

NEWSLETTER

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GUIDE PILOT STUDY ON CHILDREN'S WELL-BEING IN FINLAND: Insights and Learnings

As part of the preparatory phase for the [GUIDE – Growing Up in Digital Europe project](#), pilot studies were conducted in five countries (Finland, Croatia, Ireland, France and Slovenia) to test the questionnaires, validity, response rate and suitability of the questions in each country. The pilot study in Finland was supervised by the [University of Helsinki team](#) at the Faculty of Educational Sciences and conducted via online interviews between 4 July and 13 October. A total of 501 parents and children took part in the Finnish GUIDE pilot study.



SAMPLE

Three recruitment methods were used to obtain the pilot data in Finland: 1) a forum organised by Kantar Finland (who conducted the pilot interviews); 2) snowballing (emailing potential participants through existing networks); and 3) randomized sampling across Finland from the population register sample. Interviewers booked interview appointments in advance by telephone and then confirmed them by e-mail. The sample was designed to be representative in terms of gender and age. All participants who took part in the interviews were offered compensation.



FIELD STUDY

In Finland, the field study was carried out using computer-assisted video interviewing (CAVI) conducted by Kantar TNS. The interviews were conducted online using CAVI (Centerdata platform, Teams interview and sharing the screen/showcards with respondent) and were specifically designed for each group of respondents (parents of 8-year-old children, parents of newborns and 8-year-old children). The interview questionnaires were previously designed and pre-tested by the [COORDINATE consortium](#) research team.

All interviewers underwent comprehensive training prior to fieldwork. Before interviewing the respondents, the respondents received a phone call and an introductory letter providing them with all the information about the survey, the objectives and the protocol. All respondents who participated in the GUIDE pilot study received compensation in the form of a voucher worth €30 for parents of 6–15-month-old children and a voucher worth €50 for 8-year-old children and parents who were interviewed together. In total, 167 parents of 8-year-old children, 167 parents of newborns (6 to 15 months old) and 167 8-year-old children were interviewed for the GUIDE pilot study in Finland.

EXPERIENCE

In general, parents were very happy to participate in the survey and Finnish parents were among the most satisfied participants in the pilot countries. They were interested in participating in the survey and felt comfortable answering all the questions. Their main concern was the length of the survey, which in Finland often exceeded the 60-minute limit by 8 minutes. Nevertheless, most Finnish parents stated that they would be willing to participate in a similar survey again.



WHAT WE HAVE LEARNT

Some lessons were learnt that will be useful for the 25-year longitudinal study on children's wellbeing (starting in 2027):

Incentives are important to encourage willingness to participate; respondents appreciate financial compensation and are more willing to participate when incentives are available.

The pilot study has shown us that the willingness to participate in the study is greater when the **contact forms are made as simple as possible and when the interviewers explain the objectives of the study** to the respondents and give them the opportunity to ask further questions.

Computer-assisted video interviews should be considered: the success of the CAVI surveys in Finland has shown us that such interviews can be conducted relatively easily with participants of different ages. These results are promising as online interviews are more affordable and could help us to recruit hard-to-reach populations.