

NEWSLETTER

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INSIGHTS FROM A GUIDE PILOT STUDY ON CHILDREN'S WELLBEING IN IRELAND

As a 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 rates and suitability of the questions in each culturally diverse country. The pilot in Ireland was conducted by the University College Dublin team at the Geary Institute for Public Policy. The pilot, which involved face to face interviews, took place between April 3rd and July 31st, 2023. In total, 843 parents and children participated the Irish GUIDE pilot study.



SAMPLE

Three recruitment strategies were used to obtain the pilot data in Ireland - snowball sampling, door-to-door calls, and community group access. First, eligible respondents were identified through contacts provided by the fieldwork team, who were then asked to refer other potential respondents. Interviewers scheduled the interview times in advance via phone and subsequently confirmed the appointments via email. The sample was designed to be representative in terms of gender and age. Financial compensation was offered to all participants who completed the interviews.

FIELD STUDY

The interview questionnaires were designed and pre-tested by the [COORDINATE research team](#). In Ireland, the pilot study was conducted by IPSOS Ireland using CAPI (computer-assisted personal interviewing) with tablets.

Before starting the fieldwork, 45 interviewers underwent thorough and comprehensive training. Prior to the interviews, respondents received a phone call and an introductory letter in which they received all the information about the survey, the objectives, and the protocol. Parents who took part in the interviews received a compensation of €20, while child participants received a payment of €10.

In total, 276 parents of newborns (6 to 15 months old), 310 parents of 8-year-old children, and 257 8-year-old children were interviewed for the Irish pilot. The interviews had an average length of 30 minutes for a child and 45 minutes for an adult.

EXPERIENCE

In Ireland, respondents' expressed a high level of satisfaction with the interview process and their overall experience. The majority of respondents reported feeling at ease during the interview, finding the questions engaging, and expressing a clear understanding of the content. Furthermore, many respondents conveyed their willingness to participate in future interviews, indicating a positive perception of the research and their overall satisfaction with the interview.

WHAT WE HAVE LEARNT

- 1) It is important to plan enough time for the set-up stage – especially when it comes to applying different software from various survey agencies.
- 2) Cultural differences may lead a differing interpretations of certain concepts. For example, the large difference in responses to breastfeeding in Ireland compared to the other countries suggest possible cultural differences in breastfeeding practices or variations in question interpretation. The wording of the questions should be reviewed.
- 3) Different measures of weight and height were used in Ireland, therefore biometric measures should be standardized in all countries.
- 4) To avoid non-response to certain questions, alternatives should be considered to open-ended questions.
- 5) We should consider employing various interview modes to enhance response rates and minimise missing data. For the later GUIDE project, we believe that offering CAVI as additional option in all countries should be considered in order to access hard-to-reach target groups.