

NEWSLETTER

ISSUE 7 / JANUARY 2024

GUIDE PILOT STUDY ON CHILDREN'S WELLBEING IN SLOVENIA: A SUCCESSFUL INITIATIVE

In the preparatory phase of the [GUIDE – Growing Up in Digital Europe project](#), we conducted pilot studies in Croatia, Ireland, France, Finland, and Slovenia. Slovenia wasn't initially planned as a pilot country, but thanks to the generous support from the [Slovenian Research Agency \(ARIS\)](#) and the [Ministry of Higher Education, Science, and Innovation of the Republic of Slovenia](#), we were able to include Slovenia in this important pilot research alongside the other four countries of the [COORDINATE](#) project.

The field study in Slovenia, which ran from May 20, 2023, to July 31, 2023, aimed to reach 750 interviews, and we successfully achieved this goal. The [Science and Research Centre Koper](#), in collaboration with [IPSOS](#) branch in Slovenia, served as the national coordinator and effectively implemented the study.



SAMPLE SELECTION

A randomized sample with names, prepared by the [Statistical Office of the Republic of Slovenia](#), ensured representation in terms of age, gender, and region. With a conservative expected response rate of 10%, the gross sample comprised 5,000 people, divided into two separate and representative sub-samples. The second sub-sample would only be utilized if the expected response rate was lower than anticipated.



FIELD STUDY AND METHODOLOGY

The field study employed computer-assisted personal interviewing (CAPI) conducted by Ipsos Slovenia. The COORDINATE consortium created three versions of the questionnaire. Respondents had the flexibility to choose between laptops or tablets for interviews, which took place in the households of the participants. Prior to the fieldwork, interviewers underwent comprehensive training.

Respondents received an introductory letter before the interview, providing information about the survey, its objectives, and the protocol. As an expression of gratitude, all participants in the GUIDE pilot study received a voucher/gift card with a net value of €15.

RESULTS AND EXPERIENCE

We surpassed expectations by reaching a final response rate of around 47% of households visited. The experience was positive, with parents/ carers displaying enthusiasm for the survey. The inclusion of an incentive greatly contributed to participant willingness, and the feedback received from families was encouraging.

The average interview duration for each target group was as follows: 31 minutes for parents of infants, 38 minutes for parents of children, and 37 minutes for children themselves.



KEY LEARNINGS FOR THE FUTURE

As we look forward to the 25-year longitudinal study of children's wellbeing beginning in 2027, several key lessons were learned:

- Children prefer three-step responses and visual representations.
- Clarification is needed for certain questions perceived as unclear or repetitive.
- Incentives significantly influence willingness to participate.
- A prior invitation letter with detailed information and the opportunity for further explanation is appreciated.
- Future research should consider inclusivity for all children, including those with disabilities and those on the margins of society.

CONCLUSION

The overall experience of the pilot study was extremely positive. Conducting the study on a representative sample provided valuable insights into response patterns and the research process, setting a strong foundation for the GUIDE research set to commence in 2027.