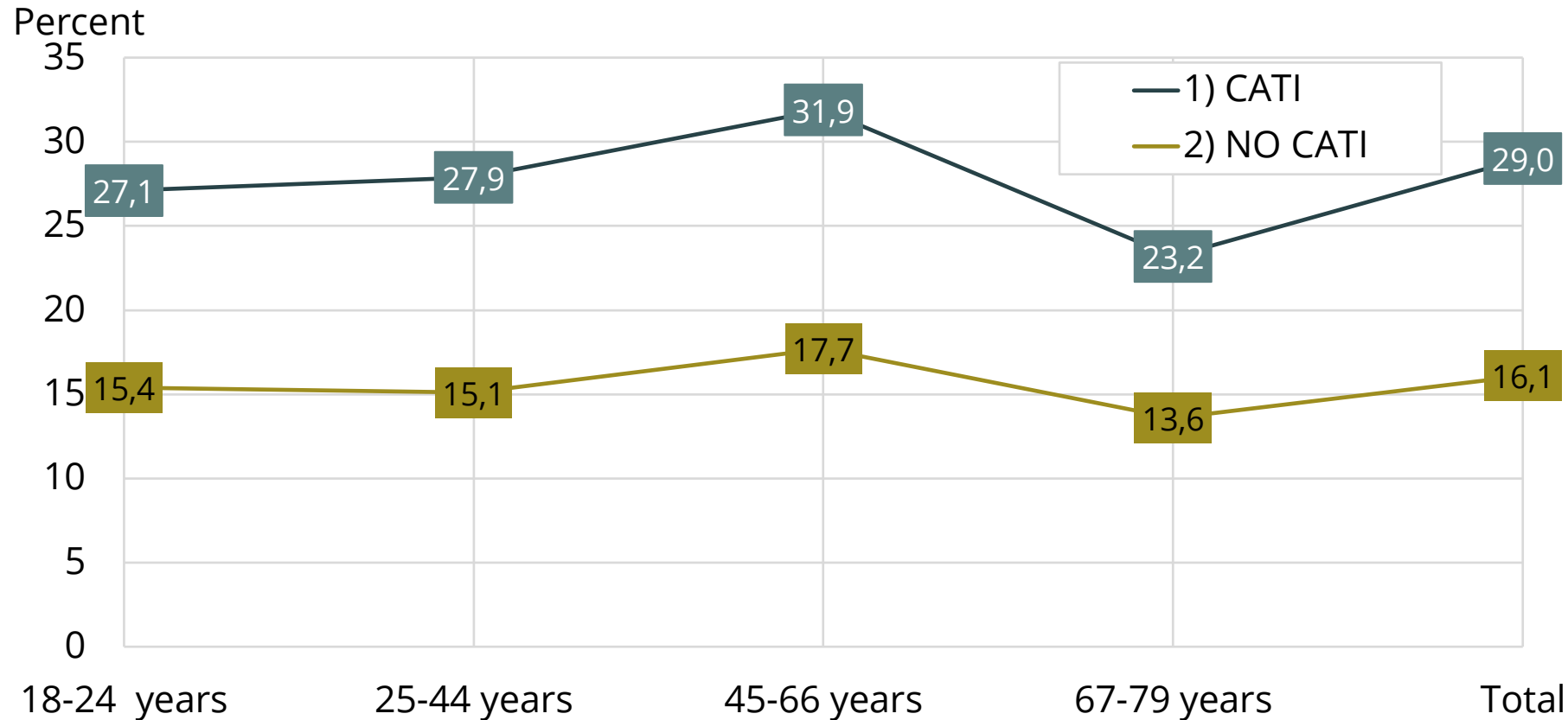


Response rate



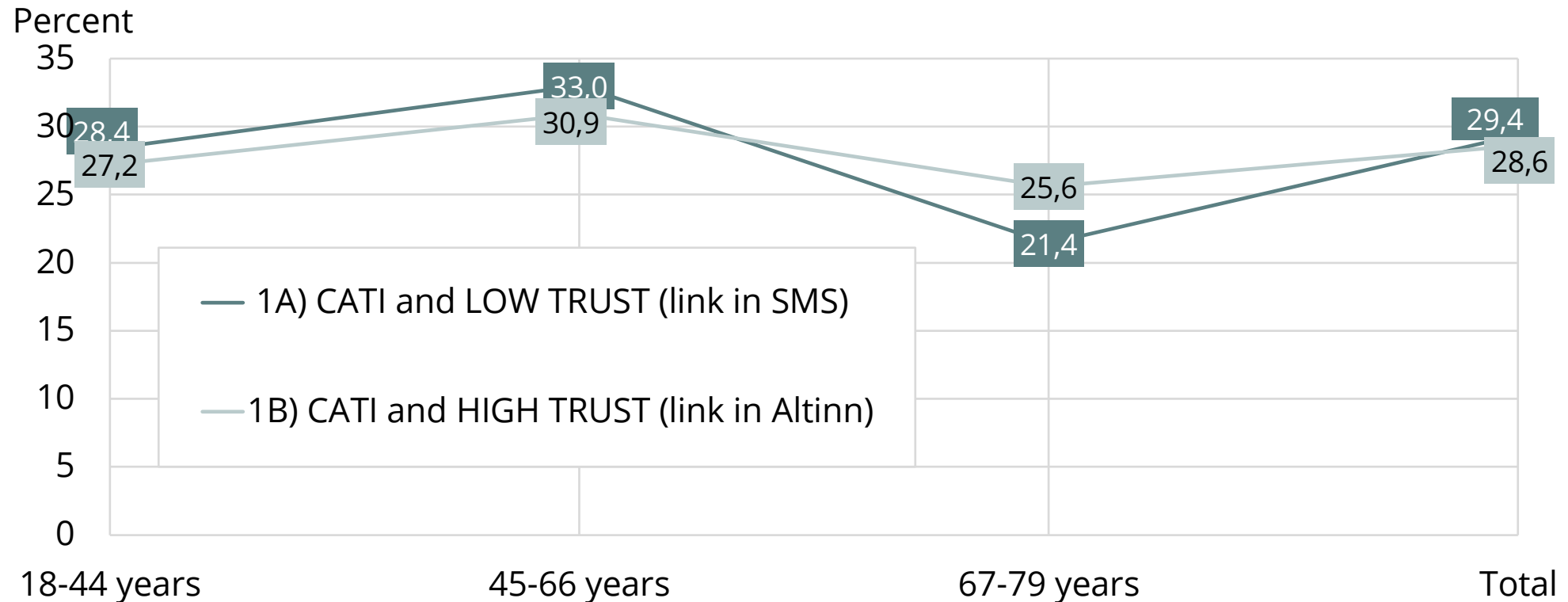
Kilde: SSI rekrutteringseksperiment, 2024, SSB

Response rate – CATI vs No CATI, age



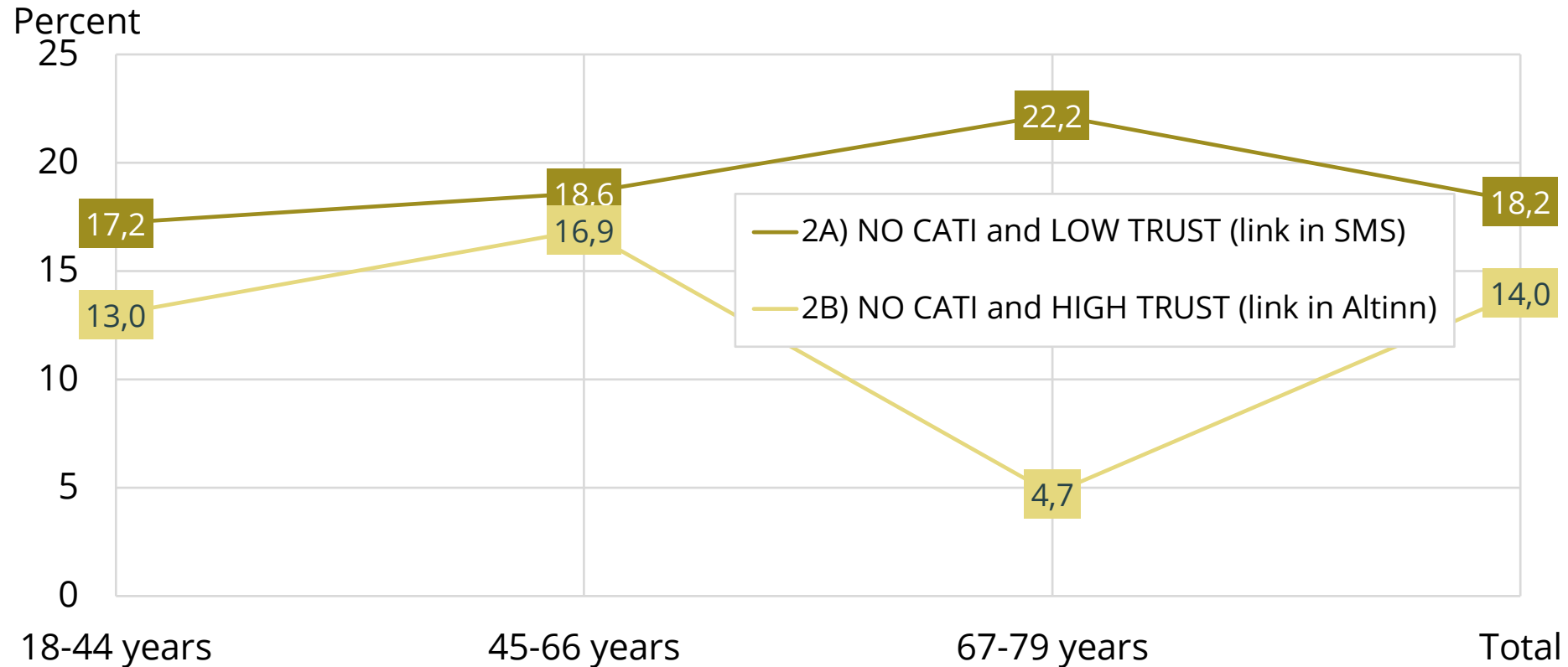
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Response rate – CATI, SMS vs Altinn



Kilde: SSI rekrutteringseksperiment, 2024, SSB

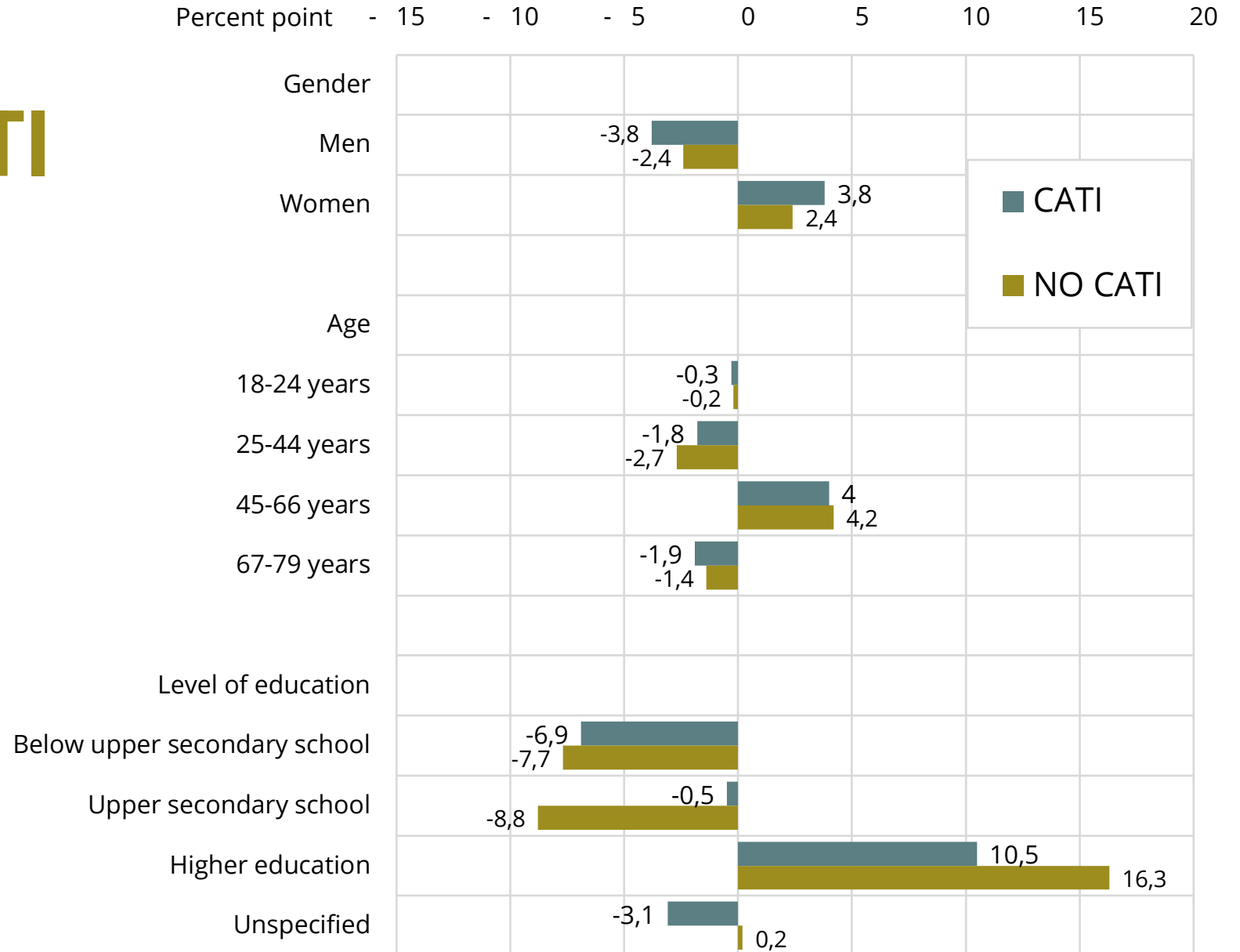
Response rate – No CATI, SMS vs Altinn



Kilde: SSI rekrutteringseksperiment, 2024, SSB

Sample bias

CATI vs No CATI



Kilde: SSI rekrutteringseksperiment, 2024, SSB

Summary

1. Use of CATI vs No CATI?

- CATI delivers twice as large response rate
- Tend to reduce bias

2. Use of login solution?

- SMS (/LOW TRUST):
 - Performs best
 - Easy and user-friendly
 - Concerns about scams or phishing
 - Not recommended in public sector
- Altinn (/HIGH TRUST):
 - Slow and cumbersome, but trust-building
 - Less known youngest and oldest (if No-CATI)
 - Performs as well as SMS with CATI



Trust & privacy

- SMS link not recommended in public sector
 - Altinn strengthens trust
 - Telephone interviewers builds trust and legitimacy of survey
 - Multiple information channels - transparency and trust
 - Statistics Norway - high trust
- **Trust can easily be comprised by errors**



Thank you!

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