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**COLLECTING EFFECTIVELY INFORMATION FROM PEOPLE
IN WEB: A MARKETING CHALLENGE FOR SOCIAL SCIENCES**

Relatore:

Chiar.ma Prof.ssa Silvia Biffignandi

Tesi di Dottorato

Roberto Lorenzo ARTAZ

Matricola n.1008546

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PREFACE

1. Abstract

The aim of this research is to discuss how to increase in a effective way survey response and retention rates in online panels, a burning issue which can be viewed as a marketing problem in the social sciences.

The study was carried out within the PAADEL project (Panel on Agriculture food And Demographic Evaluating Lombardy) supervised by Professor Silvia Biffignandi Director of the Centre for Statistical Analyses and Survey Interviewing at the University of Bergamo (Italy).

The author is well-aware of the social networks rapid rise in the web context and of the related huge potential that can be exploited for information purposes especially in the marketing domain. So he firstly considers the theory behind the methods for motivating people to participate in a survey, to respond and to remain for the full duration of a study. Then three hypotheses are formulated and tested in order to investigate the effects of combined strategies on participation and attrition.

So by means of a web-based panel experiment the research draws the attention to empirical evidence of phenomena that could be exploited in order to increase survey response and panel retention rates, namely the respondent tendency to lie and the trend of his trust in the inquirers.

Anyway, in order to enhance the construct validity a quantitative experiment and a qualitative research are integrated in a mixed approach design.

The findings suggest that the trend of dropout is weaker when the relationship with the inquirers is framed as based on something like reciprocity than when it isn't. Furthermore increasing tendency to lie in completing the questionnaire and diminishing declared trust in survey authors and sponsors seem to work as effective predictors of dropouts and non-responses in following experiment waves. And so two indices are

proposed that can help panel managers to monitor the willingness to respond: the Pinocchio Ratio and the Candide Ratio.

In short the research implies that stressing the reciprocity features of relationship can't increase survey response but can reduce panel attrition in web-based studies. Moreover it points out that the more respondents tend to lie, the less they are willing to participate in following panel waves. Furthermore the less inquirers enjoy the trust of people under investigations in social sciences, the more panelists are likely to drop out and to non-respond.

Nevertheless this study with the reported online experiment is not without limitations: on the one hand having recourse to all the members of a sub-population and not to a probability sample of the overall population may weaken the chance of generalize the findings. On the other hand using different amount of questionnaires and diverse intervals between waves and reminders could affect the results.

The main practical implication for marketing research and social sciences investigations at-large lies in the remark that reciprocity framework used as incentive doesn't seem to be very effective in increasing response rate of one-time survey: therefore spending on implementation could be deemed unnecessary to do. On the contrary, in panels where the relationship with the inquirers is framed as based on reciprocity something happens. So it's worthwhile considering the possibility of inserting in online questionnaires some items that can provide answers which work as predictors of future dropouts or non-responses. These items enable inquirers to monitor willingness to respond through the proposed indices and allow panel managers to intervene promptly in order to limit attrition.

The originality and the value of the study come from the choice made by the author of collecting and processing a large e-mails data bank that represents an overall sub-population with some descriptive characteristics well known. In fact the previous knowledge of some respondent's socio-demographic aspects enabled an easier analysis of lies which was added to the estimate of declared trust: that allowed the construction of the two indices working as predictors, namely the Pinocchio Ratio and the Candide Ratio.

2. Worldview (larger philosophical ideas espoused by the author)

The author makes explicit his pragmatic worldview (Cherryholmes, 1992). This general orientation arises out of actions, rather than antecedent conditions (Creswell, 2009, p.10) as in post-positivism. The matter of concern is what actually works, a viable solution to a problem. In this worldview researcher is free to choose the methods, the techniques, and the procedures that best meet needs and purposes. The strategies of inquiry naturally favoured are mixed-methods.

3. Keywords

Candide Ratio, Framing, incentives, panel attrition, Pinocchio Ratio, reciprocity, survey response, questionnaire, web panels.

4. Outline of chapters

INTRODUCTION

In this part of the study I begin by explaining why, in order to gather useful data, it's important to explore effective ways to recruit and retain participants in online surveys, even though an apparently more satisfactory exchange of information seems to occur in increasingly widespread social networks. Then I start reviewing literature that describes strategies for recruiting survey respondents. The focus is on researches that investigate why people choose to take part in surveys or refuse. Firstly empirical perspectives are considered and later effects of incentives are examined. Afterwards I concentrate on Web-based surveys and on the pillars of their attractiveness, the low cost and the easy use, which appear to be questioned by some scholars. Therefore I move on to the analysis of response's deep determinants and underlying dynamics in literature. In particular, the reciprocity concept and the exchange framework are examined before dealing with well-known methodologies based on the latter approach. Finally the study cope with criticism towards exchange framework coming from researchers who emphasize the systematic failure of rational choice. The chapter ends with some considerations about biases and ethical problems deeply-rooted in traditional inducements to survey participation: in order to overcome them it envisages implementing a reciprocity pattern in a market perspective.

RESEARCH QUESTIONS AND STUDY CONCEPTUAL FRAMEWORK

The chapter starts off by arguing about why re-examining the concept of reciprocity in the domain of survey research could help to overcome ethical problems and biases closely related to traditional incentives. Then the concept and the norm of reciprocity are examined in the Gouldner's perspective. Finally the three hypotheses to be tested in the experiment are formulated and presented also by means of graphic conceptual frameworks. Hypothesis 1: People are more likely to participate and to be retained in a web-survey if at the first e-contact the framing of the request to take part emphasizes the reciprocity aspects of the relationship rather than if these points are missed out. Hypothesis 2: Over successive waves of longitudinal e-studies there's a negative trend

of perceived reciprocity that affects panel attrition and this trend can be monitored by designing questionnaires conveniently. Hypothesis 3: By enhancing perceived reciprocity in the relationship between participants and inquirers in each wave, decrease in response rate can slow down throughout the panel waves.

METHODS AND RESEARCH DESIGN

This part of the study deals with the strategies of inquiry adopted, a mixed approach design where the three hypotheses were tested in a quantitative experiment and further qualitative information was drawn from direct observations on sample members. However, before starting to collect data it has been necessary to cope with two problems: what to offer to the sample members and how to measure the trend of perceived reciprocity. The first problem was tackled by implementing an “info for info” pattern. The second was handled by investigating whether respondent lies, a sign that he doesn’t take care of maintaining a relationship based on reciprocity, and by estimating the trust component following the Organizational Trust Inventory approach. Then it’s introduced the quantitative experiment protocol concerning the three-wave panel study conducted in September, October and November 2011 with a sample of 502 members, one-half in the experimental condition and the other half in the control condition. Finally it’s depicted the qualitative experiment protocol relative to the investigation carried out in order to obtain supplementary information by means of qualitative observations of other sample members in both conditions during the waves.

RESULTS

This chapter contains a summary of the quantitative experiment and shows through some tables the trend of response rate, of tendency for respondent to lie, and of perceived trust in the two experimental conditions over the three waves. It also provides a narrative of the qualitative experiment findings.

DISCUSSION

In this part of the study I argue about the results of the test and about the findings. In Hypothesis 1, I supposed that the reciprocity framing would have a positive effect on response. This hypothesis was not supported in the initial wave. In Hypothesis 2, I supposed that over successive waves of longitudinal e-studies there's a negative trend of perceived reciprocity that affects panel attrition and that this trend can be monitored by designing questionnaires conveniently. This hypothesis was supported. In Hypothesis 3, I supposed that by enhancing perceived reciprocity in the relationship between participants and inquirers in each wave, decrease in response rate can slow down throughout the panel waves. The hypothesis was partially supported. In particular three categories of reasons are discussed that could account for the reciprocity's deleterious effect in the first wave. Finally, I maintain that from the analysis of the data it is possible to develop two indices which enable to monitor the willingness to respond and work as predictors of dropouts or non-responses in later waves of panels: the Pinocchio Ratio and the Candide Ratio. On the one hand the more the Pinocchio Ratio falls over the waves, the more dropouts and non-responses are unlikely, and inversely the more this ratio rises over the waves, the more dropouts and non-responses are likely. On the other hand the more the Candide Ratio rises over the waves, the more dropouts and non-responses are unlikely, and inversely the more this ratio falls over the waves, the more dropouts and non-responses are likely. I also assert that by monitoring in this way sample members the online panel managers can intervene promptly in order to limit attrition or to increase effectively survey response and retention over the waves, even by implementing the traditional boosting strategies just in the nick of time. The chapter continues with the association analysis between the variables considered in the study and finally ends with the research limitations and the research agenda.

ADDENDUM 1

This part of the study shows the questionnaires, the invitations and the reminders used in the experimental condition and in the control condition of the three waves both in the quantitative experiment and in the qualitative experiment.

ADDENDUM 2

This part of the study provides the fields notes where observations of the qualitative experiment in the three waves are incorporated.

INTRODUCTION

1. Preliminary considerations

A few years ago people used wired gadgets such as telephones to communicate, but now the Internet has reshaped the habits. Today we tend to use desktop, laptop computers, and tablets not only for work but also for daily communication and entertainment: the advent of social networking sites urges more and more people to join the world wide web and the implications are significant in business, science, and everyday life (Barabási, 2003).

So Internet-based data collection grounded on e-surveys have increased in recent years. It proved to be very useful for marketing and more broadly for social sciences. So it's very important to explore effective ways to recruit and retain participants online.

This task requires the development of a suitable survey methodology by drawing on a large set of skills and scientific expertise which can evoke that kind of syncretism we often find in marketing. And yet the consonance is even deeper than a mere intellectual attitude since it actually appears to reach common dimensions.

It's no accident that in marketing literature an emphasis is more and more noticed on concepts like "prosumer" and "persumer" which refer to a new consumption attitude basically oriented by the producer-consumer exchange of information, respectively from the Web 2.0 and from the Web 3.0 standpoint.

Actually, in the former perspective the focus is on the fact that prosumer, a portmanteau word formed by producer and consumer, creates value for companies by communicating preferences online and producing content collaboratively without receiving wages (Ritzer and Jurgenson, 2010).

Similarly, in the latter approach the persumer, a combination of person and consumer, shows a renewed awareness of his power in the relationship with the brands, based on the need of innovative, frank and mutual communication. Looking for quality, originality, simplicity, flexibility, transparency, daring, sustainability, social and

ecological compromise, humility, and credibility the persumer is a critical spirit who wants to experience the difference and the authenticity of trademarks: so producers have to anticipate desires in order to surprise and for this purpose the contacts in social networks are essential (Huertas, 2010).

But in either case the problem of how to collect the maximum of information stands out and every strategy is faced with striking a balance between costs and difficulties to execute, in addition to perplexity about generalization of results (Hanneman and Riddle, 2005).

In fact on the one hand full network methods which yield excellent data require that information be collected from each subject through a census approach. Nevertheless, these methods prove to be expensive, complex, and often not viable like in the field of the potential consumers of a brand, since it's quite impossible for researchers to reach the whole target population online.

On the other hand snowball methods in social networks and in the Web at-large can generate self-selected biased samples not representative of the whole target population and so bear misleading observations, findings, and inferences.

Therefore it is imperative to continue having recourse to traditional probability sampling designs also in the Internet-based data collection in order to gather significant information and to make useful investigations into attitudes, facts and events relevant to the research.

2. Literature review of the topic

Predictably, a large body of literature exists that describes strategies for recruiting survey respondents. It often focuses on the use and effectiveness of incentives in order to boost response and retention rates.

In fact low cost and ease of use due to advanced people capabilities and reduced digital divide make Internet surveys attractive in spite of some potential limitations (Bethlehem and Biffignandi, 2012). In particular two of the most critical aspects are weak response rates, which could indicate a non-response bias, and real or potential difference between data collected online compared with those collected in a different way.

Thus accuracy of method for enhancing response rates and monitoring tendency and reason to not respond or to give false answers becomes a key element in order to increase reliance on Internet mode in survey research field.

But although we know a lot about survey respondents, as their demographic characteristics or their standard answers to many items, we know a little about why people choose to participate (Porst and von Briel, 1995).

2.1 Why people choose to take part in a survey or refuse

In their study of 1995 Porst and von Briel tried to answer to the question by means of open-ended responses in a 5 waves panel with 140 participants and they found 3 pure types of subjects.

Firstly, with a 31 percent of respondents, there're those who participate due to altruistic reasons, as the fact that survey furthers some purpose important to the respondent, or the fact that respondent feels its fulfilling a social obligation. Secondly, with a 38 percent of respondents, there're those who participate due to survey-related reasons as their interest in the topic or the interviewer's appeal. Thirdly, with 30 percent of respondents, there're those who participate due to miscellaneous other reasons, a variety of reasons

even egoistic that authors call personal reasons, as for instance the fact they promised to respond or they can take some advantage in responding.

Other researchers studied why people refuse to participate in survey and how worries of respondents might affect the quality of the data collected (Couper et al., 2008; Groves and Couper, 1998; Singer, Van Hoewyk, and Neugebauer, 2003): concerns about privacy and confidentiality as well as alienation from society are among main reasons.

2.2 The Leverage-Saliency Theory, an empirical perspective

Finally Groves, Singer and Corning (2000) described the decision to participate in a survey through a model they called “Leverage–Saliency Theory” of survey participation. They argue that this decision results from multiple factors, some of them survey-specific as topic or sponsorship, others person-specific as concerns about privacy and confidentiality, and others specific to the respondent’s physical or social environment. Each factor may move a subject toward or away from cooperation with a survey request, but every factor assume different weights for different individuals and become salient for a specific person when the potential respondent is contacted to introduce the survey and request participation.

According to the authors among these factors the sense of civil obligation and the interest in the survey topic are crucial. And with reference to the role of topic in stimulating survey participation, some experimental evidence has been provided by several researchers (Groves, Presser and Dipko, 2004; Groves et al., 2006): people cooperate at high rates when faced with a survey request on a topic of interest to them.

From the Leverage-Saliency Theory standpoint, monetary as well as nonmonetary incentives are inducements offered to compensate for the absence of factors that might stimulate cooperation: definitely incentives show some effectiveness, greater if prepaid and lower if promised, as their long history of use in mail surveys certifies (Church, 1993).

Therefore survey organizations, in order to counter tendencies to noncooperation, often offer incentives to respondents, that are material or nonmaterial inducements given to

respondents in exchange for their participation in studies. Traditionally incentives are offered at the outset and sometimes after the person has refused, in an extreme attempt to convert the refusal.

2.3 The effects of incentives

In his 1993 meta-analysis of the experimental literature on the effects of incentives in mail surveys, Church considers incentives along two dimensions: on the one hand with reference to the monetary or nonmonetary nature of the incentive and on the other hand as regards the choice of offering it with the initial mailing or making it contingent on the return of the questionnaire.

According to his findings, prepaid incentives promote higher response rates while promised incentives do not. Besides prepaid monetary incentives promote response rates higher than gifts offered with the initial contact. Finally response rates increase with growing amounts of money.

It's noteworthy that effects of incentives in other kinds of surveys, as telephone and face-to-face, don't differ significantly from those found in mail surveys (Singer et al., 1999). In fact the 1999 meta analysis shows that incentives increase response rates in telephone and face-to-face surveys without actual difference in effects by mode of interviewing.

Moreover, an interesting experiment suggests that incentives work particularly by reducing refusal rate, rather than by reducing the noncontact (Shettle and Mooney, 1999), and similar findings also comes from another research carried out by the University of Michigan Survey Research Center (Singer, Van Hoewyk and Maher, 2000).

Furthermore, larger incentives don't appear to induce participants in a survey to accept higher risk in responding honestly than they would with smaller ones (Singer and Couper, 2008) even though concerns about privacy and confidentiality seem to have a small but significant effect on response (Singer, Van Hoewyk and Neugebauer, 2003) .

In any case as regards postal questionnaires according to several experiments the odds of response can increase more or less by having recourse to specific strategies.

In particular using monetary incentives, prepaid or conditional on response, improve enrollment, as well as using short questionnaires, personalized questionnaires or letters, or using colored ink. It's also useful sending questionnaires through recorded delivery, using stamped return envelopes, sending first class post, contacting participants before sending questionnaires or doing follow up contacts. Better odds of response come from providing non-respondent with a second copy of the questionnaire, from designing questionnaires in such way to be of more interest to participant, and from avoiding question of a sensitive nature. Finally the sponsorship of an university boosts the response rate more than the sponsorship of a commercial organization (Alexander et al., 2008; Castiglioni, Pforr and Krieger, 2008; Edwards et al., 2002; Tourangeau et al., 2009).

But, since survey research is constantly evolving with the introduction of new technologies, online surveys begin to replace mail surveys and it's questionable whether they produce the same result. According to Poole and Loomis (2009) the information collected is almost the same between the two modes even if at present there are some demographic differences in respondents. Indeed internet survey respondents seem to have an average income higher than mail survey participants, a difference that could reflect different levels of proficiency and internet access (Poole and Loomis, 2009).

Thus also in the specific field of web-based studies the role of incentive in motivating survey participation it's worthy of investigation and in fact has been widely documented.

With reference to effectiveness of material incentives on response rate, the meta-analysis of incentives experiments shows that they enhance response and retention rates in Web studies too, although weakly. But they motivate people to participate in a different way compared with offline studies: their effects seem to be independent of whether they are prepaid or conditional, monetary or nonmonetary as gifts, lotteries, gift certificates. Besides their effects appear to be independent of the sponsor's non-profit or commercial nature and of the length of the questionnaire (Göriz, 2005, 2006a).

As regards nonmaterial incentives, donations to charity on behalf of respondents seem quite ineffective as well as the offer of survey results (Göriz, 2005; 2009).

In short, from a pragmatic point of view it is advisable to offer incentives because they promote response and retention even if the dimension of their actual effectiveness have to be assessed every time: incentives motivate people to start a Web survey and once they have been recruited in a survey they are more likely to be retained if an incentive is offered (Göriz, 2006b).

So paying an incentive appears to be effective in increasing response rates in online and offline surveys, but assuring a wide participation is especially important in research based on panels, since early participation sets a ceiling for the response and the retention rate over the whole life of the panel.

Actually in offline studies the non collaboration on a subsequent wave is generally predicted by prior non collaborative attitude even when non-respondents to first wave are re-contacted in subsequent waves (Presser, 1989). And also in online panels completing a given wave seems to be an indicator for responding to next wave (Göriz and Wolff, 2007; Göriz, Wolff and Goldstein, 2008) while incentives increase participation at the beginning but the positive effect falls throughout the waves (Göriz, 2008) unless they are proffered in the subsequent surveys (Bandilla and Haas, 2009).

Therefore researchers appear to face similar problems in using traditional mail techniques or internet-based methods to carry out surveys and panels.

2.4 The focus on Web-based surveys leads to examine response's deep determinants and underlying dynamics

Nevertheless the easy use, the low cost, and the advanced capabilities in targeted populations make more and more attractive Internet surveys as well as e-panels and so a significant difference emerges.

In fact online studies seem to have a specific potential limitation: Web-based surveys and panels often present lower response rate than the traditional ones, also those mail-based. The phenomenon could indicate a non-response bias (Manfreda, Batagelj and

Vehovar, 2002) while, particularly from a pragmatic standpoint, it appears to question two of the pillars in the Web attractiveness: the low cost and the easy use.

The need of inducing participation leads indeed researchers to employ incentives and this choice can incur growing costs and complex designs, if response rate is low and dropout rate is high. For this reason, in order to implement in Web strategies also effective in limiting the trend of expenditures and complexity, it's worth investigating theoretical accounts on inducements that can boost response.

This approach requires the researchers to put temporarily aside the widespread empirical perspective that Groves, Singer and Corning (2000) summarized in their appealing model of Leverage-Saliency Theory, but it allows to highlight some response's underlying dynamics and deep determinants.

Actually, there are different conceptual frameworks that enable to explain the effectiveness of inducements: among these perspectives the theoretical strand based on the norm of reciprocity, those grounded on a theory of social exchange, and on a theory of economic exchange stand out.

2.5 The reciprocity concept and the exchange framework

In reference to the first standpoint which is grounded on the reciprocity concept Gouldner (1960) remarked that reciprocity can be viewed as a moral norm, probably one of the universal and principal components of moral codes.

This assumption implies that people are more likely to contribute to others which provide them with benefits than to those which do not. Of course under particular conditions somebody may bestow something on another despite a lack of reciprocity, as in the case where power arrangements force a social unit or group to benefit another with little or no reciprocity. Nevertheless reciprocity motivates people to contribute whenever such conditions don't occur (Gouldner, 1960).

Thus, since participation to the surveys is mandatory essentially within Census procedures managed by public authorities, when other researchers in the domain of

social sciences need to collect data from people, they often have recourse to an exchange framework.

In this instance the theoretical approach can be focused both on social exchange theory (Blau, 1964; Homans, 1961; 1974; Thibaut and Kelley, 1959) and on a economic model such as the personal equity theory (Adams, 1965).

The social exchange theory conceptualizes social relations in terms of exchange processes and postulates that every human relationship is featured by the use of a subjective cost-benefits analysis with the comparison of alternatives.

Some authors are more interested in the psychological conditions that induce individuals to engage in exchange processes and stress the partner's exchange behavior in terms of psychological theory (Homans, 1961; 1974).

Other researchers focus on exchange as the elementary particle of social life where social structure are rooted, and are more willing to analyze exchange processes as the micro-foundation of macro-sociological phenomena (Blau, 1964).

Furthermore, it was noted that the social comparison process described by the exchange framework grounded on the relationship between two individuals is too limited and meaningless. In fact a complex social system requires a stable external reference point anchored in the world outside of, but impinging on, the dyadic relationship (Berger et al., 1972).

Anyway, social exchange theory considers costs, benefits, outcome, comparison level, satisfaction, and dependence as underlying determinants of relationships. In this perspective, the costs are sacrifices of time, loss of money, lost opportunities, in short the energy invested in a relationship (Blau, 1964). The benefits consist of things such as material or financial gains, improvement of social status, or achievement of emotional pleasure, that is the gratification a person enjoys from participating in a relationship (Thibaut and Kelley, 1959). Finally the outcome is described as the difference between benefits and costs.

However, since different individuals have various expectations about their relationships, the satisfaction with a relationship depends on more than just the outcome: their level of satisfaction differs based on the individual's expectations. For instance a person who

doesn't expect very large outcomes would be more easily satisfied than another who expects more in relationships. Thus the concept of satisfaction is defined to be the difference between the outcome and the comparison level (Thibaut and Kelley, 1959).

But the concept of satisfaction is not enough to determine whether people stay within a relationship or leave for an alternative: indeed somebody can stay in unhappy relationships as well as leave happy relationships. Then the key element becomes the set of relationships available and a person with many alternate relationships is less dependent on the relationship considered. Hence the theory comes to formalize the notion of dependence as the difference between the outcome and the comparison level of alternatives (Thibaut and Kelley, 1959).

It's noteworthy that the overall set of alternatives can be led both by extrinsic factors (e.g. the density of the population a person is member) and intrinsic factors (e.g. the individual's shyness about meeting new people). These factors can affect the set's extent of subjects available to a person for forming an alternate relationship and the level of dependence on a current relationship. Moreover, sometimes there are barriers to leaving relationships (e.g. a shared financial account) as well as considerations on the investment that a person has already made (e.g. in time like a couple that has spent many years together) which have an important influence on the choice (Thibaut and Kelley, 1959).

On the other hand, the personal equity theory states that people who feel they are either over or under rewarded for their efforts become prone to experience distress or to feel disturbed and this condition leads people to strive for restoring equity to relationships (Adams, 1965). In fact people consider that they are treated fairly if they perceive the ratio of their contributions to the relational exchange to their outcomes to be equivalent to those around them. So individuals who perceive that a relationship is inequitable attempt to eliminate the distress by restoring equity (Adams, 1965).

2.6 The Total Design Method and the Tailored Design Method

Anyway, from a perspective based on the social exchange framework, Dillman (1978; 1991; 2000) made some attempts in order to construct a comprehensive system of techniques and procedures which can promote high response rates in mail surveys.

The Total Design Method (TDM) asserts that questionnaire recipients are most likely to respond when they expect that the perceived benefits of responding outweigh the perceived costs of responding (Dillman, 1978; 1991). So according to this theoretical frame, the survey implementation process might reduce the perceived cost (e.g. by making questionnaire short and easy to complete), increase the perceived rewards (e.g. by making the questionnaire itself interesting to fill out), and increase trust (e.g. by using prestigious sponsorships and official stationery).

Finally, consequence of the rise of internet, the researcher adapted the original TDM to the different survey context and developed the Tailored Design Method where base elements are shaped further for particular targets (Dillman, 2000).

Similarly Biner and Kidd by using the personal equity approach conducted in 1994 an experiment in order to test the size of response in survey questionnaires. They found that, when the monetary incentive was justified as an attempt to induce feelings of obligation to return the questionnaire, the response rate was higher than when the incentive was justified as an appreciative gesture. So the condition focused on a fair relationship appears to produce increasing response compared to a standard condition (Biner and Kidd, 1994).

2.7 The criticism towards exchange framework coming from the Prospect Theory and the framing approach

Nevertheless, theories focusing on exchange concept reduce human interaction to a merely rational process and an important limitation to these theoretical approaches based on the personal assessment of costs and benefits comes from the Prospect Theory (Kahneman and Tversky, 1979; 1984; Tversky and Kahneman, 1992; 1996), a seminal

criticism towards the concept of rational choice also espoused by some survey researchers (Tourangeau and Ye, 2009).

On the one hand Kahneman and Tversky found that people tend to frame alternative courses of action in terms of gains or losses from the current situation rather than in terms of the final position and into the bargain they are more sensitive to losses than to gains of the same objective magnitude.

On the other hand Tourangeau and Ye (2009) in the wake of the prospect theory made a panel experiment showing that it may be better to frame the request to take part in a survey by emphasising the costs of nonparticipation rather than the benefits of collaboration.

So a suitable framing is confirmed the key factor at every contact occasion as well as during the overall interview. The implication is that not only the survey presentation but every item might be designed in order to maximize the response rate and to contain the temptation of skipping (Bethlehem and Biffignandi, 2012; Tourangeau, Rips and Rasinski, 2000; Tourangeau et al., 2009), since even messages of encouragement are quite ineffective in order to increase the questionnaire completion and the break-off reduction (Sakshaug and Crawford, 2010).

2.8 The emergence of biases and ethical problems that can be overcome by implementing a reciprocity pattern in a marketing perspective

But it's also noteworthy that the higher sensitivity to losses than to gains could imply a larger respondents bias when an incentive is offered. In fact several subgroups in populations are typically more needy than others and so these people could be more willing to participate in a research to improve even momentarily their situation if incentives are offered, monetary above all (Dunn and Gordon, 2005).

Thus, a negative effect could become their over representation in the participants sample, but some further ethical problems arise, like the undue or coercive influence of incentives on survey participation.

The latter question seems to be widely studied by researchers. In the main they exclude the emergence of insurmountable ethical questions in most circumstances, since according to their experiments not even larger incentives induce participants to accept higher risks than they would be unwilling to accept with smaller ones (Fry et al., 2006; Grady, 2005; Singer and Couper, 2008).

But the former problem, namely a possible over representation of some type of respondents, remains an outstanding matter of concern which drives to look for a different framework in order to overcome the bias.

In the author opinion a re-examination of the ways for implementing the norm of reciprocity could offer some clues. Moreover it can also supplies researchers with a perspective ethically neutral, since a consequence of the systematic failure of rational choice showed by the prospect theory is that people can be manipulated by savvy architects of choice, either speculators or libertarian paternalists (Thaler and Sunstein, 2008).

Finally, from this point of view any attempt to systematize the effort into increasing survey response and reducing panel attrition in Web comes to be a part of Marketing theory.

In fact since Kotler defines marketing as “a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others” (Kotler, 2009, p. 6) a reciprocity approach in order to gather information appears to gravitate towards it.

And even the concept of Information Society coming from European Commission (EIS, 2010), that is a community grounded on information of value for individuals and groups, strengthens the idea that an effective exchange of information can fall into an economic category.

Therefore, it is no accident that EU policy framework for the information society and media “i2010” promoted strikingly the positive contribution of information and communication technologies (ICT) to the economy, society and personal quality of life (EIS, 2010).

So in this perspective also the Kotler's words take a particular nuance: "Companies of all kinds – from consumer product manufacturers (such as Nokia or Ericsson in Sweden), to health care insurers (e.g. Bupa in the United Kingdom), from car manufacturers (e.g. BMW or Porsche in Germany) to banks (such as Société Générale in France or Rabobank in Holland), from non-profit organisations (Amnesty International, which was founded by a British lawyer) to industrial product manufacturers (e.g. Airbus – a French, German, English and Spanish conglomerate) – all have to use marketing to understand their core customers and grow their businesses" (Kotler, 2009, p. 4).

In fact even though in his opinion marketing research process follows six steps - i.e. Define the problem and research objectives, Develop the research plan, Collect the information, Analyse the information, Present the findings, and Make the decision (Kotler, 2009, p. 191) - the researcher especially needs to deal with the central problem of how to collect information in a effective way.

Concerning this Kotler points out that "many marketers are taking their surveys online where they can easily develop, administer and collect emails and Web-based questionnaires" and immediately admits that "Of course, by putting out so many surveys, companies may run the risk of creating 'survey burnout' and seeing response rates plummet." (Kotler, 2009, p. 197).

So he really does suggest marketers: "Keeping a survey short and simple and avoiding contacting the same customers too often are two keys to drawing people into the data collection effort. Offering incentives is another way companies get consumers to respond." (Kotler, 2009, p. 197).

Then he proposes a large set of hints on collection of behavioral data, on experimental research, on research instruments such as questionnaires, on sampling plan, as well as online interviews (Kotler, 2009, pp. 197-205) and so he not only absorbs some useful tools in the marketing field but he also promotes them to the status of marketing drivers.

And that is why, in the heading of the present research, collecting effectively information from people in Web is defined as a marketing challenge for social sciences.

Moreover, even in the Italian marketing academia a framework exists which focuses on the value exchange with the customer also in a relation only informative or symbolic, the Systemic Marketing Approach (Marino, 2007b, pp. 137-161).

This perspective is centered on the couple Total Enterprise Value and Value for the Customer: it states that in order to create value for the company it must be offered also a true and significant value for the client. So it is necessary to decode the preferences correctly and to propose suitable attributes (Marino, 2007a, pp. 198-213).

The task not only deals with the problem of effectively collecting information but somehow overlaps too with the ability of the firm in fitting with customers expectation of satisfaction and gratification, also by exchanging information.

So this kind of external value creation requires the participation of the overall enterprise system, from the bottom to the top, involving the governance too, in the double expression of inside and outside relations (Golinelli, 2000; 2001; 2002) also oriented to data collection.

RESEARCH QUESTIONS AND STUDY CONCEPTUAL FRAMEWORK

1. Why to re-examine reciprocity concept

As previously stressed, incentives raise in survey implementation at least two problems to which there're no easy solutions.

On the one hand some people can seize the opportunity to satisfy a life need by taking part in a survey where an incentive is granted to respondents: thus the sample interviewed will not represent faithfully the sample targeted. Moreover the risk of an excessive response rate from some subgroup of the overall population, a so-called coverage error, is especially significant in web surveys “since the target population mostly is broader than the frame population (active Web users), and it has been difficult – up to now – to construct a correct frame of Web users”. So “inference from such samples are reasonably affected by selection bias” (Biffignandi and Pratesi, 2003, p. 4).

On the other hand ethical concerns emerge due to the fact that a shrewd use of incentives can constitute a manipulation of potential respondents and pose a threat to the self-determination of vulnerable subjects. In fact in order to increase participation a dexterous survey manager, by designing the request according to the human biases, can take advantage of the mistakes that people systematically make.

Moreover, the Prospect Theory is a seminal criticism towards the concept of rational choice and rational assessment of costs and benefits in exchange frameworks.

This being the case, it could be worthwhile exploring the concept of reciprocity in the domain of survey research and in the relationships between inquirers and people under request of participation in a panel. In this concept indeed there is a pattern of mutually contingent exchanges that lean on a moral norm and on a gratification which is necessarily connected neither to the needs of particular subgroups in the population nor to an assessed value of the exchanged element (Gouldner, 1960).

2. The norm of reciprocity in the Gouldner's perspective

In the Gouldner's thought, reciprocity between two subjects, A and B, is defined as a transaction, and an important implication of this meaning lies in the fact that "B's service to A is contingent upon A's performance of positive functions for B". In other words "a social unit or group is more likely to contribute to another which provides it with benefits than one which does not".

Of course he acknowledges that "there are certain general conditions under which one pattern may provide benefits for the other despite a lack of reciprocity. An important case of this situation is where power arrangements constrain the continuance of services. If B is considerably more powerful than A, B may force A to benefit it with little or no reciprocity."

Nevertheless, he emphasize in particular that "This social arrangement, to be sure, is less stable than one in which B's reciprocity motivates A to continue performing services for B (...)" (Gouldner, 1960, p. 163).

And concerning this, it's noteworthy that Gouldner stresses the need to avoid what he calls the "Pollyanna Fallacy", an optimistic assumption about the fact that entities "securing satisfactions from others will invariably be grateful and will always reciprocate" (Gouldner, 1960, p. 164). In fact reciprocity will not operate in every case, but its occurrence can be documented empirically as well as the fact that reciprocal relations stabilise the relationship patterns.

In his opinion the lack of reciprocity is neither socially impossible nor invariably disruptive of the relationships, since they can also occur with little or no reciprocity as when power disparities allow one subject to coerce another. But he adds that "there may also be special mechanism which compensate for or control the tensions which arise in the event of a breakdown in reciprocity.

Among such compensatory mechanism there may be culturally shared prescriptions of one-sided or unconditional generosity, such as the Christian notion of 'turning the other cheek' or 'walking the second mile', the feudal notion of 'noblesse oblige', or the Roman notion of 'clemency'. There may also be cultural prohibitions banning the

examination of certain interchanges from the standpoint of their concrete reciprocity, as expressed by the cliché, ‘it’s not the gift but the sentiment that counts’(…)” (Gouldner, 1960, p. 164).

In these particular cases the focus is on some compensatory arrangements that enable problematic pattern to remain stable, since the stability, which in ordinary is guaranteed by reciprocity, then requires exceptional mechanisms to appear in relations.

That is why finally it can make sense implementing a reciprocity pattern in order to increase response rate (i.e. the ratio of people who load the first page of a questionnaire to all people who are invited), to enhance retention in surveys (i.e. the people who have loaded the first page of a questionnaire stay until the last page and don’t drop out), and to slow down panel attrition (i.e. the decrease in respondents over the waves), if possible in a way that contains consequent costs.

3. The three hypotheses formulated and tested

So according to the researcher in a context where biases emerge (coverage errors), where ethical concerns appear (threats to the self determination of vulnerable subjects) and the effect of the rational choice failure manifests itself, a reciprocity pattern may enable to face all these problems in addition to increasing response rate, to enhancing retention in surveys and to slowing down panel attrition. Furthermore, a careful monitoring of the trend in perceived reciprocity provides information valuable in planning remedial measures throughout the panel waves.

Therefore, the following hypotheses were formulated and tested within the PAADEL project (Panel on Agriculture food And Demographic Evaluating Lombardy) supervised by Professor Silvia Biffignandi Director of the Centre for Statistical Analyses and Survey Interviewing at the University of Bergamo (Italy).

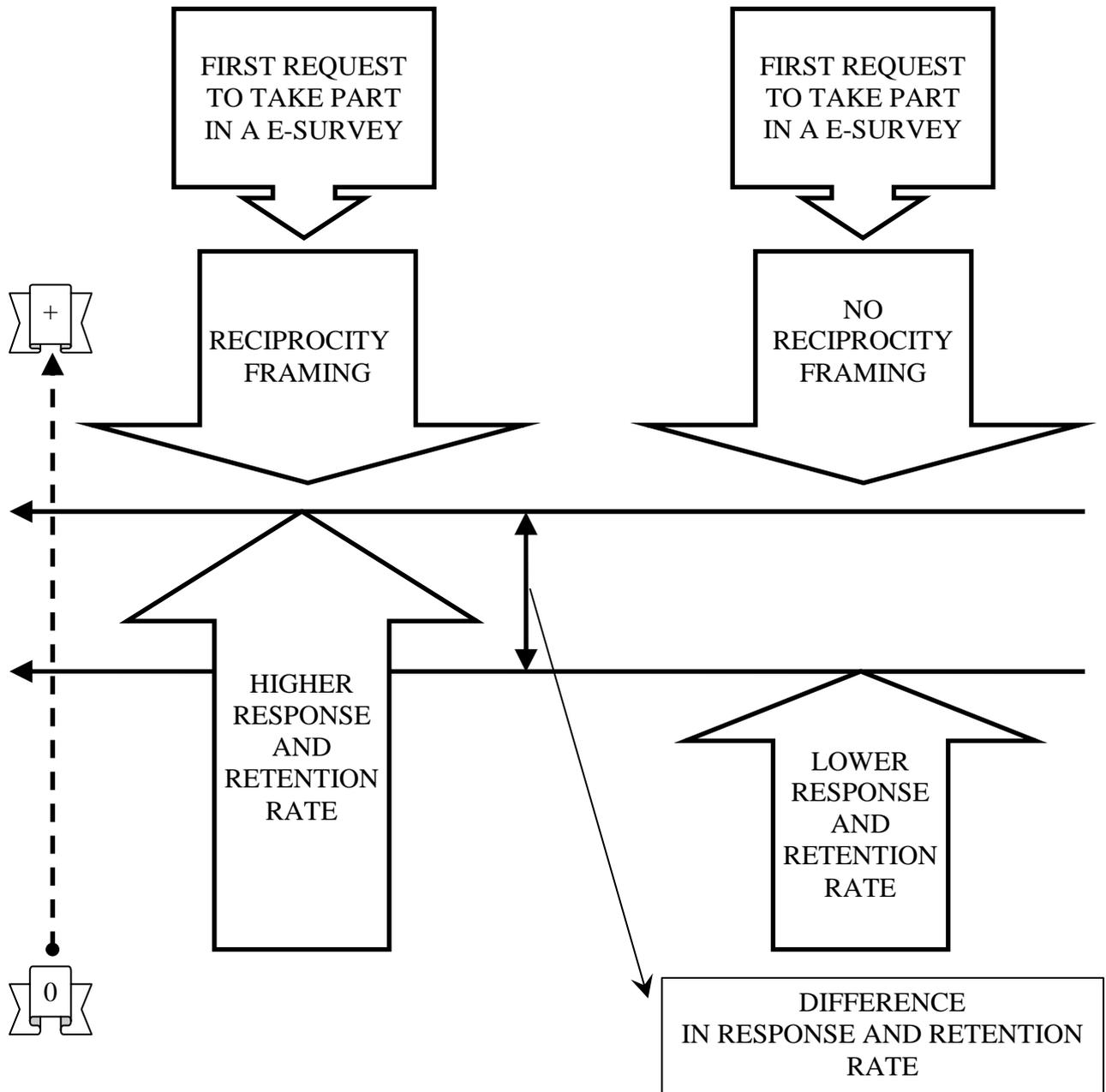
Hypothesis 1: People are more likely to participate and to be retained in a web-survey if at the first e-contact the framing of the request to take part emphasizes the reciprocity aspects of the relationship rather than if these points are missed out.

Hypothesis 2: Over successive waves of longitudinal e-studies there's a negative trend of perceived reciprocity that affects panel attrition and this trend can be monitored by designing questionnaires conveniently.

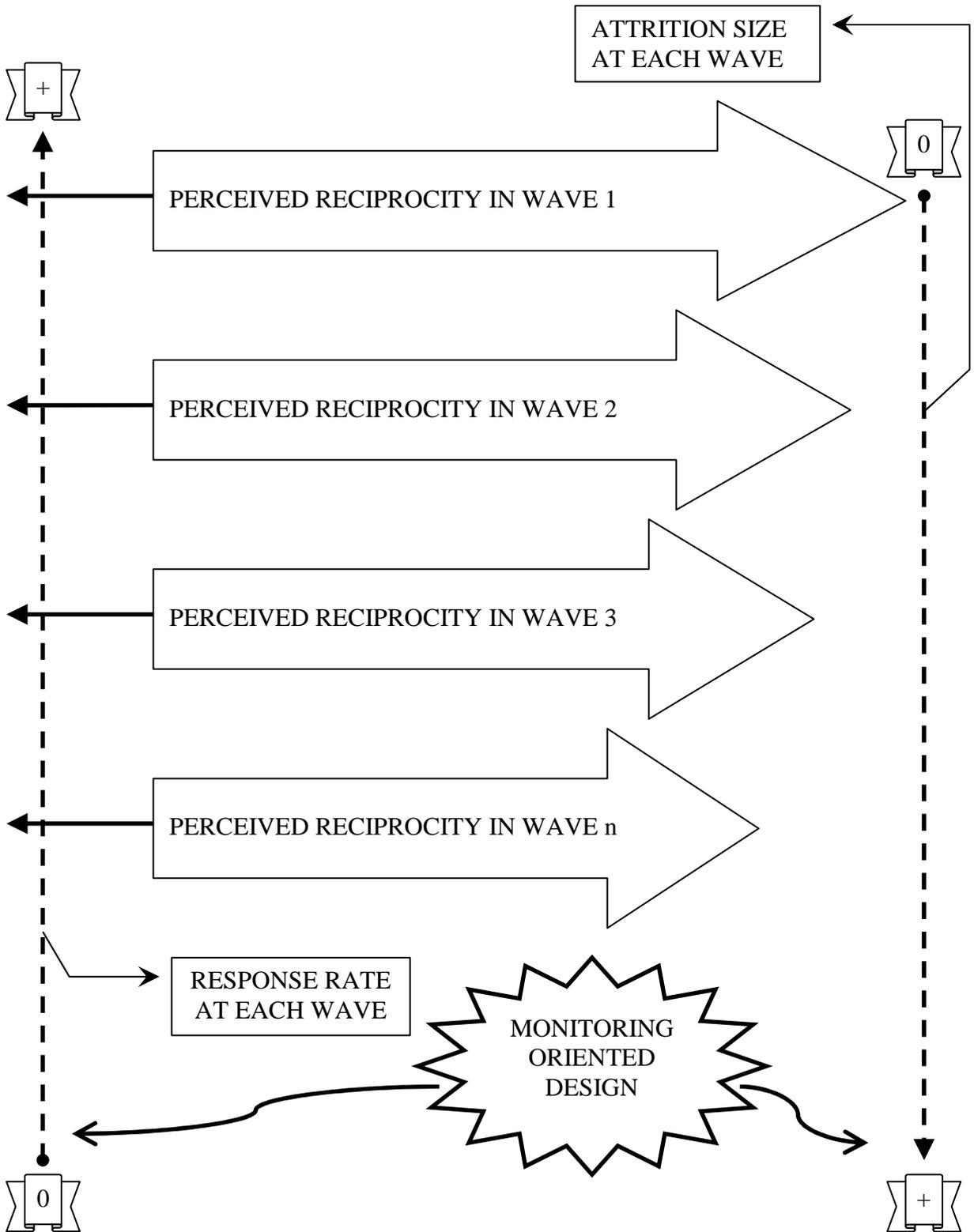
Hypothesis 3: By enhancing perceived reciprocity in the relationship between participants and inquirers in each wave, decrease in response rate can slow down throughout the panel waves.

4. The conceptual framework of the hypotheses

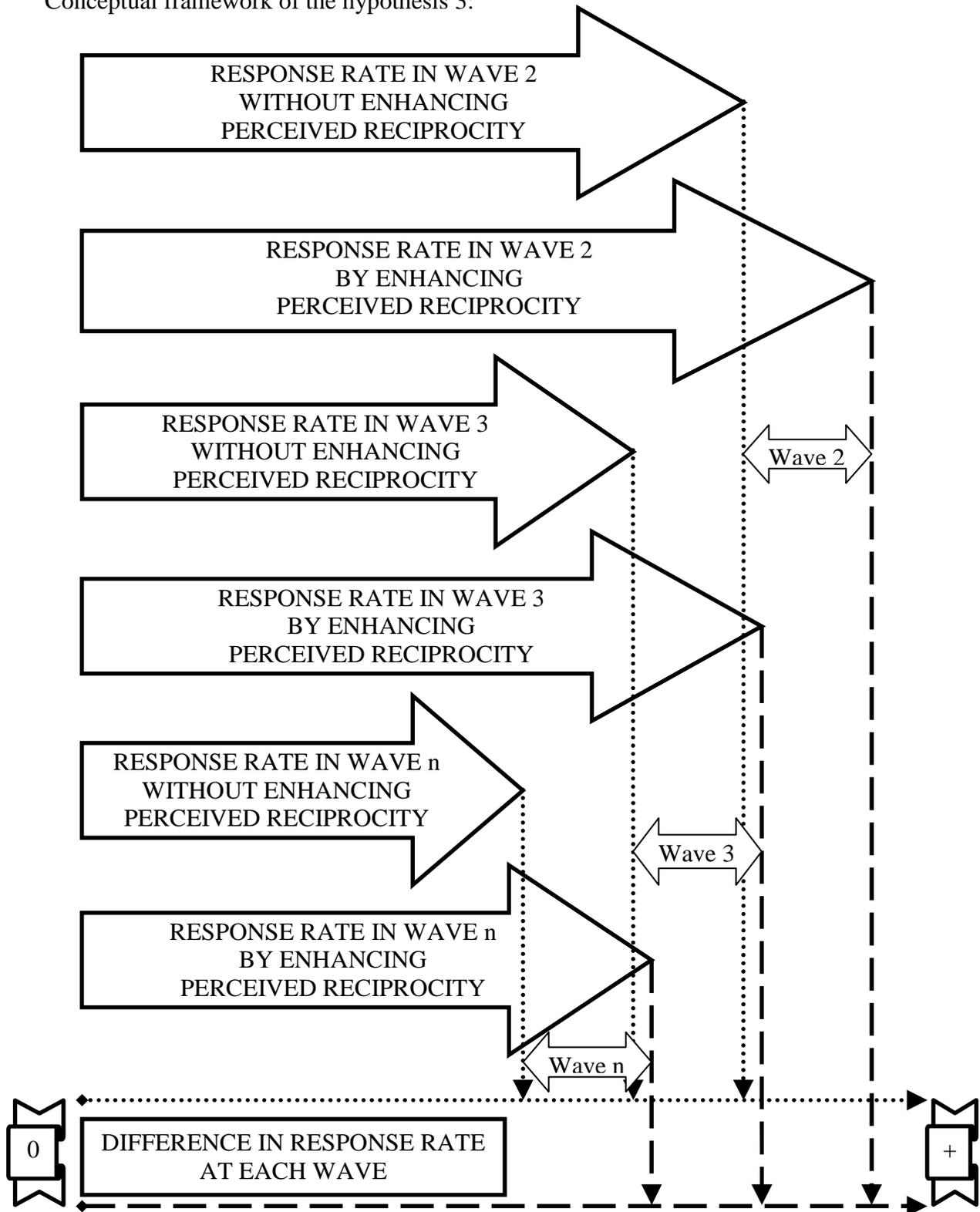
Conceptual framework of the hypothesis 1:



Conceptual framework of the hypothesis 2:



Conceptual framework of the hypothesis 3:



METHODS AND RESEARCH DESIGN

1. Strategies of inquiry

In order to test the hypotheses a statistical experiment was carried out and further information was drawn from direct observations on sample members.

However, it's noteworthy that before designing the data collection and the questionnaire it has been necessary to cope with two preliminary problems: what to offer to the sample members and how to measure the trend of perceived reciprocity.

2. The problem of what to offer to the sample members – The “info for info” pattern

Relative to the former question some clues can be recovered in the Gouldner's thought. In his 1960's study he argue that “beyond reciprocity as a pattern of exchange and beyond folk beliefs about reciprocity as a fact of life, there is another element: a generalized moral norm of reciprocity which defines certain actions and obligations as repayments for benefits received.” (Gouldner, 1960, p. 168).

The author then suggests that the norm of reciprocity in a universal form requires two interrelated duties: people should help and should not injure those who have helped them. So such a norm of reciprocity can be found in all value systems and in particular it constitutes one of the principal components universally present in moral codes.

Gouldner admits that the universality of the rule doesn't imply that it is unconditional. In fact the basic character of the reciprocity imposes obligation only contingently, hence in response to the benefits bestowed by others. Furthermore these obligations of repayment are contingent upon the imputed value of the benefit conferred.

Therefore the value of the benefit and of the debt is in relation with many situations and varies with them. Among these situations are noteworthy the intensity of the recipient's need at the time the benefit was conferred, the motives imputed to the donors, the

resources of the benefactor and the nature of the constraints which are perceived to exist or to be absent (Gouldner, 1960, p. 169).

Therefore a debt which is generated by the norm of reciprocity may vary with the status of the people within the society, but there's also a problem of equivalence, since the rule stipulates that the amount of the return has to be made roughly equivalent to what had been conferred.

And with reference with the latter question, equivalence may have at least two forms. The first alludes to what Gouldner calls "heteromorphic reciprocity", and in this case equivalence means that the things exchanged may be concretely different but should be equal in value, the so called 'tit for tat'. Instead the second form refers to the "homeomorphic reciprocity", where equivalence may imply that exchanges should be concretely alike or even identical in form, with respect to the things exchanged or to the circumstances under which they are exchanged, the so called 'tat for tat'.

Consequently, according to this approach, it should be difficult to justify in the survey domain a recourse to incentives that are not strictly correlated with the value of the information asked for. And anyway this value probably depends more on the respondent's time sacrifice than on the actual worth of an information received from a sole participant, which is mainly unimportant.

For this reason it should be a reasonable choice the offer of something very similar in form to what is requested, that is in short proposing information in exchange for information. By doing so, a sort of reciprocity is implemented which is intermediate if compared to the Gouldner's heteromorphic and homeomorphic patterns.

The kind of thing exchanged is the same, even though the thing is not identical. Moreover, as regards the problem of how to estimate its value in order to attain an absolute equivalence, also this concern can be bypassed, since the single information's value is so small that it can be assessed neither in terms of loss nor in terms of gain.

Thus, the findings of Prospect Theory become inapplicable to the context and even the objection about the time spending could be overcome. In fact both parties are consuming their time in the interaction and both hold in any case the exit option that enable them to break off the relation when it begins to reveal itself too time-consuming.

Therefore the first problem, that is choosing what we can offer to the sample members, has been solved by proposing to people some information in exchange for the information they were asked for. I call this strategy an “info for info pattern”.

3. The problem of how to measure the trend of perceived reciprocity

Instead, with reference to the second question, namely how we can measure the trend of perceived reciprocity, a preventive reasoning was made about the emergence of trends throughout the panels waves.

Göritz and Wolff in their 2007's research obtained a direct positive effect on response by using an incentive at the first wave and a weak indirect positive effect, mediated by a Markov process in the later waves where incentive aren't offered. They also found that retention at a given wave can be considered a reliable predictor for response at the next wave (Göritz and Wolff, 2007).

In particular they tested a first-order Markov chain process where response at a certain wave depends on response at the previous: this model fitted the experimental results significantly better than the alternative model that assumed independence among response variables at different waves.

The findings are significant and shed light on the declining trend in panels. They suggest that survey managers could use this information in order to diagnose impending non-response and then could conveniently act to contrast or prevent it.

But the dependence pattern centered on the offering of an incentive need some specification in the reciprocity approach. In fact the element that's missing after the first wave of the mentioned experiment seems to be the expression of reciprocity from inquirers who stop granting incentives to participants.

So, by abandoning the former behavioral scheme where reciprocity in relationship was framed through the exchange of incentive for information, the outcome has been a declining trend in response rate. In other words the sample members felt that a change occurred in the relation and the former pattern was thrown off balance: inquirers were

still looking for information but were no more offering what they offered at the previous wave.

For this reason it's possible to state that the participants perceived a decrease in reciprocity which was confirmed at every subsequent wave and was reflected in the declining trend of response rate.

Thus monitoring the declining trend of perceived reciprocity becomes a key strategy to prevent any decrease in response rate and so the problem is how to directly investigate this trend by means of the data that can be collected with the e-questionnaires.

But if items and question have to be administered in order to measure the perceived reciprocity at every wave, the purpose requires to mind the aspects which characterize it: among them stands out the trust.

This construct is defined as composed of "confident positive expectations regarding another's conduct" (Lewicki, McAllister and Bies, 1998, p. 439) and it "leads to better work relationships, improved decision making, and enhanced organizational effectiveness" (Jeffries and Becker, 2008).

Trust is of great interest to scholars in many fields: in the workplace it has important implications for the outcomes of groups and individuals as well as of organizations. Trust is essential for understanding interpersonal and group behavior, economic exchange, social stability, and managerial effectiveness (Hosmer, 1995).

The role of trust has been emphasized in teamwork research (Jones and George, 1998), in studies on risk-taking and outcomes throughout work relationships (Mayer, Davis and Schoorman, 1995; Mesquita, 2007), in analysis of choice in governance structures (Chiles and McMackin, 1996), in research on responses to crisis and downsizing (Mishra, 1996; Mishra and Spreitzer, 1998), and in studies on organizational competitive advantages (Jones, 1995).

Nevertheless in this study the focus is on the links between trust and cooperation according to the findings of Jeffries and Becker (2008).

The two authors developed and tested a model of trust and cooperation by drawing upon Fishbein and Ajzen's theory of reasoned action (1975), which is widely used in research

across many disciplines since it still demonstrates predictive utility in a lot of situations and across a variety of behaviors.

The theory of reasoned action holds that an individual's intention to engage in a behavior is the most proximate determinant of that behavior because it has a demonstrated relationship to behavior (Fishbein and Ajzen, 1975). Behavioral intention, in turn, is determined by attitude toward the behavior and the subjective norms regarding the behavior, while attitude toward the behavior consists of the degree to which an individual has a favorable or unfavorable evaluation of the same behavior.

Furthermore, attitude toward a behavior is a function of the expectation that engaging in the behavior will lead to particular consequences, and the individual's evaluation of those consequences.

Moreover, subjective norms reflect the perceived social pressure to engage in a given behavior and are a function of the belief about whether other people, whose opinions are relevant in the context, think the individual should engage in the behavior and the individual's motivation to comply with the others in the context (Jeffries and Becker, 2008, pp. 318-319).

But Jeffries and Becker introduce an important modification in the theory (2008, p. 219), since in Fishbein and Ajzen's thought the focal behavior is cooperation and "the relevant intention is intent to cooperate, the relevant subjective norms are norms regarding cooperation, and the relevant attitude is attitude toward cooperation". The modification is to use the concept of trust in place of attitude toward cooperation due to the fact that they want to explain the relationship between trust and cooperation. Furthermore they believe that attitude toward cooperation is included within the kind of trust targeted.

Then they argue that there's an attitudinal character to trust, that attitude is an evaluation of a specific entity, and that personal attitude toward a certain entity can be affected by personality traits, environmental factors, prior experiences, and characteristics of the attitude object. So they underline, by quoting Whitener, Brodt, Korsgaard and Werner, that "Trust can be viewed as an attitude held by one individual – the trustor – toward another – the trustee. This attitude is derived from the trustor's

perceptions, beliefs, and attributions about the trustee, based upon his or her observations of the trustee's behavior" (Whitener et al., 1998, p. 513).

Moreover, in the authors perspective trust expectations encompass evaluative beliefs, including the personal attitude toward cooperation. In fact, since attitudinal trust is defined in terms of confident positive expectations about another's conduct, the trust expectations comprise the perceived probability that by cooperating with a given person will lead to positive results rather than negative ones (Jeffries and Becker, 2008, p. 319).

Therefore following the theory of reasoned action, if attitude toward cooperation is a function of the beliefs that cooperating with a given person will lead to desirable results rather than undesirable, then the evaluative beliefs that characterize personal attitude toward cooperation are encompassed within trust expectations.

But this means that an attitude toward cooperation are included in attitudinal trust and so can justify the choice to replace attitude toward cooperation with attitudinal trust in the model. Furthermore it allows to examine the process that links trust and cooperation (Jeffries and Becker, 2008, p. 320).

However, trust is most likely not solely responsible for developing the intent to cooperate despite the fact that a person who trusts a given subject believes that cooperating will have positive outcomes. In fact due to subjective norms, the person should generally intend to cooperate with the subject, but the commitment to cooperate can be weak.

The concepts of subjective norms, in the context of cooperative behavior, refers to the perceived social pressure to engage in cooperation and personal motivation to comply with this pressure (Jeffries and Becker, 2008, p. 320).

According to Jeffries and Becker (2008, p. 320) the key of the reasoning is that including the concept of perceived norms in trust models "can explain why trust at the interpersonal level in organizations may not lead to high levels of cooperation and why cooperation may occur in situations where trust is low".

And the explanation supported by their experiment is that high levels of trust may produce only a weak or moderate intent to cooperate, if perceived social or

organizational norms act against cooperation. On the contrary, when trust is low, people may choose to cooperate if they perceive strong norms for cooperation (Jeffries and Becker, 2008).

Then such a result can help shed light on the problem of how we can measure the trend of perceived reciprocity. In fact the relationship between the inquirer and a survey participant may be considered as a very simple organization, a basic organization grounded on a norm, namely the mentioned norm of reciprocity.

Thus it's possible to assess the level of reciprocity that the participant assigns to the relation by estimating the degree of his trust in the inquirer and by evaluating if he sincerely complies with the norm of reciprocity.

For this reason in the questionnaire there're two batteries of questions directed at investigating these aspects. On the one hand some items envisage asking for information that the survey designer already holds about participant. Therefore the answer allows the inquirer know whether respondent lies, a sign that the participant doesn't take care of maintaining a relationship based on reciprocity.

On the other hand some questions aim at investigating the trust component following the Organizational Trust Inventory research.

This approach (the so-called O.T.I.), proposed by Cummings and Bromiley (1996), intends to offer a tool in order to define and measure the trust that influences interactions among individuals and organizations.

The authors firstly give a definition of organizational trust as believing or feeling that others keep commitments, negotiate honestly, and do not take excessive advantage. Then they develop and propose a long questionnaire which enable to measure the three dimensions of trust (Cummings and Bromiley,1996).

Certainly discussion about trust and its measurement continued: several researchers stress the point that interpersonal trust in organizations and relationships is a complex construct with more than three dimensions, a so-called many-sided concept difficult to grasp with surveys (McKnight, Cummings and Chervany, 1997; McKnight, Cummings and Chervany, 1998; McKnight and Chervany, 2000; McKnight and Chervany, 2001-2002; McKnight, Chouldhury and Kacmar, 2002)

Moreover, subsequently on the wake of Cummings and Bromiley's study some researchers presented an adaptation of O.T.I. for Italian people, and a reduced-form of the questionnaire that offers better psychometric properties and has been positively tested by using structural equation modeling (Vidotto et al. 2007).

Nevertheless, it's a question of fact that the focus in the current research is not on a exact assessment of the respondent's trust in the inquirer but on its evolution throughout the waves of the experiment.

Therefore in designing the questionnaire it was considered sufficient inserting only some significant items drawn out of the reduced-form mentioned, concerning three components of trust: the affective/emotional dimension, the cognitive dimension and the behavioral intention (Cummings and Bromiley, 1996; Vidotto et al. 2007).

4. Quantitative experiment protocol

So a three-wave experiment was conducted online in September, October and November 2011. The topic of the surveys was the consumption of special foodstuffs like the biological, those directly sold by producers, and those bought through purchasing groups.

The items concerning this topic were 8. In addition two batteries of items were included in the questionnaires: 3 questions pertaining to demographic profiles of participants, and 3 further items inserted in order to evaluate respondent's trust regarding the inquirer.

As regards 2 items on demographics, the survey managers knew in advance which was the true participant's characteristic and thus could realize whether the respondent lied or not.

In respect of the latter items about trust, they had been formulated on the base of the mentioned O.T.I. adaptation (Vidotto et al., 2007).

E-mail invitations were sent to a sample of 502 individuals who are members of local governments in the province of Bergamo. The choice of the target population was made due to the fact that in Italy publishing online e-mail address and curriculum vitae of

every official is required by law. Such circumstances made easier the task of collecting a respectable database with updated information on all employees that are well-distributed all over a given territory.

Of course this option can appear to have a contraindication emphasized by a part of web-survey literature, namely the remark that “people who connect for business purposes do not seem to be willing to participate in the survey” (Biffignandi et al., 2002, p. 12).

In this case, however, it is mitigated by the fact that the target population doesn't connect for mere business purposes, but also in order to strengthen the openness of government and bureaucracy to citizenry. So actually it seems instead to occur a different phenomenon also reported by the researchers: “well-educated users tend to respond faster than the others” (Biffignandi et al., 2002, p. 12).

Anyway, the mean age of the individuals that were requested to take part in the surveys was 50 years, and 43,02% (n = 216) were female.

The members of the sample were randomly assigned to one of two conditions. In the control condition (n = 250), individuals did not receive any information in exchange for the information that was demanded. In the reciprocity condition (n = 252), individuals received unusual recipes for appreciating the special foodstuffs mentioned in the questionnaires and diverse information about the characteristics, the properties and the availability of products by redirecting to specialist websites. This assignment was kept constant over the three waves.

Note that the study was not announced as a longitudinal research at the outset. Instead, in the second wave (W2) and without prior notice, individuals were told that this was a follow-up to a study in which they were invited about 2 weeks before. In the third wave (W3), they were told that this was the final part of a study in which they had been invited before.

In substance an informal panel was organized where the participation wasn't made official by a request to take part in it: the option was aimed at preventing a potential distortion in the response rate due to the early expectation of several waves of questionnaires.

Moreover, not only people who responded in a given wave were invited to the following wave, but also those who didn't respond. In fact besides the link to the questionnaire specific to every wave, those who didn't respond received again in the e-mail a reminder of the previous questionnaires with a special request to participate and in the invitation it was specified that they could take part in the prior waves by completing online surveys.

Invitations and e-mail reminders were sent weekly to target population since periodicity and number of soliciting messages were based on the empirical evidence of a pilot survey where reaction to e-mail was prompt. Furthermore, this evidence is consistent with literature which reports a reaction in about two working days from the sending (Biffignandi and Pratesi, 2000; 2002) so that even "a week should have been enough" between the messages (Biffignandi and Pratesi, 2002, p. 24).

5. Qualitative experiment protocol

Since mixed methods procedures can work in a concurrent triangulation strategy, in addition to the quantitative experiment a qualitative investigation was carried out in order to obtain supplementary information about the matter of concern.

This approach is drawn out from Creswell thought and can be summarized in his topic sentence: "the researcher collects both quantitative and qualitative data concurrently and then compares the two databases to determine if there is convergence, differences, or some combination" (Creswell, 2009, p. 213).

The same concept is expressed in different words by other researchers but the meaning is very similar. For instance there're authors who refer to comparison as confirmation, disconfirmation, cross-validation, or corroboration (Greene, Caracelli and Graham, 1989; Morgan, 1998; Steckler et al., 1992).

Anyway, the main problem lies in identifying a purposefully selected site and appropriate people for the study that will best help the researcher understand the topic and the research question. But there is no need to have recourse to random sampling or

selection of a large number of participants and sites, as typically found in quantitative research.

In fact in the discussion about participants and sites four different aspects have been identified by Miles and Huberman (1994) above all: the setting, namely where the research will take place, the actors, that is who will be observed or interviewed, the events, namely what the actors will be observed or interviewed doing, and the process, that is the evolving nature of events undertaken by the actors within the setting (Creswell, 2009, p. 178; Miles and Huberman, 1994).

So the focus is on collecting information through unstructured or semi-structured observations and interviews, documents, and visual materials as well as establishing the protocol for recording information (Creswell, 2009, p. 178). But it is still essential picking out the type or types of data to be collected, since in qualitative studies inquirers may collect multiple forms of data and so spend a considerable time gathering information in the natural setting.

In fact the collection procedures in this kind of research involve four basic types: observations, interviews, documents, audio-visual materials.

In particular as regards observations, there are four options within the type of data collection: 1) the complete participant where researcher conceals his role, 2) the observer as participant where the role of researcher is known, 3) the participant as observer where the observation role is secondary to participant role, and 4) the complete observer where the researcher observes without participating.

Besides, it's noteworthy that observation has many advantages. First of all researcher has a first-hand experience with participant. Secondly researcher can record information as it occurs. Then unusual aspects can be noticed during observation. Finally it's useful in exploring topics that may be uncomfortable for participants to discuss.

However, there are also some limitations in this type of data collection. In fact researcher sometimes may be seen as intrusive, while in certain cases private information may be observed that researcher cannot report. Moreover researcher may not have good attending and observing skills. Furthermore certain participants may present special problems in gaining rapport (Creswell, 2009, p. 179).

Anyway, in order to supplement information collected through the quantitative investigation, qualitative observations were made. The researcher took field notes on the behaviour and the activities of individuals at the research site in a semi-structured way, that is by using prior guidelines on what data he would record and the procedures for recording data.

Actually the observer engaged in a complete participant role where observation was concurrent with participation and where before entering the field he planned the approach to recording information by means of a protocol. In this protocol it was stated that descriptive notes, like the portraits of the participants, the reconstruction of dialogue, the description of physical setting, and the accounts of particular events, or activities, should be separated from reflective notes on the researcher's personal thoughts, such as "speculation, feelings, problems, ideas, hunches, impressions, and prejudices" in line with Bogdan & Biklen's advice (1992, p. 121; 1998).

So 30 observations were made relative to 10 subjects for every wave 5 of which in the reciprocity condition and 5 in the control condition, since they opened the e-mail containing the link to the questionnaire until they decided to respond or not to respond, and in the positive case until they completed it. The unit of analysis in this study is the addressee of the e-mail. The observer told him previously that he would receive an invitation to a survey from his university before long in order to help improve the text of the questionnaires.

In sum this part of the research is focused upon the data set of 10 subjects who were dealing with the invitations and who were observed during the waves of the survey. The sample of individuals is conceived as an apart list constituted by members of local governments in the province of Aosta. People were kept in the dark about the real goal of the experiment.

It was told them that due to their important experience in working with computers they had been chosen as examiners in the alpha test of a survey which would be administered later to a sample of a target population. Since the subjects observed are colleagues of the researcher they were easily approachable under false pretenses.

During the observations extensive notes were taken on everything happened, including as many verbatim quotes as possible, notes on gestures, expression and body language

that accompanied the process. The observer arrived just before the subject received the e-mail and lingered until the e-mail was opened. The observations were incorporated into the field notes that were written up within 2 hours according to the Yin's suggestions (2003). In the form also demographic information was written and details about time, place, and date of the field setting where the observation took place (Creswell, 2009, p. 183).

In addition to the fields notes, the researcher used informal on-site interactions with participants in order to query the processes. Data were in excess of 20 typed A4 pages.

Moreover, since the unit of analysis is the person who received an e-mail invitation, the study considered how these e-mail interfered with his usual working routine.

Finally, in order to supply a contribution to the problem focused in the research question, a thematic qualitative analysis has been pursued: the data for analysis were organized and prepared so a general sense of the information was obtained by reading through all them and by reflecting on their overall meaning.

Then, a more detailed analysis has been made with a coding process, according to the conceptualization proposed by Rossman and Rallis (1998) as well as by Creswell (2007): text data were segmented in sentences or paragraphs into categories labeled with a term based in the actual language of the participant, the so-called *in vivo* term.

Thus, through the coding process a description was generated that involves a detailed rendering of information about people, places and events in the setting in order to clearly identify the themes and the connections among them. The result is a qualitative narrative that conveys the findings of the analysis and so closes with the interpretation and the proposed meaning of the data.

RESULTS

1. Tables and summary of the quantitative experiment

Table 1 shows a summary about the trend of response rate in the two experimental conditions over the three waves.

TREND OF THE RESPONSE RATE									
TABLE 1	Units in mailing list	Units in experimental group	Units in control group	Total amount of respondents	Respondents in experimental group	Respondents in control group	Response rate aggregate	Response rate in experimental group	Response rate in control group
Wave 1 14.09.2011	502	252	250	154	70	84	30,67%	27,72%	33,60%
Reminder 21.09.2011	=286M +216F	=145M +107F	=141M +109F	=95M +59F	=41M +29F	=54M +30F	=33,21%M +27,31%F	=28,27%M +27,10%F	=38,29%M +27,52%F
Wave 2 28.09.2011	501*	251	250	95	46	49	18,96%	18,32%	19,60%
Reminder 01.10.2011	=286M +215F	=145M +106F	=141M +109F	=48M +47F	=21M +25F	=27M +22F	=16,78%M +21,86%F	=14,48%M +23,58%F	=19,14%M 20,18%F
Wave 3 12.10.2011	500**	251	249	84	39	45	16,80%	15,53%	18,07%
Reminder 19.10.2011	=285M	=145M	=140M	=42M	=20M	=22M	=14,73%M	=13,79%M	=15,71%M
Final Reminder 02.11.2011	+215F	+106F	+109F	+42F	+19F	+23F	+19,53%F	+17,92%F	+21,10%F
Closing date 13.11.2011									
* One subject (F) refused to take part in the wave 2 expressly and asked to be deleted from the mailing list.									
** One subject (M) refused to take part in the wave 3 expressly and asked to be deleted from the mailing list after he received the reminder of the wave 2. Another subject (M) asked to be deleted from the mailing list after he received the invitation to wave 3 but didn't refuse to take part in it expressly.									
Label: M = male F = female									

Table 2 shows a summary about the tendency for respondents to lie in the two experimental conditions over the three waves, a sign that the participant doesn't take care of maintaining a relationship based on reciprocity.

TENDENCY FOR RESPONDENTS TO LIE								
TABLE 2	Total amount of respondents	Respondents in experimental group	Respondents in control group	False answers about sex in experimental group	False answers about age in experimental group	False answers about sex in control group	False answers about age in control group	Total amount of lies
Wave 1	154	70	84	3	5	1	3	12
	=95M +59F	=41M +29F	=54M +30F	=3M +0F	=3M +2F	=1M +0F	=2M +1F	=9M +3F
Wave 2	95	46	49	0	1	0	1	2
	=48M +47F	=21M +25F	=27M +22F		=0M +1F		=1M +0F	=1M +1F
Wave 3	84	39	45	0	0	0	2	2
	=42M +42F	=20M +19F	=22M +23F				=0M +2F	=0M +2F
Label: M = male F = female								

Table 3, table 4, and table 5 show a summary about the evolution of trust in the inquirers estimated through the trend of three components: the affective/emotional dimension, the cognitive dimension and the behavioral intention. These trends enable to roughly assess the level of reciprocity that the participant assigns to the relation.

TREND OF TRUST'S AFFECTIVE/EMOTIONAL DIMENSION

TABLE 3	Experimental group					Control group				
	Mistrust	Feeble mistrust	Neither mistrust nor trust	Feeble trust	Trust	Mistrust	Feeble mistrust	Neither mistrust nor trust	Feeble trust	Trust
Wave 1	8	18	21	6	16	7	21	38	4	8
	=5M +3F	=9M +9F	=12M +9F	=5M +1F	=9M +7F	=4M +3F	=15M +6F	=23M +15F	=4M +0F	=4M +4F
Wave 2	4	16	9	4	9	3	17	23	2	3
	=0M +4F	=8M +8F	=4M +5F	=2M +2F	=6M +3F	=1M +2F	=9M +8F	=13M +10F	=2M +0F	=1M +2F
Wave 3	3	9	8	5	9	1	14	15	1	8
	=0M +3F	=6M +3F	=4M +4F	=4M +1F	=2M +7F	=0M +1F	=9M +5F	=6M +9F	=1M +0F	=4M +4F

Label: M = male F = female

TREND OF TRUST'S COGNITIVE DIMENSION										
TABLE 4	Experimental group					Control group				
	Mistrust	Feeble mistrust	Neither mistrust nor trust	Feeble trust	Trust	Mistrust	Feeble mistrust	Neither mistrust nor trust	Feeble trust	Trust
Wave 1	6 =3M +3F	17 =9M +8F	23 =13M +10F	6 =5M +1F	17 =10M +7F	6 =3M +3F	18 =14M +4F	38 =23M +15F	7 =6M +1F	9 =4M +5F
Wave 2	4 =0M +4F	12 =7M +5F	11 =5M +6F	4 =2M +2F	11 =6M +5F	3 =1M +2F	16 =8M +8F	21 =13M +9F	3 =3M +0F	4 =1M +3F
Wave 3	3 =0M +3F	9 =7M +2F	7 =4M +3F	3 =2M +1F	11 =3M +8F	2 =1M +1F	10 =7M +3F	16 =7M +9F	2 =1M +1F	9 =4M +5F
Label: M = male F = female										

TREND OF TRUST'S BEHAVIORAL INTENTION

TABLE 5	Experimental group					Control group				
	Mistrust	Feeble mistrust	Neither mistrust nor trust	Feeble trust	Trust	Mistrust	Feeble mistrust	Neither mistrust nor trust	Feeble trust	Trust
Wave 1	8 =3M +5F	5 =3M +2F	13 =9M +4F	23 =13M +10F	19 =12M +7F	4 =2M +2F	5 =2M +3F	15 =7M +8F	29 =25M +4F	23 =13M 10F
Wave 2	2 =0M +2F	1 =1M +0F	6 =4M +2F	11 =3M +8F	18 =8M +10F	1 =1M +0F	1 =1M +0F	9 =4M +5F	28 =18M +10F	9 =2M +7F
Wave 3	0	2 =1M +1F	4 =2M +2F	11 =7M +4F	16 =6M +10F	1 =0M +1F	2 =1M +1F	9 =4M +5F	16 =11M +5F	11 =4M +7F

Label: M = male F = female

2. Narrative of the qualitative experiment findings

In the first wave five members of the sample were in the control condition. The first subject observed in this condition gave an impression of being willing to respond if the questionnaire comes from nonprofit organizations that enjoy good reputation and if the topic of the survey is intriguing. Since he received the questionnaire in the control condition, no incentive was given him but he didn't complain about this. As the decision to respond is not determined by the incentive there're other elements like the interest in the topic and the reputation of the sponsor that occur.

The second subject in control condition seemed to be willing to respond as general rule since in her opinion surveys are an opportunity to learn and to become well-aware in choices. As she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. Since the decision to respond cannot be determined by the incentive other elements occur like a sort of intellectual curiosity and the opportunity to learn something.

The third subject appeared to be willing to respond as general rule since surveys are an opportunity to express an opinion and to be listened. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond cannot be determined by the incentive other elements intervene like the opportunity to express an opinion and to be listened.

The fourth subject in control condition seemed to be willing to respond as general rule since she likes participate in web surveys out of curiosity or in the spirit of collaboration. As she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. So the decision to respond is not determined by the incentive and among triggers for responding there's the curiosity and the wish to make herself useful.

The fifth subject appeared to be willing to respond as general rule since she likes participate in web surveys in order to be useful to the community especially when the survey is administered by a non-profit research center. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. The decision to respond cannot be determined by the incentive and

among triggers for responding there's the feeling that the information collected is useful to the community, the suitable framework of the invitation, the topic, and the kind of sponsorship

In the first wave five members of the sample were in the reciprocity condition. The first subject seemed to be willing to respond if the questionnaire comes from nonprofit organizations that enjoy good reputation and gives the impression of appreciating the incentive offered in the experimental reciprocity condition. The decision to respond is not determined by the incentive but this latter is taken with curiosity or pleasure. Among triggers for responding there's the opportunity to participate in some serious research.

The second subject appeared to be willing to respond as general rule since surveys are an opportunity to think over several topics and to express an opinion. Finally she gives the impression of appreciating the incentive offered in the experimental reciprocity condition. The decision to respond is not determined by the incentive but this latter is taken with curiosity or pleasure. Among triggers for responding there's the opportunity to express an opinion, to become aware of important problems, and to learn something.

The third subject in reciprocity condition seemed not to be willing to respond as general rule since she doesn't like questionnaires and interviews although sometimes she is interested in topics discussed. She appeared peeved and said few words but finally she gave the impression of appreciating some incentives. The decision to respond could be determined by the incentive but among triggers for responding there also could be the interest in the topic and a kind of acquiescence.

The fourth subject seemed not to be willing to respond as general rule since she doesn't like surveys although she admits appreciating the incentive. The decision to respond could be determined by the incentive but among triggers for responding there also could be a kind of acquiescence.

The fifth subject in this condition appeared not to be willing to respond as general rule since he doesn't like surveys due to the hidden agenda of the sponsors. The decision to respond could be determined by the incentive but among triggers for responding there also could be a kind of acquiescence.

In the second wave five members of the sample were in the control condition. The first subject observed in this condition seemed to be willing to respond as general rule but admits that long questionnaires are a burden on the respondent's endurance. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond cannot be determined by the incentive other elements occur like the curiosity.

The second subject appeared to be willing to respond although she claimed to be very busy. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. The decision to respond cannot be determined by the incentive and among triggers for responding there could be the interest in the topic.

The third subject in control condition seemed to be willing to respond as general rule since surveys are an opportunity to meditate on several problems. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond cannot be determined by the incentive other elements intervene like the opportunity to take a deeper dive into matters of topical interest.

The fourth subject appeared to be willing to respond if the questionnaires are not too long and deal with relevant themes. Since he received the questionnaire in the control condition, no incentive was given him but he didn't complain about this. The decision to respond can be determined by elements like the shortness of the questionnaire and the opportunity to meditate on current events.

The fifth subject in this condition gave an impression of being willing to respond and urged to start the filling operation perhaps driven by curiosity. She stresses the point that short questionnaire are more likely to be filled in. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. So the decision to respond is not determined by the incentive and among triggers for responding there could be the curiosity.

In the second wave five members of the sample were in the reciprocity condition. The first subject seemed to be willing to respond as general rule and gave an impression of appreciating the incentive offered in the experimental reciprocity condition. The

decision to respond is determined neither by the incentive nor by the topic of the survey but the former is taken with curiosity and pleasure while the latter seems to stir him to debate. Among triggers for responding there could be a sort of acquiescence.

The second subject appeared here to be willing to respond although before he told me that he doesn't like surveys due to the hidden agenda of the sponsors. However, he shows a significant lack of trust in survey managers and sponsors. The decision to respond in this case could be determined by the interest in the topic and in the incentive but among triggers for responding there also could be a kind of acquiescence.

In the third observation the subject seemed to be willing to respond even though she previously said that she doesn't like questionnaires and interviews. Anyway, she gave an impression of appreciating some incentives and of taking interest in the topic. The decision to respond could be determined by the incentive but among triggers for responding there also could be the interest in the topic and a kind of acquiescence.

The fourth subject in reciprocity condition appeared not to be willing to respond as general rule since she previously told me that she doesn't like surveys and now she said few words but she emphasizes the importance of shortness in surveys. The decision to respond could be determined by a sort of acquiescence and among triggers for responding there isn't the incentive since she didn't print the page with the recipe and the link to the website.

The fifth subject seemed to be willing to respond as general rule since in her opinion surveys are an opportunity to think over several topics and to learn something although depending on the organizer and sponsor. She also gives an impression of appreciating the incentive offered in the experimental reciprocity condition. The decision to respond is not determined by the incentive but this latter is taken with curiosity or pleasure. Among triggers for responding there's the opportunity to become aware of important problems and to learn something.

In the third wave five members of the sample were in the control condition. The first subject observed in this condition appeared to be willing to respond if the questionnaires deal with intriguing topics. Since he received the questionnaire in the control condition, no incentive was given him but he didn't complain about this. As the decision to

respond cannot be determined by the incentive other factors intervene, like the opportunity to meditate on current events and a kind of acquiescence.

The second subject seemed to be willing to respond since she presses into filling out the questionnaire on her own initiative. As she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. Since the decision to respond is not determined by the incentive among triggers for responding there could also be a sort of acquiescence.

The third subject in control condition appeared to be willing to respond as general rule and is very intrigued by the topic. She also claimed that surveys are an opportunity to say what you think. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond cannot be determined by the incentive other elements occur like the interest in the theme and the opportunity to express an opinion.

The fourth subject gave an impression of being willing to respond since she urges to start the filling operation but she's in a hurry. She seemed to compete in a sprint race. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond is not determined by the incentive among triggers for responding there could be a sort of acquiescence.

The fifth in this condition seemed to be willing to respond although she claimed to be very busy. She casts doubt on the possibility of collecting helpful information since she doesn't trust in what people maintain. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond cannot be determined by the incentive among triggers for responding there could be a sort of acquiescence.

In the third wave five members of the sample were in the reciprocity condition. The first subject appeared to be willing to respond and even pressed into filling out the questionnaire on her own initiative. Moreover she appears to appreciate the incentive offered in the experimental reciprocity condition. The decision to respond could be determined by the incentive but among triggers for responding there also could be the interest in the topic.

The second subject seemed to be willing to respond as general rule since she actually invited me to witness the compilation of the questionnaire. By making comments about the topic she also gives an impression of appreciating it. Finally she admits that she likes the incentive offered. The decision to respond is not determined by the incentive but this latter is taken with pleasure. Among triggers for responding there's the opportunity to compare her point of view with other perspectives.

The third subject in reciprocity condition appeared to be willing to respond and gave an impression of appreciating the incentive offered in the experimental reciprocity condition. He seems to be interested in the topic since he speaks about it but among triggers for responding there could be a sort of acquiescence.

The fourth subject seemed to be willing to respond and appeared to be interested in the topic. He also claimed that an intriguing theme can prompt people to take part in surveys. The decision to respond in this case could be determined by the interest in the topic and in the incentive but among triggers for responding there also could be a kind of acquiescence.

The fifth subject in this condition seemed to be willing to respond although in the previous observation she told me that she doesn't like surveys and that the questionnaires have to be short. Moreover now she emphasizes that quietness and time are key elements in the task of taking part in surveys: without saying she suggests that these factors are often missing and this in implicit reference to the disruption in the first attempt to fill out the questionnaire. The decision to respond could be determined by a sort of acquiescence and among triggers for responding there isn't the incentive since she didn't print the page with the recipe and the link to the website one more time.

DISCUSSION

1. Test of the hypotheses and findings

I have presented a longitudinal experiment on the effect of reciprocity framing for study participation in online panels and surveys. In Hypothesis 1, I supposed that the reciprocity framing would have a positive effect on response. This hypothesis was not supported in the initial wave. Instead, using reciprocity frame for the first time had the surprising effect of lowering response rates and thereby increasing research costs. Because this was the first time that this sample was offered a reciprocity frame, unfamiliarity with procedure could explain the lack of effectiveness of the framing. However, not knowing or not being used to receive reciprocity frame or minding the effort it takes to collect the gift cannot explain the negative effect, especially given that the people in the reciprocity condition were also given the opportunity to take part without considering and gathering the information offered as remuneration.

Three categories of reasons could account for the reciprocity's deleterious effect.

Firstly, although I avoided alluding overly to the merits of the specialist websites to which I redirected them in order to gather more information, some panelists – especially if they had just skimmed the e-mail invitation – could still have thought that the panel was endorsing the websites and their webmasters that are organizations different from the university research sponsor. Despite the fact that redirecting respondents to a website in order to gather more information is free of charge, I could not conduct my experiment without promoting the specialist websites and webmasters to some degree: this is unavoidable when one is working with on-line services and data bases. The promotion of websites and webmasters company could have given panelists pause if they had not explicitly signed up for this. If this were true, however, other methods involving different providers, should be deleterious as well. Further experiments could investigate whether panelists' dislike is generalized to the promotion of any kind of website and webmaster or restricted to sensitive areas, about which Internet users are often apprehensive. Moreover, future experiments could clarify whether such a dislike

is specific to (or exacerbated by) noncommercial panels, such as the one at hand, or whether members of any online panel, including a commercial market-research panel, resent the promotion of a commercial company.

The second category of reasons for the reciprocity's deleterious effect pertains to intrinsic versus extrinsic motivation. It has been suggested that offering something can reduce people's interest in taking on work, or it can diminish the quality of their achievements. It could corrupt a person's intrinsic motivation by degrading to the level of mere exchange what he or she intends to be a generous service. Furthermore, incentives could waste an opportunity to express the own opinion and to be listened. In a similar vein, the offer of information could cause people to question whether this actually compensates them for their efforts, whereas being asked to participate without incentive appeals to goodwill and altruism (Dillman, 1978). However, this explanation is limited to noncommercial panels: indeed, in noncommercial panels, the motivation to help in research is likely stronger than in commercial panels and so it can become a gratification as well as an effective incentive to take part in a survey.

Finally, and this is the third category, using the reciprocity frame could reduce the feeling that researchers are working seriously in spite of the sponsor's reputation. People could wonder if one's contribution is really important, even essential, since the inquirers aren't able to convey this message, but only try to implement an exchange.

On the contrary, it's interesting to notice that the exchange framing seems to slow down the response rate drop in the second wave.

However from the third wave on the downturn of the response rate in the control group seems to ease off as though people who agree to respond in the second wave constitute a special subgroup retained for long.

In Hypothesis 2, I supposed that over successive waves of longitudinal e-studies there's a negative trend of perceived reciprocity that affects panel attrition and that this trend can be monitored by designing questionnaires conveniently.

This hypothesis was supported since an appropriate implementation of questionnaires enabled to monitor the trend of the respondents perceived trust in the inquirers and the tendency to lie. Actually this tendency wasn't merely decreasing due to the fact that

respondents who mistrusted or lied then refused to take part in later waves and so disappear in the following tally.

This phenomenon was particularly evident in the comparison of the trend analysis concerning the experimental group with the one of the control group where the reciprocity condition wasn't present and couldn't affect perceived trust or tendency to lie. So in the latter group the decreasing pattern seems to emerge more distinctly.

In the Hypothesis 3 I supposed that by enhancing perceived reciprocity in the relationship between participants and inquirers in each wave, decrease in response rate can slow down throughout the panel waves.

The hypothesis was partially supported especially with reference to the transition between the first and the second wave since the fall in the response rate of the experimental group in reciprocity condition was much less definite and strong than in the control group.

2. A two indices proposal for predicting later response in panels

Anyway, from the analysis of the data it was possible to develop two indices that enable to monitor the willingness to respond and work as predictors of dropouts or non-responses in later waves of panels.

So researchers by monitoring online panelists in this way can intervene promptly in order to limit attrition or to increase effectively survey response and retention over the waves, even by implementing the traditional boosting strategies just in the nick of time.

3. The Pinocchio Ratio

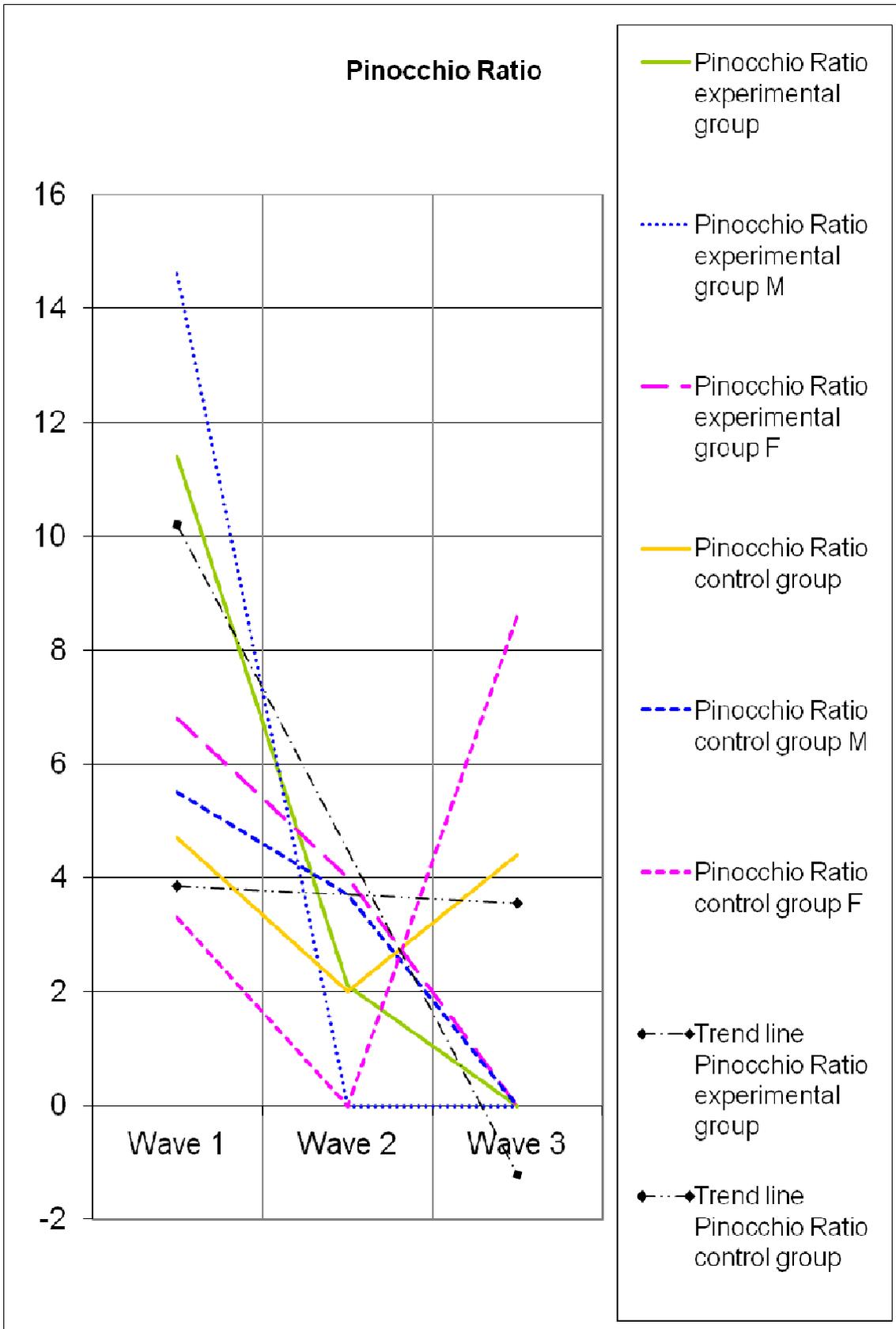
The first proposal for an index of forthcoming dropout and non-response is:

lies in wave X / respondents in wave X

I call this index Pinocchio Ratio in reference to the lying main character of the 1883 Carlo Collodi's homonymous novel.

Meaning in a panel: The more this ratio falls over the waves, the more dropouts and non-responses are unlikely - The more this ratio rises over the waves, the more dropouts and non-responses are likely.

Table Pinocchio Ratio (*100 in order to limit decimals)	Experimental group	Control group
Wave 1 Total	11,4	4,7
Wave 1 M	14,6	5,5
Wave 1 F	6,8	3,3
Wave 2 Total	2,1	2
Wave 2 M	0	3,7
Wave 2 F	4	0
Wave 3 Total	0	4,4
Wave 3 M	0	0
Wave 3 F	0	8,6
Label: M = male F = Female		



4. The Candide Ratio

The second proposal for an index of forthcoming dropout and non-response is:

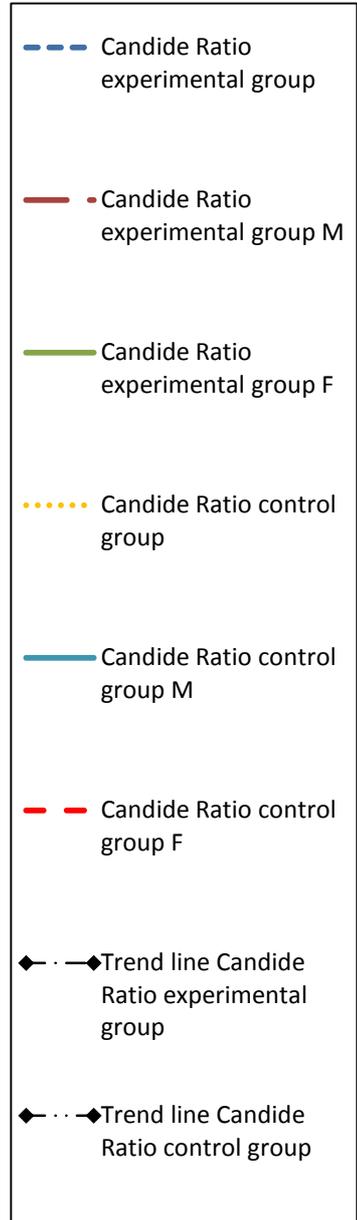
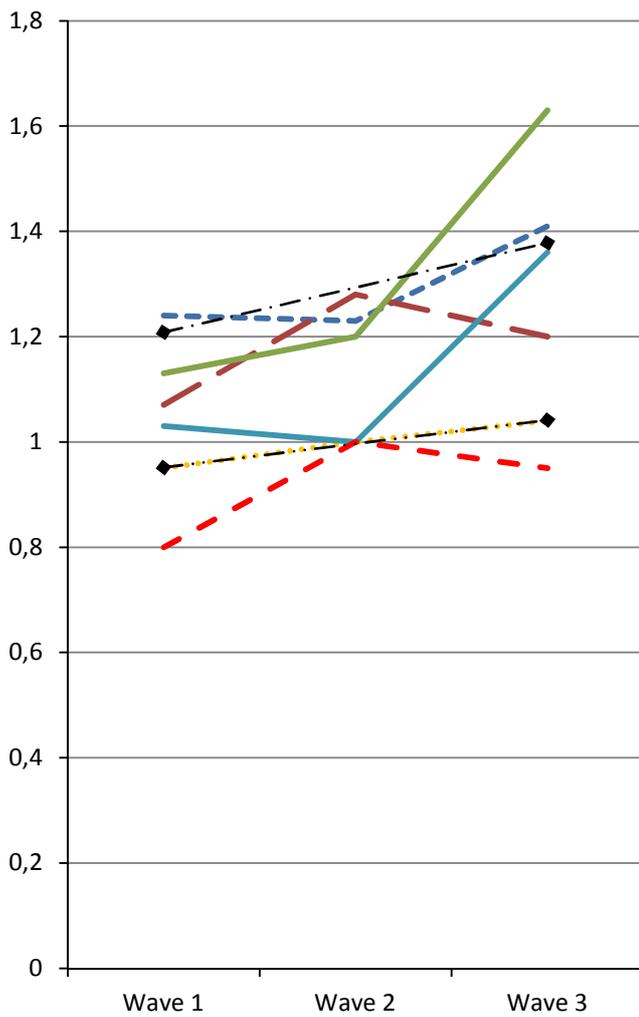
sum of trust declarations in the 3 dimensions in wave X / respondents in Wave X

I call this index Candide Ratio in reference to the candid main character of the 1759 Voltaire's homonymous novel.

Meaning in a panel: The more this ratio rises over the waves, the more dropouts and non-responses are unlikely – The more this ratio falls over the waves, the more dropouts and non-responses are likely.

Table Candide Ratio	Experimental group	Control group
Wave 1 Total	1,24	0,95
Wave 1 M	1,07	1,03
Wave 1 F	1,13	0,80
Wave 2 Total	1,23	1
Wave 2 M	1,28	1
Wave 2 F	1,2	1
Wave 3 Total	1,41	1,04
Wave 3 M	1,20	1,36
Wave 3 F	1,63	0,95
Label: M = male F = Female		

Candide Ratio



5. The association analysis between considered variables

Association analysis aims at identifying relationships or affinities between entities and/or variables. So it could be worthwhile carrying out this procedure with particular reference to key elements of the study. Therefore this analysis is conducted as regards reciprocity assigned by participants to the relationship with inquirers betrayed by declarations of trust and by lies in questionnaire responses over the three waves.

For this purpose these are the available data:

Wave 1 = 154 respondents

Wave 2 = 95 respondents

Wave 3 = 84 respondents

Items with verifiable answers = 2 per questionnaire

Items about trust = 3 per questionnaire

Total amount of false answers in Wave 1 = 12

Total amount of false answers in Wave 2 = 2

Total amount of false answers in Wave 3 = 2

Trust declarations in Wave 1 = 167 (34 of which relative to affective/emotional dimension, 39 to cognitive dimension, and 94 to behavioral intention)

Trust declarations in Wave 2 = 106 (18 of which relative to affective/emotional dimension, 22 to cognitive dimension, and 66 to behavioral intention)

Trust declarations in Wave 3 = 102 (23 of which relative to affective/emotional dimension, 25 to cognitive dimension, and 54 to behavioral intention)

Table A sums up data (Y = Answers; X = Waves)

Table A	Obtained Answers	False Answers	Trust declarations	Total
Wave 1	770	12	167	949
Wave 2	475	2	106	583
Wave 3	420	2	102	524
Total	1665	16	375	2056

The reckoning of conditional relative distributions and of marginal relative distributions generates Table B and Table C

Table B	Relative distribution of Obtained Answers	Relative distribution of False Answers	Relative distribution of Trust declarations	Total
Wave 1	0,4624	0,75	0,4453	1,6577
Wave 2	0,2852	0,125	0,2826	0,6928
Wave 3	0,2522	0,125	0,272	0,6492
Total	≈ 1	≈ 1	≈ 1	≈ 3

Table C	Relative distribution of Obtained Answers	Relative distribution of False Answers	Relative distribution of Trust declarations	Total
Wave 1	0,8113	0,0126	0,1759	≈ 1
Wave 2	0,8147	0,0034	0,1818	≈ 1
Wave 3	0,8015	0,0038	0,1946	≈ 1
Total	2,4275	0,0198	0,5523	≈ 3

With the change in the Y expression mode, the X conditional relative distribution also changes (although not much) and, with the change in the X expression mode, the Y conditional relative distribution also changes (although not much), so the variables seem not to be statistically independent.

For this reason a relationship between them should exist.

A case of spurious association between the two variables can be rejected since they are logically dependent. In fact a relationship is well-known in literature: people who respond in a given wave are more likely to respond in the following and the dependence pattern fits a first-order Markov chain process (Göritz and Wolff, 2007).

Then some association indices can be calculated from Table A:

Chi-square = 52,4075

Phi = 0,0504

Cramér's V = 0,0357

Lambda = 0,0000

Anyway, if X and Y are independent, Lambda = 0 but it is not true the contrary since Lambda can equal 0 even though the two variables aren't independent, like in the current context.

Then it's conceivable elaborating a Table D where improvements in dropout and non-response predictions coming from information about false answers and trust declaration are clearly shown.

In the second column liars are added to people who stops responding compared to Wave 1 since by non-responding they both choose to nastily break a relationship just begun.

Table D	Respondents	Liars + people who stops responding compared to Wave 1	People with confident behavioral intention	Total
Wave 1	154	12	94***	260
Wave 2	95	61*	66*****	222
Wave 3	84	72**	54*****	210
Total	333	145	214	692

* = 2+59 and 59 = 154 – 95

** = 2+70 and 70 = 154 – 84

*** Trust declarations in Wave 1 = 167 (34 of which relative to affective/emotional dimension, 39 to cognitive dimension, and 94 to behavioral intention)

**** Trust declarations in Wave 2 = 106 (18 of which relative to affective/emotional dimension, 22 to cognitive dimension, and 66 to behavioral intention)

***** Trust declarations in Wave 3 = 102 (23 of which relative to affective/emotional dimension, 25 to cognitive dimension, and 54 to behavioral intention)

Also from Table D some association indices can be calculated:

Chi-square = 70,5468

Phi = 0,3193

Cramér's V = 0,2258

Lambda = 0,0759

Therefore, since Lambda = 0,0759 it may be possible to improve non-response predictions in following waves by considering respondent expression modes compared to first wave. In this particular case the amount of prediction errors about dropout and non-response could decrease by 7,59%.

Moreover it's also conceivable elaborating a Table E where in the second column liars are added to people who stops responding compared to prior Wave.

Table E	Respondents	Liars + people who stops responding compared to prior Wave	Peak of people confident	Total
Wave 1	154	12	94***	260
Wave 2	95	61*	66*****	222
Wave 3	84	13**	54*****	151
Total	333	86	214	633

* = 2+59 and 59 = 154 – 95

** = 2+711 and 11 = 95 – 84

*** Trust declarations in Wave 1 = 167 (34 of which relative to affective/emotional dimension, 39 to cognitive dimension, and 94 to behavioral intention)

**** Trust declarations in Wave 2 = 106 (18 of which relative to affective/emotional dimension, 22 to cognitive dimension, and 66 to behavioral intention)

***** Trust declarations in Wave 3 = 102 (23 of which relative to affective/emotional dimension, 25 to cognitive dimension, and 54 to behavioral intention)

Also from Table E the same association indices can be calculated:

Chi-square = 57,8662

Phi = 0,3024

Cramér's V = 0,2138

Lambda = 0,0728

Therefore, since $\text{Lambda} = 0,0728$ it may be possible to improve non-response predictions in following waves by considering respondent expression modes compared to prior wave. In this particular case the amount of prediction errors about dropout and non-response could decrease by 7,28%.

6. Research limitations and research agenda

Nevertheless this study with the reported online experiment is not without limitations.

On the one hand having recourse to a particular whole sub-population about which it was possible to take a census of the members and not resorting to a probability sample of the overall population may weaken the chance of generalize the findings.

On the other hand using different amount of questionnaires and diverse intervals between waves and reminders could affect the results.

Therefore the applicability of the of the findings to studies using more than three waves or different intervals between waves remains to be established in future research.

Anyway, in the present study the reciprocity condition wasn't beneficial in terms of percentage and absolute value of people responding compared to control condition from the initial wave up to the final.

However, the advantage brought about by the no-inducement condition began shrinking with the second wave. If declining trend instead of reaching a lower limit continue beyond the third wave, at a particular number of waves higher than three the use of this kind of inducement would become beneficial but such a supposition have to be tested in online panel studies with more than three waves. So further research is needed to fill this gap.

Moreover, this study was conducted in a no-opt-in online panel. Although there are no a priori reasons why results should not apply to opt-in and no-probability-sampled panels, Future research needs to explore the facet of the problem in an empirical manner.

Finally, a strength of the research is the random assignment of participants to experimental conditions, which renders alternative explanations for the effect unlikely.

Moreover the two indices proposal in order to predict later response in panels is a unique contribution of the present study.

In sum, our results show that it's possible to use profitably the Pinocchio Ratio and the Candide Ratio that enable to monitor the willingness to respond and work as predictors of dropouts or non-responses in later waves of panels.

This is the viable solution suggested in order to limit attrition or to increase effectively survey response and retention over the waves of the panels: by a monitoring oriented design researchers can intervene promptly and even implement the traditional boosting strategies just in the nick of time.

ACKNOWLEDGMENTS

I gratefully acknowledge the support of CASI, the Centre for Statistical Analyses and Survey Interviewing at the University of Bergamo (Italy) directed by Professor Silvia Biffignandi who stimulated my consideration of quantitative experiments and encouraged me to program the instrument and to field the study.

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ADDENDUM 1

1. Questionnaires, invitations, reminders (Wave 1)

Document 1 - Draft of the e-mail request to take part in the first survey (Wave 1)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: Proposta di collaborazione a ricerca del Centro analisi statistiche e indagini dell'Università di Bergamo.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) La invita a collaborare alla propria attività.

Troverà in allegato la lettera di invito con specificate modalità ed istruzioni per la partecipazione.

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 14 settembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è:
http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: Ricerca del CASI (Centro Analisi Statistiche e Indagini) c/o Università di Bergamo sui prodotti biologici.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) ha selezionato un campione di individui da intervistare per effettuare un'indagine sul tema dei prodotti biologici. Il suo indirizzo è stato selezionato per collaborare all'indagine.

Attraverso il breve questionario (14 domande) che Le viene proposto al link sotto indicato potrà esprimere la Sua opinione in maniera anonima e liberamente.

Non ci sono risposte giuste o sbagliate, ma solo risposte che possono descrivere il Suo punto di vista nella maniera più chiara e semplice.

Le risposte vengono raccolte con procedura automatizzata sul sito sicuro di SurveyMonkey che è specializzato nella gestione statistica di questionari e presso cui CASI ha esternalizzato la funzione tecnica di stoccaggio dei dati.

La Sua collaborazione nel fornirci le informazioni richieste è molto importante per la buona riuscita dello studio in corso e Le chiediamo perciò gentilmente di rispondere in modo sincero a tutti i quesiti.

Ci teniamo a sottolineare ancora che tutte le risposte fornite saranno trattate secondo procedure statistiche in maniera assolutamente anonima e nel completo rispetto della normativa sulla privacy.

La invitiamo quindi a collaborare alla nostra indagine accedendo al questionario tramite il seguente link.

Clicchi sul link per compilare il questionario:

XXXXXXXXXXXXXXXXXXXX

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 14 settembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è:
http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro

Document 3 - Draft of the invitation letter attached to the e-mail (experimental group Wave 1)



Sede c/o Università degli Studi di Bergamo
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Oggetto: Ricerca del CASI (Centro Analisi Statistiche e Indagini) c/o Università di Bergamo sui prodotti biologici.

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Ci teniamo a sottolineare ancora che tutte le risposte fornite saranno trattate secondo procedure statistiche in maniera assolutamente anonima e nel completo rispetto della normativa sulla privacy.

Siamo consapevoli che rispondere al questionario comporterà da parte Sua un impegno di qualche minuto che Lei potrebbe dedicare ad altre attività e per questo motivo in cambio della Sua collaborazione, al termine del questionario, Le proponiamo alcune informazioni sul tema dell'alimentazione che La potrebbero interessare.

La invitiamo quindi a collaborare alla nostra indagine accedendo al questionario tramite il seguente link.

Clicchi sul link per compilare il questionario:

xxxxxxxxxxxxxxxxxxxx

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 14 settembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è:
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Indagine sui Prodotti Biologici (modGC0) UNIVERSITA' DI BERGAMO – CASI

Sezione A.1

Informazioni generali su chi risponde

***1. Sesso**

- Femmina
- Maschio

Sezione A.2

Informazioni generali su chi risponde

***2. Età**

Anno di nascita

Scegliere una fascia



Sezione A.3

Informazioni generali su chi risponde

***3. Frequenza di acquisto prodotti alimentari**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.1

Indagine sui prodotti biologici

***4. Opinione sui produttori**

Chi coltiva piante ed alleva animali in modo biologico non intende soltanto offrire prodotti senza residui di fitofarmaci o concimi chimici di sintesi, ma soprattutto vuole evitare l'impatto negativo sull'ambiente dell'inquinamento di acque, terreni ed aria.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.2

Indagine sui prodotti biologici

***5. Opinione sui consumatori**

Chi consuma prodotti biologici evita l'assunzione di prodotti con residui di fitofarmaci o concimi chimici di sintesi, ma soprattutto contribuisce a limitare l'impatto negativo sull'ambiente dell'inquinamento di acque, terreni ed aria.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.3

Indagine sui prodotti biologici

***6. Frequenza di acquisto di prodotti biologici**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.4

Indagine sui prodotti biologici

***7. Frequenza di consumo extracasalingo di prodotti biologici**

- Al ristorante, in pizzeria od in mensa chiedo regolarmente di potere consumare cibo biologico
- Non mi sono mai posto il problema di consumare cibo biologico fuori dal mio domicilio
- Frequento esclusivamente esercizi pubblici dove sono serviti cibi biologici

Sezione B.5

Indagine sui prodotti biologici

***8. Propensione ad acquistare**

Se i prodotti biologici avessero un prezzo uguale a quello dei prodotti non biologici, od almeno costassero poco di più, li acquisterei più spesso.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.6

Indagine sui prodotti biologici

***9. Visibilità dei prodotti biologici nei punti vendita generalmente frequentati**

- Mi sembra che i prodotti biologici siano posti in un luogo ben visibile
- I prodotti biologici non sono valorizzati e bisogna cercarli
- Sono disponibili pochissimi prodotti biologici

Sezione B.7

Indagine sui prodotti biologici

***10. Incentivazione del consumo di prodotti biologici da parte delle pubbliche autorità**

- Le pubbliche autorità in genere promuovono campagne di sensibilizzazione per incrementare il consumo di prodotti biologici
- L'acquisto ed il consumo di prodotti biologici è rimesso esclusivamente all'iniziativa dei cittadini
- Soltanto alcuni organismi pubblici si impegnano nella promozione dei prodotti biologici

Sezione B.8

Indagine sui prodotti biologici

***11. Organismo pubblico che può promuovere più autorevolmente il consumo di prodotti biologici**

- Regione
- Provincia
- ASL (Azienda Sanitaria Locale)
- Comune
- Scuola
- Stato

Sezione C.1

Considerazioni sui questionari e sulle indagini

***12. Prima impressione**

Ho spesso la sensazione che gli autori dei questionari si approfittino un po' degli intervistati.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione C.2

Considerazioni sui questionari e sulle indagini

***13. Valutazione successiva**

Riflettendo sul contenuto dei questionari, penso che effettivamente i ricercatori si approfittino un po' degli intervistati.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione C.3

Considerazioni sui questionari e sulle indagini

***14. Propensione a rispondere**

Nonostante un iniziale fastidio, in me vince sempre l'intenzione di rispondere ai questionari che vengono proposti.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione D

Ringraziamenti ed indirizzo per contatti

Grazie per avere partecipato a questa indagine ed avere dato un utile contributo alla nostra ricerca.

Restiamo a disposizione per qualsiasi commento o suggerimento.

L'indirizzo mail cui scrivere è: roberto.artaz@unibg.it



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Indagine sui Prodotti Biologici (modGS0) UNIVERSITA' DI BERGAMO – CASI

Sezione A.1

Informazioni generali su chi risponde

***1. Sesso**

- Femmina
- Maschio

Sezione A.2

Informazioni generali su chi risponde

***2. Età**

Anno di nascita

Scegliere una fascia



Sezione A.3

Informazioni generali su chi risponde

***3. Frequenza di acquisto prodotti alimentari**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.1

Indagine sui prodotti biologici

***4. Opinione sui produttori**

Chi coltiva piante ed alleva animali in modo biologico non intende soltanto offrire prodotti senza residui di fitofarmaci o concimi chimici di sintesi, ma soprattutto vuole evitare l'impatto negativo sull'ambiente dell'inquinamento di acque, terreni ed aria.

Grado di accordo con l'affermazione

- In accordo
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Sezione B.2

Indagine sui prodotti biologici

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Chi consuma prodotti biologici evita l'assunzione di prodotti con residui di fitofarmaci o concimi chimici di sintesi, ma soprattutto contribuisce a limitare l'impatto negativo sull'ambiente dell'inquinamento di acque, terreni ed aria.

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Sezione B.3

Indagine sui prodotti biologici

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- Acquisto saltuariamente
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Sezione C.2

Considerazioni sui questionari e sulle indagini

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Considerazioni sui questionari e sulle indagini

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Nonostante un iniziale fastidio, in me vince sempre l'intenzione di rispondere ai questionari che vengono proposti.

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- In accordo
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- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione D

Ringraziamenti ed indirizzo per contatti

Grazie per avere partecipato a questa indagine ed avere dato un utile contributo alla nostra ricerca.

Come segno tangibile della nostra gratitudine e per ricambiare la Sua cortesia, Le segnaliamo innanzitutto un sito istituzionale utile per reperire informazioni sugli alimenti e poi Le proponiamo una ricetta.

Il sito è quello dell'Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione. Si tratta di un ente pubblico di ricerca, sottoposto alla vigilanza del Ministero delle Politiche Agricole, Alimentari e Forestali, ed è il più autorevole ente italiano le cui attività di ricerca, formazione e divulgazione siano rivolte allo studio degli alimenti e del loro ruolo nel mantenimento della salute e nella prevenzione del rischio di malattie correlate all'alimentazione. Il sito è raggiungibile all'indirizzo <http://www.inran.it/>

La ricetta proposta è quella del "Pollo ai mirtilli"

Tempo di preparazione 90 minuti

INGREDIENTI per 4 persone: 1 pollo abbastanza grande, 1 limone, 5 cucchiaini abbondanti di olio, sale e pepe.

Per la salsa: 2 cestini di mirtili, 1/2 bicchiere di Porto, 50 gr di zucchero, 1 arancia, 1 bicchiere di succo d'arancia.

PREPARAZIONE: lasciate il pollo intero, salate e pepate all'interno. Legatelo con uno spago sottile e ponetelo in una casseruola con l'olio ed il limone intero. Fatelo rosolare a fuoco lento per almeno 40 minuti, aggiungendo un po' di sale. Nel frattempo lavate ed asciugate i mirtili; metteteli in una pentola insieme allo zucchero, ad un bicchiere di succo d'arancia ed alla scorza grattugiata di arancia. Irrorate quindi col porto la salsa e portate ad ebollizione mescolando continuamente per fare sciogliere lo zucchero. Cuocete per 15 minuti finché la salsa sarà densa, quindi lasciate intiepidire. Finalmente tagliate il pollo e servitelo a pezzi con la salsa a parte.

Restiamo a disposizione per qualsiasi commento o suggerimento.

L'indirizzo mail cui scrivere è: roberto.artaz@unibg.it



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: SEGUE “Proposta di collaborazione a ricerca del Centro analisi statistiche e indagini dell’Università di Bergamo”.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell’Università degli Studi di Bergamo (CASI) circa una settimana fa L’aveva invitata a collaborare alla propria attività.

Con la presenta ringraziamo sentitamente quanti hanno accolto la nostra proposta ed intendiamo comunicare a chi non lo avesse ancora fatto che può ancora trovare in allegato la lettera di invito con specificate modalità ed istruzioni per la partecipazione.

Grazie ancora per l’attenzione.

Bergamo, 21 settembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L’indirizzo WEB del CASI è:
http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro

2. Questionnaires, invitations, reminders (Wave 2)

Document 7 - Draft of the e-mail request to take part in the second survey (Wave 2)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: Nuova proposta di collaborazione a ricerca del Centro analisi statistiche e indagini dell'Università di Bergamo.

Buongiorno,

avendo concluso l'attività di distribuzione dei questionari sui prodotti biologici,

il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) La invita nuovamente a collaborare alla propria attività su di un tema affine.

Troverà in allegato la lettera di invito con specificate modalità ed istruzioni per la partecipazione.

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 28 settembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

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Sede c/o Università degli Studi di Bergamo
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Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: Ricerca del CASI (Centro Analisi Statistiche e Indagini) c/o Università di Bergamo sul cibo a Km 0.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) dopo avere selezionato un campione di individui per l'indagine sul tema dei prodotti biologici ha ritenuto di utilizzare il medesimo campione per effettuare un'indagine sul tema del cibo a Km 0.

Come nella precedente indagine (ancora aperta fino al 5 ottobre prossimo per chi non avendo ancora risposto lo intendesse fare ora), attraverso un breve questionario di 14 domande che viene proposto al link sotto indicato potrà esprimere la Sua opinione in maniera anonima e liberamente.

Ricordiamo nuovamente che non ci sono risposte giuste o sbagliate, ma solo risposte che possono descrivere il Suo punto di vista nella maniera più chiara e semplice.

Le risposte vengono raccolte con procedura automatizzata sul sito sicuro di SurveyMonkey che è specializzato nella gestione statistica di questionari e presso cui CASI ha esternalizzato la funzione tecnica di stoccaggio dei dati.

La Sua collaborazione nel fornirci le informazioni richieste è molto importante per la buona riuscita dello studio in corso e Le chiediamo perciò gentilmente di rispondere in modo sincero a tutti i quesiti.

Ci teniamo a sottolineare ancora che tutte le risposte fornite saranno trattate secondo procedure statistiche in maniera assolutamente anonima e nel completo rispetto della normativa sulla privacy.

La invitiamo quindi a collaborare alla nostra indagine accedendo al questionario tramite il seguente link.

Clicchi sul link per compilare il questionario:

xxxxxxxxxxxxxxxxxxxx

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 28 settembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è:
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Document 9 - Draft of the invitation letter attached to the e-mail (experimental group Wave 2)



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Oggetto: Ricerca del CASI (Centro Analisi Statistiche e Indagini) c/o Università di Bergamo sul cibo a Km 0.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) dopo avere selezionato un campione di individui per l'indagine sul tema dei prodotti biologici ha ritenuto di utilizzare il medesimo campione per effettuare un'indagine sul tema del cibo a Km 0.

Come nella precedente indagine (ancora aperta fino al 5 ottobre prossimo per chi non avendo ancora risposto lo intendesse fare ora), attraverso un breve questionario di 14 domande che viene proposto al link sotto indicato potrà esprimere la Sua opinione in maniera anonima e liberamente.

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Ci teniamo a sottolineare ancora che tutte le risposte fornite saranno trattate secondo procedure statistiche in maniera assolutamente anonima e nel completo rispetto della normativa sulla privacy.

Siamo consapevoli che rispondere al questionario comporterà da parte Sua un impegno di qualche minuto che Lei potrebbe dedicare ad altre attività e per questo motivo in cambio della Sua collaborazione, al termine del questionario, Le proponiamo alcune informazioni sul tema del cibo a Km 0 che La potrebbero interessare.

La invitiamo quindi a collaborare alla nostra indagine accedendo al questionario tramite il seguente link.

Clicchi sul link per compilare il questionario:

xxxxxxxxxxxxxxxxxxxx

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 28 settembre 2011

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**Indagine sul Cibo a chilometri zero (modGC0) UNIVERSITA' DI BERGAMO –
CASI**

Sezione A.1

Informazioni generali su chi risponde

***1. Sesso**

- Femmina
- Maschio

Sezione A.2

Informazioni generali su chi risponde

***2. Età**

Anno di nascita

Scegliere una fascia



Sezione A.3

Informazioni generali su chi risponde

***3. Frequenza di acquisto prodotti alimentari**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.1

Indagine sul cibo a chilometri zero

***4. Prodotti, biodiversità e tradizioni**

Il cibo a chilometri zero, poiché viene prodotto localmente, contribuisce a salvaguardare la biodiversità agraria e le tradizioni.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.2

Indagine sul cibo a chilometri zero

***5. Prodotti, spreco e trasporto**

Il cibo a chilometri zero, poiché viene prodotto localmente, evita lo spreco di risorse per il trasporto.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.3

Indagine sul cibo a chilometri zero

***6. Frequenza di acquisto di cibo a chilometri zero**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.4

Indagine sul cibo a chilometri zero

***7. Frequenza di consumo extracasalingo di cibo a chilometri zero**

- Al ristorante, in pizzeria od in mensa chiedo regolarmente di potere consumare cibo a chilometri zero
- Non mi sono mai posto il problema di consumare cibo a chilometri zero fuori dal mio domicilio
- Frequento esclusivamente esercizi pubblici dove sono serviti cibi a chilometri zero

Sezione B.5

Indagine sul cibo a chilometri zero

***8. Propensione ad acquistare**

Se il cibo a chilometri zero fosse più facilmente reperibile, lo acquisterei più spesso.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.6

Indagine sul cibo a chilometri zero

***9. Visibilità del cibo a chilometri zero nei punti vendita generalmente frequentati**

- Mi sembra che il cibo a chilometri zero sia posto in un luogo ben visibile
- Il cibo a chilometri zero non è valorizzato e bisogna cercarlo
- Sono disponibili pochissimi cibi a chilometri zero

Sezione B.7

Indagine sul cibo a chilometri zero

***10. Incentivazione del consumo di cibo a chilometri zero da parte delle pubbliche autorità**

- Le pubbliche autorità in genere promuovono campagne di sensibilizzazione per incrementare il consumo di cibo a chilometri zero
- L'acquisto ed il consumo di cibo a chilometri zero è rimesso esclusivamente all'iniziativa dei cittadini
- Soltanto alcuni organismi pubblici si impegnano nella promozione del cibo a chilometri zero

Sezione B.8

Indagine sul cibo a chilometri zero

***11. Organismo pubblico che può promuovere più autorevolmente il consumo di cibo a chilometri zero**

- Regione
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Sezione C.1

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***12. Prima impressione**

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Sezione C.2

Considerazioni sui questionari e sulle indagini

***13. Valutazione successiva**

Riflettendo sul contenuto dei questionari, penso che effettivamente i ricercatori si approfittino un po' degli intervistati.

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- In accordo
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Sezione D

Ringraziamenti ed indirizzo per contatti

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- Non acquisto mai

Sezione B.1

Indagine sul cibo a chilometri zero

***4. Prodotti, biodiversità e tradizioni**

Il cibo a chilometri zero, poiché viene prodotto localmente, contribuisce a salvaguardare la biodiversità agraria e le tradizioni.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.2

Indagine sul cibo a chilometri zero

***5. Prodotti, spreco e trasporto**

Il cibo a chilometri zero, poiché viene prodotto localmente, evita lo spreco di risorse per il trasporto.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.3

Indagine sul cibo a chilometri zero

***6. Frequenza di acquisto di cibo a chilometri zero**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.4

Indagine sul cibo a chilometri zero

***7. Frequenza di consumo extracasalingo di cibo a chilometri zero**

- Al ristorante, in pizzeria od in mensa chiedo regolarmente di potere consumare cibo a chilometri zero
- Non mi sono mai posto il problema di consumare cibo a chilometri zero fuori dal mio domicilio
- Frequento esclusivamente esercizi pubblici dove sono serviti cibi a chilometri zero

Sezione B.5

Indagine sul cibo a chilometri zero

***8. Propensione ad acquistare**

Se il cibo a chilometri zero fosse più facilmente reperibile, lo acquisterei più spesso.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.6

Indagine sul cibo a chilometri zero

***9. Visibilità del cibo a chilometri zero nei punti vendita generalmente frequentati**

- Mi sembra che il cibo a chilometri zero sia posto in un luogo ben visibile
- Il cibo a chilometri zero non è valorizzato e bisogna cercarlo
- Sono disponibili pochissimi cibi a chilometri zero

Sezione B.7

Indagine sul cibo a chilometri zero

***10. Incentivazione del consumo di cibo a chilometri zero da parte delle pubbliche autorità**

- Le pubbliche autorità in genere promuovono campagne di sensibilizzazione per incrementare il consumo di cibo a chilometri zero
- L'acquisto ed il consumo di cibo a chilometri zero è rimesso esclusivamente all'iniziativa dei cittadini
- Soltanto alcuni organismi pubblici si impegnano nella promozione del cibo a chilometri zero

Sezione B.8

Indagine sul cibo a chilometri zero

***11. Organismo pubblico che può promuovere più autorevolmente il consumo di cibo a chilometri zero**

- Regione
- Provincia
- ASL (Azienda Sanitaria Locale)
- Comune
- Scuola
- Stato

Sezione C.1

Considerazioni sui questionari e sulle indagini

***12. Prima impressione**

Ho spesso la sensazione che gli autori dei questionari si approfittino un po' degli intervistati.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione C.2

Considerazioni sui questionari e sulle indagini

***13. Valutazione successiva**

Riflettendo sul contenuto dei questionari, penso che effettivamente i ricercatori si approfittino un po' degli intervistati.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione C.3

Considerazioni sui questionari e sulle indagini

***14. Propensione a rispondere**

Nonostante un iniziale fastidio, in me vince sempre l'intenzione di rispondere ai questionari che vengono proposti.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione D

Ringraziamenti ed indirizzo per contatti

Grazie per avere partecipato a questa indagine ed avere dato un utile contributo alla nostra ricerca.

Come segno tangibile della nostra gratitudine e per ricambiare la Sua cortesia, Le segnaliamo innanzitutto un sito voluto e gestito da Coldiretti, la principale

organizzazione di imprenditori agricoli italiana, nel quale è possibile reperire agevolmente informazioni sui mercati ed i punti di vendita aderenti al circuito dei prodotti a chilometri zero nei pressi della sua residenza.

Il sito è quello di Terranostra sezione Lombardia. Si tratta dell'associazione per l'agriturismo, l'ambiente ed il territorio promossa da Coldiretti con la Fondazione Campagna Amica per promuovere e diffondere la vendita diretta dei prodotti agricoli e per sostenere l'esercizio dell'agriturismo attraverso la valorizzazione dell'ambiente rurale. Il sito è raggiungibile all'indirizzo <http://www.lombardia.terranostra.it/>

Le proponiamo quindi una ricetta: la "Minestra di castagne"

Tempo di preparazione 50 minuti

INGREDIENTI per 3 persone: 150 g di castagne secche, un litro e mezzo di latte, 100 g di riso, due prese di sale, un cucchiaino di zucchero in polvere, due chiodi di garofano.

PREPARAZIONE: far bollire le castagne in una pentola con un po' di acqua salata. Far bollire a parte il latte. Quando le castagne sono cotte, scolarle bene, rimetterle nella pentola, versarvi sopra il latte bollente e far riscaldare nuovamente il tutto. Quando il latte ricomincia a bollire, aggiungere il riso ed i chiodi di garofano e far cuocere per circa 20 minuti. Al termine della cottura aggiungere un cucchiaino di zucchero in polvere e mescolare bene prima di servire.

Restiamo a disposizione per qualsiasi commento o suggerimento.

L'indirizzo mail cui scrivere è: roberto.artaz@unibg.it

Document 12 - Draft of the e-mail reminder sent in the second survey (Wave 2)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: SEGUE “Nuova proposta di collaborazione a ricerca del Centro analisi statistiche e indagini dell’Università di Bergamo”.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell’Università degli Studi di Bergamo (CASI) circa una settimana fa L’aveva invitata a collaborare ad una nuova attività.

Con la presenta ringraziamo sentitamente quanti hanno accolto la nostra proposta ed intendiamo comunicare a chi non lo avesse ancora fatto che può ancora trovare in allegato la lettera di invito con specificate modalità ed istruzioni per la partecipazione.

Grazie ancora per l’attenzione.

Bergamo, 5 ottobre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L’indirizzo WEB del CASI è:
http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro

3. Questionnaires, invitations, reminders (Wave 3)

Document 13 - Draft of the e-mail request to take part in the third survey (Wave 3)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: CONCLUSIONE ciclo proposte di collaborazione a ricerche del Centro analisi statistiche e indagini dell'Università di Bergamo.

Buongiorno,

avendo concluso l'attività di distribuzione dei questionari sul cibo a Km 0 e sui prodotti biologici,

il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) La invita a collaborare all'ultima ricerca del ciclo.

Troverà in allegato la lettera di invito con specificate modalità ed istruzioni per la partecipazione.

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 12 ottobre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è:
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Document 14 - Draft of the invitation letter attached to the e-mail (control group Wave 3)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: Conclusione ciclo di indagini del CASI (Centro Analisi Statistiche e Indagini) c/o Università di Bergamo ed invio ultimo questionario.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) conclude con un'ultima ricerca sul tema dei gruppi di acquisto il ciclo di indagini iniziato con il questionario sui prodotti biologici ed il successivo questionario sul cibo a Km 0.

Il campione di individui cui viene indirizzato il questionario è sempre il medesimo (selezionato tra i soggetti che occupano posizioni di responsabilità in enti ed organizzazioni nel territorio della Provincia di Bergamo) al fine di costruire un quadro omogeneo dei fenomeni indagati presso un segmento di popolazione che spesso funge da modello per la restante parte. Ci scusiamo quindi per i ripetuti invii di mail e ringraziamo sentitamente chi ha voluto aderire agli inviti.

Come nelle precedenti indagini (ancora aperte per chi non avendo ancora risposto lo intendesse fare ora), attraverso un breve questionario di 14 domande che viene proposto al link sotto indicato potrà esprimere la Sua opinione in maniera anonima e liberamente. Ricordiamo nuovamente che non ci sono risposte giuste o sbagliate, ma solo risposte che possono descrivere il Suo punto di vista nella maniera più chiara e semplice.

Le risposte vengono raccolte con procedura automatizzata sul sito sicuro di SurveyMonkey che è specializzato nella gestione statistica di questionari e presso cui CASI ha esternalizzato la funzione tecnica di stoccaggio dei dati. La Sua collaborazione nel fornirci le informazioni richieste è molto importante per la buona riuscita dello studio in corso e Le chiediamo perciò gentilmente di rispondere in modo sincero a tutti i quesiti. Ci teniamo a sottolineare ancora che tutte le risposte fornite saranno trattate secondo procedure statistiche in maniera assolutamente anonima e nel completo rispetto della normativa sulla privacy.

Può accedere al questionario tramite il seguente link. Clicchi sul link per compilare il questionario:

XXXXXXXXXXXXXXXXXXXX

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 12 ottobre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è:
http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro

Document 15 - Draft of the invitation letter attached to the e-mail (experimental group Wave 3)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: Conclusione ciclo di indagini del CASI (Centro Analisi Statistiche e Indagini) c/o Università di Bergamo ed invio ultimo questionario.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) conclude con un'ultima ricerca sul tema dei gruppi di acquisto il ciclo di indagini iniziato con il questionario sui prodotti biologici ed il successivo questionario sul cibo a Km 0.

Il campione di individui cui viene indirizzato il questionario è sempre il medesimo (selezionato tra i soggetti che occupano posizioni di responsabilità in enti ed organizzazioni nel territorio della Provincia di Bergamo) al fine di costruire un quadro omogeneo dei fenomeni indagati presso un segmento di popolazione che spesso funge da modello per la restante parte. Ci scusiamo quindi per i ripetuti invii di mail e ringraziamo sentitamente chi ha voluto aderire agli inviti.

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Le risposte vengono raccolte con procedura automatizzata sul sito sicuro di SurveyMonkey che è specializzato nella gestione statistica di questionari e presso cui CASI ha esternalizzato la funzione tecnica di stoccaggio dei dati. La Sua collaborazione nel fornirci le informazioni richieste è molto importante per la buona riuscita dello studio in corso e Le chiediamo perciò gentilmente di rispondere in modo sincero a tutti i quesiti. Ci teniamo a sottolineare ancora che tutte le risposte fornite saranno trattate secondo procedure statistiche in maniera assolutamente anonima e nel completo rispetto della normativa sulla privacy.

Siamo consapevoli che rispondere al questionario comporterà da parte Sua un impegno di qualche minuto che Lei potrebbe dedicare ad altre attività e per questo motivo in cambio della Sua collaborazione, al termine del questionario, Le proponiamo alcune informazioni sui gruppi di acquisto che La potrebbero interessare.

Può accedere al questionario tramite il seguente link. Clicchi sul link per compilare il questionario:

xxxxxxxxxxxxxxxxxxxx

La ringraziamo anticipatamente per la Sua collaborazione.

Bergamo, 12 ottobre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

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Direttore: Prof. Silvia BIFFIGNANDI



Indagine sui Gruppi di Acquisto (modGC0) UNIVERSITA' DI BERGAMO – CASI

Sezione A.1

Informazioni generali su chi risponde

***1. Sesso**

- Femmina
- Maschio

Sezione A.2

Informazioni generali su chi risponde

***2. Età**

Anno di nascita

Scegliere una fascia



Sezione A.3

Informazioni generali su chi risponde

***3. Frequenza di acquisto prodotti alimentari**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.1

Indagine sui gruppi di acquisto

***4. Gruppi di acquisto e solidarietà**

I gruppi di acquisto sono formati da un insieme di persone che decidono di incontrarsi per acquistare all'ingrosso prodotti da ridistribuire tra loro: tali gruppi di acquisto diventano solidali nel momento in cui decidono di utilizzare il concetto di solidarietà come criterio guida nella scelta dei prodotti.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.2

Indagine sui gruppi di acquisto

***5. Gruppi di acquisto solidali (G.A.S.) e centralità delle persone**

I gruppi di acquisto solidali testimoniano la riflessione di alcune persone sulla necessità di cambiamenti profondi dello stile di vita, come ad esempio la necessità di evitare alcune forme di sfruttamento ancora diffuse, per indirizzare il mercato verso un'economia che metta al centro le persone e le relazioni.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.3

Indagine sui gruppi di acquisto

***6. Frequenza di acquisto di prodotti attraverso i gruppi di acquisto**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.4

Indagine sui gruppi di acquisto

***7. Modalità informali con cui si viene coinvolti nei gruppi di acquisto**

- Invito proveniente da colleghe o colleghi di lavoro
- Proposta da parte di amiche o di amici
- Sollecitazione dei vicini di casa

Sezione B.5

Indagine sui gruppi di acquisto

***8. Propensione ad acquistare attraverso i gruppi di acquisto**

Se i gruppi di acquisto fossero più diffusi e coprissero una gamma di prodotti più vasta, parteciperei più spesso agli acquisti di gruppo.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione B.6

Indagine sui gruppi di acquisto

***9. Impressione sulla diffusione dei gruppi di acquisto**

- Mi sembra che i gruppi di acquisto siano una realtà diffusa
- I gruppi di acquisto rappresentano un fenomeno marginale
- Pur avendo avuto una certa espansione negli ultimi anni, i gruppi di acquisto restano confinati nell'ambito di settori ristretti

Sezione B.7

Indagine sui gruppi di acquisto

***10. Principale aspetto qualificante dei gruppi di acquisto**

- Possibilità di spuntare un buon prezzo per prodotti di qualità
- Opportunità di scambiare esperienze con altri consumatori
- Occasione di praticare un'alternativa di acquisto non in linea con il consueto modello economico consumistico

Sezione B.8

Indagine sui gruppi di acquisto

***11. Principale aspetto problematico della partecipazione ai gruppi di acquisto**

- Disponibilità di ampi spazi per stoccare le merci acquistate
- Necessità di programmare gli acquisti secondo le tempistiche del gruppo
- Capacità di allineare le proprie aspettative ed i propri gusti a quelli del gruppo
- Maggiore dispendio di tempo per conseguire il risultato rispetto all'acquisto attraverso i canali tradizionali

Sezione C.1

Considerazioni sui questionari e sulle indagini

***12. Prima impressione**

Ho spesso la sensazione che gli autori dei questionari si approfittino un po' degli intervistati.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione C.2

Considerazioni sui questionari e sulle indagini

***13. Valutazione successiva**

Riflettendo sul contenuto dei questionari, penso che effettivamente i ricercatori si approfittino un po' degli intervistati.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
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- In disaccordo

Sezione C.3

Considerazioni sui questionari e sulle indagini

***14. Propensione a rispondere**

Nonostante un iniziale fastidio, in me vince sempre l'intenzione di rispondere ai questionari che vengono proposti.

Grado di accordo con l'affermazione

- In accordo
- Parzialmente in accordo
- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione D

Ringraziamenti ed indirizzo per contatti

Grazie per avere partecipato a questa indagine ed avere dato un utile contributo alla nostra ricerca.

Restiamo a disposizione per qualsiasi commento o suggerimento.

L'indirizzo mail cui scrivere è: roberto.artaz@unibg.it



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



**Indagine sui Gruppi di Acquisto (modGCO) UNIVERSITA' DI BERGAMO –
CASI**

Sezione A.1

Informazioni generali su chi risponde

***1. Sesso**

- Femmina
- Maschio

Sezione A.2

Informazioni generali su chi risponde

***2. Età**

Anno di nascita

Scegliere una fascia



Sezione A.3

Informazioni generali su chi risponde

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- Acquisto saltuariamente
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Indagine sui gruppi di acquisto

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Grado di accordo con l'affermazione

- In accordo
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Sezione B.2

Indagine sui gruppi di acquisto

***5. Gruppi di acquisto solidali (G.A.S.) e centralità delle persone**

I gruppi di acquisto solidali testimoniano la riflessione di alcune persone sulla necessità di cambiamenti profondi dello stile di vita, come ad esempio la necessità di evitare alcune forme di sfruttamento ancora diffuse, per indirizzare il mercato verso un'economia che metta al centro le persone e le relazioni.

Grado di accordo con l'affermazione

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- Parzialmente in accordo
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Sezione B.3

Indagine sui gruppi di acquisto

***6. Frequenza di acquisto di prodotti attraverso i gruppi di acquisto**

- Acquisto regolarmente
- Acquisto saltuariamente
- Non acquisto mai

Sezione B.4

Indagine sui gruppi di acquisto

***7. Modalità informali con cui si viene coinvolti nei gruppi di acquisto**

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- Sollecitazione dei vicini di casa

Sezione B.5

Indagine sui gruppi di acquisto

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Indagine sui gruppi di acquisto

***10. Principale aspetto qualificante dei gruppi di acquisto**

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Sezione B.8

Indagine sui gruppi di acquisto

***11. Principale aspetto problematico della partecipazione ai gruppi di acquisto**

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Sezione C.1

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Sezione C.2

Considerazioni sui questionari e sulle indagini

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Riflettendo sul contenuto dei questionari, penso che effettivamente i ricercatori si approfittino un po' degli intervistati.

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Considerazioni sui questionari e sulle indagini

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Nonostante un iniziale fastidio, in me vince sempre l'intenzione di rispondere ai questionari che vengono proposti.

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- Né in accordo e nemmeno in disaccordo
- Parzialmente in disaccordo
- In disaccordo

Sezione D

Ringraziamenti ed indirizzo per contatti

Grazie per avere partecipato a questa indagine ed avere dato un utile contributo alla nostra ricerca.

Come segno tangibile della nostra gratitudine e per ricambiare la Sua cortesia, Le segnaliamo innanzitutto un sito voluto e gestito dalla Rete nazionale di collegamento dei Gruppi di Acquisto Solidale, che diffonde informazioni su questa esperienza e ne facilita così la diffusione.

Nel sito è possibile reperire l'elenco, i recapiti ed i settori merceologici dei G.A.S. esistenti in Italia, suddivisi per area geografica. Vi si può anche trovare un ricco archivio di produttori interessati a vendere direttamente ai consumatori.

Il sito è raggiungibile all'indirizzo <http://www.retegas.org/>

Le proponiamo quindi una ricetta: la "Torta di riso all'antica"

Tempo di preparazione 60 minuti

INGREDIENTI per 4 persone: un litro di latte, 250 g di riso, due uova intere, 150 g di zucchero in polvere, 50 g di uvetta sultanina, 50 g di burro, 50 g di farina, 100 g di pangrattato, un limone, un po' di sale.

PREPARAZIONE: far cuocere prima il riso nel latte con un pizzico di sale, rimestando spesso in modo che non attacchi al fondo della pentola. Far rinvenire l'uvetta sultanina in poca acqua tiepida.

Al termine della cottura aggiungere il burro, lo zucchero, la scorza grattugiata del limone, l'uvetta ben sgocciolata e passata nella farina. Incorporare infine le due uova ben sbattute. Mescolare il tutto con cura, quindi imburrare uno stampo per dolci, cospargerlo di pangrattato e versarvi il riso con tutti i suoi ingredienti. Cospargere la superficie di pangrattato e fiocchetti di burro.

Passare in forno molto caldo e far cuocere per una ventina di minuti.

Questa torta può essere degustata sia calda sia fredda.

Restiamo a disposizione per qualsiasi commento o suggerimento.

L'indirizzo mail cui scrivere è: roberto.artaz@unibg.it



Sede c/o Università degli Studi di Bergamo
Via dei Cariani, n. 2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: RINGRAZIAMENTI FINALI per la partecipazione al ciclo di ricerche del Centro analisi statistiche e indagini dell'Università di Bergamo.

Buongiorno,

Il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) nel corso delle ultime settimane L'ha invitata a collaborare ad un ciclo di ricerche sui prodotti biologici, sul cibo a Km 0 ed infine sui gruppi d'acquisto.

Con la presenta ringraziamo sentitamente coloro che hanno accolto le nostre proposte e ci scusiamo per l'eventuale fastidio arrecato con i ripetuti invii di mail.

Abbiamo infatti indirizzato gli inviti sempre allo stesso campione di soggetti, selezionato tra coloro che occupano posizioni di responsabilità in enti ed organizzazioni nel territorio della Provincia di Bergamo, e ciò al fine di costruire un quadro omogeneo dei fenomeni indagati presso un segmento di popolazione che spesso funge da modello per la restante parte.

Cogliamo l'occasione per comunicare a chi non avesse ancora risposto all'ultimo

questionario e lo intendesse fare ora che in allegato può ancora trovare la lettera di invito con specificate modalità ed istruzioni per la partecipazione.

Grazie ancora per l'attenzione.

Bergamo, 19 ottobre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è: http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro

Document 19 - Draft of the last e-mail reminder sent in the third survey (Wave 3)



Sede c/o Università degli Studi di Bergamo
Via dei Caniana, n.2 24127 BERGAMO
Tel. 035 2052516
Direttore: Prof. Silvia BIFFIGNANDI



Oggetto: 13 novembre 2011 CHIUSURA LINK dei questionari del ciclo di ricerche del Centro analisi statistiche e indagini dell'Università di Bergamo.

Buongiorno,

nel rinnovare i ringraziamenti a coloro che hanno accolto l'invito a partecipare al ciclo di ricerche sui prodotti biologici, sul cibo a Km 0 e sui gruppi di acquisto, il Centro di ricerca sulle analisi statistiche e le indagini dell'Università degli Studi di Bergamo (CASI) comunica che i LINK di accesso ai questionari verranno disattivati il 13 novembre prossimo.

Pertanto chi, non avendo ancora risposto, intendesse compilare i questionari potrà accedere al sito entro la mezzanotte del 13.11.2011.

Grazie ancora per l'attenzione.

Bergamo, 2 novembre 2011

Il direttore del CASI
Prof. Silvia Biffignandi
e
Il collaboratore di ricerca
dott. Roberto Artaz

Per informazioni contattare il dott. Roberto Artaz, PhD student e collaboratore nella ricerca del CASI: roberto.artaz@unibg.it

L'indirizzo WEB del CASI è: http://www.unibg.it/struttura/struttura.asp?cerca=casi_intro

ADDENDUM 2

1. Field notes (Wave 1)

Observation n. 1 ModGSO BIO:

Name of the individual observed: Ivan ISABEL

Date of birth: 05.09.1972

Gender: Male

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – engineering and design department

Educational qualification: bachelor's degree in architecture

Date and time: 12.09.2011 – from 15h33 to 15h44

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: BIO modGSO

Observer: Roberto Artaz

<The subject is sitting at desk in his office. It's the end of the day shift. "Ciao, posso entrare" (Hi, may I come in?) - I say, because I know that before powering down the computer and leaving his office he looks at the e-mails once more. "Ehilà! Vieni, sto uscendo" (Hey, come in, I'm leaving) – He answers. Actually, as I supposed, he's scrolling down the mails: he reads quickly the names of the senders, their web addresses and extensions, as well as the objects. Then he erases some mails that he considers spam but he holds the invitation to the survey and clicks on it. "Vedo che hai parecchia posta!" (I see you have a lot of mails) – I say. "Già, ma di interessante ce n'è poca" (Yes, but not many of interest) – He talks back. In the meantime he's scratching his goatee. He's talking to himself about the topic of the survey and reads the instructions slowly. Then he enters the link and begins filling out the questionnaire. He responds to the items evenly and after fulfilling the task he remarks aloud "Si possono dedicare cinque ad uno studio proveniente dalla tua università. E' una cosa seria. Non è

un'iniziativa subdola, come quella di chi con la scusa di chiedere informazioni cerca poi di venderti olio!" (I can spend five minutes with a research coming from your university. It's a serious matter. It's not a sneaky plan, like that of somebody who under the pretext of acquiring information then try to sell you oil!). Then he prints the page which reports both the recipe and the link to the specialist website offered in the reciprocity condition. Lastly he asks "Avevi bisogno di qualcosa?" (Did you need something?). "Solo una cosa di poca importanza sul piano regolatore: la possiamo esaminare domani. Ciao" (Just an important thing about the town planning: we can examine it tomorrow. Bye-bye.) – I answer. "A domani." (See you tomorrow.) – He says and moves out.>

Interpretation and proposed meaning: The subject seems to be willing to respond if the questionnaire comes from nonprofit organizations that enjoy good reputation and gives the impression of appreciating the incentive offered in the experimental reciprocity condition. The decision to respond is not determined by the incentive but this latter is taken with curiosity or pleasure. Among triggers for responding there's the opportunity to participate in some serious research.

Observation n. 2 ModGSO BIO:

Name of the individual observed: Valeria SERIS

Date of birth: 29.05.1981

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – registry office

Educational qualification: high school leaving qualifications

Date and time: 12.09.2011 – from 15h59 to 16h08

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: BIO modGSO

Observer: Roberto Artaz

<The subject is sitting at his workspace and she's sorting out his desk before leaving the city hall. "Adòn, l'uvrà dzornà" (Hello, did you get done?) – I say when I come in. "Tsink menèutte e mòdo!" (Five minutes and I move out) – she replies and then she adds "Avèitso jeùsto le mèil" (I only look at the mails). "Ah, vuelà lo sondàdzo ke te

dijàe” (Ah, here is the questionnaire that you mentioned) – she exclaims and then she begins responding. She comes along the questions quickly and before answering the items on advantages that the researchers take, thanks to interviewees, she claims to disagree absolutely. She stresses that by gathering some information the interviewers contribute to spread the public awareness of important problems and the interest in several topics otherwise neglected. Then she emphasizes that she likes filling out questionnaires because it’s an opportunity for expressing her opinion. Finally, when she reaches the end of the form, she shows her appreciations for the recipe and the link to the website by saying “E ceùtta l’èt-euna bàga utilla” (And this is an useful gift).>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since surveys are an opportunity to think over several topics and to express an opinion. Finally she gives the impression of appreciating the incentive offered in the experimental reciprocity condition. The decision to respond is not determined by the incentive but this latter is taken with curiosity or pleasure. Among triggers for responding there’s the opportunity to express an opinion, to become aware of important problems, and to learn something.

Observation n. 3 ModGCO BIO:

Name of the individual observed: Massimo IACHELINI

Date of birth: 23.02.1971

Gender: Male

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – accounts department

Educational qualification: high school leaving qualifications

Date and time: 13.09.2011 – from 12h08 to 12h30

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: BIO modGCO

Observer: Roberto Artaz

<The subject is eating an apple during a break in his office. When I pass next to his workplace he says “Ehilà, eccoci qui, se vuoi possiamo vedere quella cosa che mi hai inviato” (Hey, here we are, if you want we can see that thing you sent me). “Va bene”

(It's o.k.) – I answer him. So he starts his laptop and looks for the mails. “Ah, un questionario sul cibo biologico, interessante!” (Ha, a questionnaire on biological foodstuff, intriguing!) – he exclaims after reading the heading. Then he begins filling the form. He reads carefully each item and sometimes he underlines his accord with response categories by grumbling in an almost imperceptible way. Suddenly, he stops drawing up and starts speaking of his dietary intolerances. He tells me in particular that he's long since compelled to eat special wheat flours. Afterwards he starts filling again and places his hand on the chin. When he comes to the questions about interviewers he thinks aloud that he isn't prejudiced against researchers but it depends on which kind of sponsor there's behind the study. In fact a sponsor which is supposed to be unselfish has good chances of increasing the probability of response. Finally he completes the task and gets back to work.>

Interpretation and proposed meaning: The subject seems to be willing to respond if the questionnaire comes from nonprofit organizations that enjoy good reputation and if the topic of the survey is intriguing. Since he received the questionnaire in the control condition, no incentive was given him but he didn't complain about this. As the decision to respond is not determined by the incentive there're other elements like the interest in the topic and the reputation of the sponsor that occur.

Observation n. 4 ModGCO BIO:

Name of the individual observed: Giuliana OTTIN

Date of birth: 08.02.1952

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – tax office

Educational qualification: high school leaving qualifications

Date and time: 13.09.2011 – from 12h50 to 12h56

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE')

Kind of questionnaire administered: BIO modGCO

Observer: Roberto Artaz

<The subject is coming in his office and I meet him outside the door. “Bondzòr, tot a mòddo?” (Good afternoon, how are you?) – I say. “Òi, òi, merci e tèu? A tèu mànka de àrghe?” (Fine, thanks. Can I help you?) – she answers me. “Magàra se t’a dove menèutte l’in purrè vèrè çalla tsoùsa ke l’ei mandàtte” (Maybe if you have two minutes we can see that thing I sent you). “Òi, òi, veùn peùra” (O.k. let’s go) – she replies. She sits down at her workplace, leans the elbows on the desk and opens the electronic mailbox. She finds the invitation to the survey and begins reading the text with the left hand placed on her cheek. She completes quickly the questionnaire while jawing. She tells me that in her opinion it’s normal responding to interviews for free. In fact she thinks that answering for nothing in return could in any case enhance one’s knowledge by fostering the comparisons. For this reason she concludes that questionnaires are helpful to respondents in order to make choices well-aware.>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since in her opinion surveys are an opportunity to learn and to become well-aware in choices. As she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. Since the decision to respond cannot be determined by the incentive other elements occur like a sort of intellectual curiosity and the opportunity to learn something.

Observation n. 5 ModGCO BIO:

Name of the individual observed: Vanda GAL

Date of birth: 22.07.1965

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – secretariat

Educational qualification: high school leaving qualifications

Date and time: 13.09.2011 – from 13h37 to 13h45

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: BIO modGCO

Observer: Roberto Artaz

<I come in the office of the subject at the end of the lunch-break. “Bondzòr, a te bièn mindjà?” (Hi, had you a nice lunch?) – I say. “Mé fegùra te! Lo mîmo mindjé de coùrsia a la refechè!” (Fancy that! The usual potluck in a hurry in the canteen!) – she replies and adds “Incòra dzi menèutte de pòusa e apré fat reinviòné. A propò, se pòut fére tsu questionnère ke t’a mandàme). (Still ten minutes break and then I have to restart. By the way, we can fill in the questionnaire you sent me). “Òi, va bièn” (Okay) – I say. She starts the computer, lays the left hand on the head and opens the mails. She begins reading the questionnaire step by step and then starts answering. Sometimes she wrings her hands while pondering complex sentences. End on she asserts: “De coù cice ke fan de question son noyoùs, me l’èi la fèi ke fan pa espré pe possèi vèndre” (Sometimes those who ask questions are boring but I think they don’t make this on purpose of selling). And at last she says: “Totùn repòndre l’è dret normal etòt perké l’è t-eùna occajòn d’èhtre ecoutà”(In any case answering is the norm also because it’s a chance to be listened).>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since surveys are an opportunity to express an opinion and to be listened. Since she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. As the decision to respond cannot be determined by the incentive other elements intervene like the opportunity to express an opinion and to be listened.

Observation n. 6 ModGSO BIO:

Name of the individual observed: Daniela CHATILLARD

Date of birth: 17.03.1973

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d’Aosta – Italy) – accounts department

Educational qualification: high school leaving qualifications

Date and time: 13.09.2011 – from 14h11 to 14h26

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: BIO modGS0

Observer: Roberto Artaz

<The subject is sitting at the workplace. She has a large writing desk overflowing of papers. The computer display and the keyboard are almost submerged by piles of documents. “Ehilà, te va té?” (Hi, how are you?) – I say while coming in the office. “Bondzòr, parì, parì. L’ei eùna biéta de touse a fére” (Hello, so so. I have a lot of things to do) – she answers me. “Tracàscia te pa, n’en pa de de scadènsa impòrtànta àra. T’a icòra ven menèutte de pòusa... rèffia té un momanèt!” (Don’t worry, we haven’t any important deadline now. You still have twenty minutes of pause... decompress a moment!) – I replies. “Poèn profiténe pe fére lo questionnéro” (We can seize the opportunity to fill in the questionnaire) – she says. “Va bièn” (Okay) – I retort. So she looks for the mouse and then views the form. She clicks rapidly and read wordlessly the text. At one point she smiles and says: “Saré tro bé de pa devèi acheté!” (It would be too good not having need for purchasing!). Then she admits she doesn’t like questionnaires and interviews even though she recognizes that it depends on the topic and on the impression that the survey is useful to understand the problems of the common peoples. Finally she comes to the end, prints the page with the recipe, and also tells me that sometimes a gift could tempt to respond.>

Interpretation and proposed meaning: The subject seems not to be willing to respond as general rule since she doesn’t like questionnaires and interviews although sometimes she is interested in topics discussed. She seems peeved and says few words but finally she gives the impression of appreciating some incentives. The decision to respond could be determined by the incentive but among triggers for responding there also could be the interest in the topic and a kind of acquiescence.

Observation n. 7 ModGSO BIO:

Name of the individual observed: Daria COVOLO

Date of birth: 22.06.1957

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d’Aosta – Italy) – public library

Educational qualification: bachelor’s degree in information science

Date and time: 14.09.2011 – from 13h16 to 13h37

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: BIO modGSO

Observer: Roberto Artaz

<I meet the subject just as she was going into her office. “Ciao, come va? Che nebbia oggi!” (Hi, how are you? It’s very foggy today!) – I say. “Ciao, tutto bene. Eh sì, che tempaccio. Mi sa che oggi passerà poca gente in biblioteca... se entri possiamo vedere subito quella cosa che mi hai inviato” (Hi, all’s well. Oh yes, what a nasty weather. I think not many people get into the library today... if you come in we can examine that which you sent me right now) – she replies and I enter the room. Then she sits down and starts the computer. Awaiting the appearance of the mails she exclaims: “Speriamo che si riesca aprire il file perchè talvolta ho difficoltà su questo computer” (Let’s hope I can open the file because sometimes I have problems with my computer). Luckily no unexpected difficulty emerges and she fulfils easily the questionnaire. At the end she admits that she doesn’t like the surveys although she appreciates the recipe offered to respondents and the link to the website.>

Interpretation and proposed meaning: The subject seems not to be willing to respond as general rule since she doesn’t like surveys although she admits appreciating the incentive. The decision to respond could be determined by the incentive but among triggers for responding there also could be a kind of acquiescence.

Observation n. 8 ModGCO BIO:

Name of the individual observed: Denise DAUPHIN

Date of birth: 14.11.1980

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – public library

Educational qualification: high school leaving qualifications

Date and time: 14.09.2011 – from 15h19 to 15h30

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: BIO modGCO

Observer: Roberto Artaz

<The subject is at the desk in the public library. I come and I say “Adòn i te dza i travài! Tot a mòddo?” (So you are already at work! How are you?). “Ehilà, va bièn, va bièn, mercì. Sèi jeùsto arreuvò” (Hi, fine, fine thanks. I’m just arrived) - she replies and I continue “Bièn, bièn. T’adòne te de çalla lèttra ke l’ao anticipate un per de dzor fèi? Magàra se pout aveichèla àra” (Well, well. Do you remember that mail which I preannounced you a couple of days ago? Perhaps we can take a look at it). “Perkè pa. Allèn dònka?” (Why not? So let’s go) – she says and moves to the desktop workplace. She opens the electronic mailbox calmly and begins to read the questionnaire’s instructions. Then she starts responding. In the meanwhile she speaks to me about the format of the questionnaire: she claims that it looks clear and enjoyable, two key features for this kind of form. At a certain point she answers the telephone but continues responding and completes the questionnaire. Finally she tells me that she likes take part in web surveys since her early youth, maybe driven by curiosity or by the wish to make herself useful.>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since she likes participate in web surveys out of curiosity or in the spirit of collaboration. As she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. So the decision to respond is not determined by the incentive and among triggers for responding there’s the curiosity and the wish to make herself useful.

Observation n. 9 ModGCO BIO:

Name of the individual observed: Annie MERIVOT

Date of birth: 30.03.1967

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – registry office

Educational qualification: high school leaving qualifications

Date and time: 15.09.2011 – from 12h23 to 12h32

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: BIO modGCO

Observer: Roberto Artaz

<I go into the office of the subject. She's at her workplace and she's working at the desktop. I ask her: "Ciao, stai ancora qui a lavorare, non esci a mangiare?" (Hello, are you still working there, don't you go out to have lunch?). She answers "Sto guardando la posta, oggi sono a dieta e bevo solo un caffè lungo" (I'm watching electronic mail, today I'm on a diet and I have a weak coffee only). So I reply: "Hai trovato la mia mail?" (Did you find my mail?). "Ah, sì. La sto leggendo ora" (Oh, yes. I'm reading it now). Actually she tries to find it quickly and then she opens it and starts reading. "Un'indagine sul cibo biologico, interessante! Io acquisto spesso cibo biologico perché ho in famiglia una persona allergica ed un'amica mi ha consigliato di consumare prodotti biologici" (A survey on biological foodstuff, appealing! I often buy biological food since I have an allergic person in my family and a friend advises me to consume biological products) – she says while filling out the questionnaire swiftly. Once she has completed the form she tells me that she usually agrees to be involved in surveys if she has a strong feeling that her participation is useful to the community. And in her opinion the sense that the information collected is useful depends on how questionnaire is introduced by interviewers and on how the sponsorship is perceived: in particular she argues in favor of non-profit research centers.>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since she likes participate in web surveys in order to be useful to the community especially when the survey is administered by a non-profit research center. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. The decision to respond cannot be determined by the incentive and among triggers for responding there's the feeling that the information collected is useful to the community, the suitable framework of the invitation, the topic, and the kind of sponsorship.

Observation n. 10 ModGSO BIO:

Name of the individual observed: Franco NAVILLOD

Date of birth: 15.03.1956

Gender: Male

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – engineering and design department

Educational qualification: high school leaving qualifications

Date and time: 16.09.2011 – from 12h29 to 12h37

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: BIO modGSO

Observer: Roberto Artaz

<The subject is at his workspace when I come in the office. He’s taking notes in a notepad. His head rests on the left hand. When he sees me coming he greets me by lifting up the head: “Bondzòr! L’è l’àoura de mindzé! Trèi menèutte e viènnio iò ascèu: me fà jèusto aveiché la pòste” (Hello! It’s time we have lunch! Three minutes and I come too: I have to watch the electronic mail). Then he adds: “Finkie te t’a mandàme de tsòuse... tsèutta invitachòn a repòndre a un questionnéro. Adòn, invrishèn la” (You too, you sent me something... this invitation to fill in a questionnaire. So, let’s open it). He starts answering the questions while grumbling at the slowness of the Internet connection. Halfway down the questionnaire he tells me that he doesn’t like surveys because in his opinion there’s always a hidden agenda coming from the sponsor. In particular, according to him, telephonic interviews are awful. But in spite of these comments he completes the questionnaire, prints the page with the recipe, and then we go together to the dining hall.>

Interpretation and proposed meaning: The subject seems not to be willing to respond as general rule since he doesn’t like surveys due to the hidden agenda of the sponsors. The decision to respond could be determined by the incentive but among triggers for responding there also could be a kind of acquiescence.

2. Field notes (Wave 2)

Observation n. 11 ModGSO cKm0:

Name of the individual observed: Ivan ISABEL

Date of birth: 05.09.1972

Gender: Male

Occupation: employee at Municipality of La Magdeleine (Valle d’Aosta – Italy) – engineering and design department

Educational qualification: bachelor’s degree in architecture

Date and time: 26.09.2011 – from 15h21 to 15h42

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: cKm0 modGS0

Observer: Roberto Artaz

<I meet the subject in the corridor. He's going to his office so I decide to go with him under the pretext of discussing a problem pertaining to a competitive tender. At his workspace he sits down and looks at the time. In fact it's just about half past three and his day's work is ended. But before leaving the city hall he tells me he's willing to fill in the new questionnaire that I proposed to him. He reads carefully the presentation and the instructions. During the compilation he speaks about the topic of the survey and he claims to share the belief that it's convenient for the consumers to purchase directly by producers. Once he has fulfilled the questionnaire he prints the page with the new recipe and the further link to the website offered to the experimental group. He reads them and says that he's intrigued to visit the website since he's often searching for the kind of information which is contained there.>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule and gives an impression of appreciating the incentive offered in the experimental reciprocity condition. The decision to respond is determined neither by the incentive nor by the topic of the survey but the former is taken with curiosity and pleasure while the latter seems to stir him to debate. Among triggers for responding there could be a sort of acquiescence.

Observation n. 12 ModGCO cKm0:

Name of the individual observed: Vanda GAL

Date of birth: 22.07.1965

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – secretariat

Educational qualification: high school leaving qualifications

Date and time: 27.09.2011 – from 13h59 to 14h10

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: cKm0 modGCO

Observer: Roberto Artaz

<The subject is sitting at his writing desk. “Scùse me, a te vu lo sentécco? L’è t’el passò de per ìkkie?” (Please, did you see the Mayor? Did he pass here?) – I say while coming in her office. “M’engràva, me l’èi pa vùlo” (I’m sorry, I didn’t see him) – she answers me. “Magàra passeré pièu tar... de ke I te in tren de fére?” (Perhaps he will come later... what are you doing now ?) – I continue. “Oh, sèi in tren de vére le mèil” (Oh, I’m looking at the e-mails) – she replies. “A te vu la mìnna?” (Did you find the mail I sent you?) – I say. “Òi, òi, l’èi ìkkie devàn le s-ouèi. La ìnvro àra” (Yes, yes, it is here under my eyes. I open it now) – she retorts and she begins to respond to the questionnaire. She fills in the form slowly and carefully without speaking to me. At the end she tells me that short questionnaires are more likely to be completed compared to the long. In fact in her opinion pure curiosity triggers willingness to explore but cannot support constancy enough

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule but admits that long questionnaires are a burden on the respondent’s endurance. Since she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. As the decision to respond cannot be determined by the incentive other elements occur like the curiosity.

Observation n. 13 ModGCO cKm0:

Name of the individual observed: Annie MERIVOT

Date of birth: 30.03.1967

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – registry office

Educational qualification: high school leaving qualifications

Date and time: 27.09.2011 – from 14h15 to 14h24

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: cKm0 modGCO

Observer: Roberto Artaz

<The subject is looking through the e-mails in his workspace and I say: “Ciao, hai trovato di nuovo una mia mail?” (Hi, did you find a mail from me again?). “Ciao, sì stavo appunto per leggerla” (Hi, I was on the point of answering) – she replies and adds “Un altro questionario... siete proprio curiosi!” (Another questionnaire... you are really curious!). “Se non fosse che l’argomento è interessante credo che non risponderai più... ci sono un sacco di altre cose da fare!” (But for the matter is worthwhile I think I don’t respond any more... there a lot of things to do) – she continues. Then she fill in the questionnaire carefully and makes comments about some items in a whisper. Finally she completes the task and tells me that she just listened on the radio a broadcast about this topic so she surely answered rightly to the questions.>

Interpretation and proposed meaning: The subject seems to be willing to respond although she claims to be very busy. Since she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. The decision to respond cannot be determined by the incentive and among triggers for responding there could be the interest in the topic.

Observation n. 14 ModGCO cKm0:

Name of the individual observed: Giuliana OTTIN

Date of birth: 08.02.1952

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – tax office

Educational qualification: high school leaving qualifications

Date and time: 27.09.2011 – from 14h27 to 14h39

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: cKm0 modGCO

Observer: Roberto Artaz

<The subject is sitting at the his writing desk. When I pass by her workspace she says “Héi, t’a tòrna mandàme un questionéro! (Hey, you sent me another questionnaire!). “Òi, vieninào àra te lo dìre. Me ti itò pièu vèusta te!” (Yes, Oh, I was coming now to speak you about it. But You have been more prompt!) – I reply and she says: “Adòn lo féjo tot d’un cu” (So I fill in it immediately). She gets to the link and quickly fulfills the form without speaking. At the end she tells me that in her opinion the food purchased from the producers sometimes is too expensive compared to that you can buy in the supermarkets. Therefore it’s fair making people think hard on it and also a questionnaire could make a contribution to some purpose.>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since surveys are an opportunity to meditate on several problems. Since she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. As the decision to respond cannot be determined by the incentive other elements intervene like the opportunity to take a deeper dive into matters of topical interest.

Observation n. 15 ModGCO cKm0:

Name of the individual observed: Massimo IACHELINI

Date of birth: 23.02.1971

Gender: Male

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – accounts department

Educational qualification: high school leaving qualifications

Date and time: 27.09.2011 – from 14h45 to 14h57

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: cKm0 modGCO

Observer: Roberto Artaz

<When I get into the office the subject is talking to somebody on the phone. The conversation is coming to an end so I wait a minute. After he hangs up he tells me that he was reading my mail just before he got the phone call. Thus he turns towards the

desktop and begins answering the questionnaire. While completing it, he says that he likes buying food from the producers directly since “Puoi spuntare un buon prezzo per beni di ottima qualità” (you can fetch a good price for products of prime quality). Then he adds: “Devo riconoscere che talvolta i questionari diventano occasione di riflessione su temi di attualità e forse anche per questo motivo si tende spesso a rispondere” (I have to admit that sometimes questionnaire become an opportunity to think over current events and maybe for this reason we are prone to respond). At the end of the task he also tells me that the shortness of the form is with no doubts an important element that respondents consider before choosing to participate in a survey and in the subsequent waves of a panel. Moreover, he thinks that sometimes too long questionnaires drive to answer in a rough way.>

Interpretation and proposed meaning: The subject seems to be willing to respond if the questionnaires are not too long and deal with relevant themes. Since he received the questionnaire in the control condition, no incentive was given him but he didn't complain about this. The decision to respond can be determined by elements like the shortness of the questionnaire and the opportunity to meditate on current events.

Observation n. 16 ModGSO cKm0:

Name of the individual observed: Franco NAVILLOD

Date of birth: 15.03.1956

Gender: Male

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – engineering and design department

Educational qualification: high school leaving qualifications

Date and time: 27.09.2011 – from 15h01 to 15h10

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRÉ')

Kind of questionnaire administered: cKm0 modGS0

Observer: Roberto Artaz

<The subject is sorting out the desk while I come into the office. The workspace is cluttered with a lot of papers and folders. When he spots me coming he says “Ehilà, dz'i reshù eun'àtra mail de te. Me sèi in tren de sortre, ma se te vout la poèn vère“ (Hey, I

received another mail from you. I'm moving out, but if you want we can look at it). "Shèur, se te fèjo pa pèdre de ten..."(Certainly, if I don't make you waste time) – I reply and he continues "Fegùra te... pe tsink menèutte!" (No problem... it implies five minutes!). So he opens the mail and clicks the link. He reads the instructions and starts filling out the questionnaire. He gets along step by step and speaks up for relevance of topics to willingness to respond. However, he believes that it's difficult to evaluate the contents of a questionnaire by means of heading or presentations since they often are misleading or even deceptive. Anyway, he reckons the consistency of the titles with the contents in the first questionnaire can positively affect the response in subsequent waves. At the end of the task he prints the page with the recipe and the link to the website by acknowledging that this is an appreciable sort of gift.>

Interpretation and proposed meaning: The subject seems here to be willing to respond although before he told me that he doesn't like surveys due to the hidden agenda of the sponsors. However, he shows a significant lack of trust in survey managers and sponsors. The decision to respond in this case could be determined by the interest in the topic and in the incentive but among triggers for responding there also could be a kind of acquiescence.

Observation n. 17 ModGSO cKm0:

Name of the individual observed: Daniela CHATILLARD

Date of birth: 17.03.1973

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – accounts department

Educational qualification: high school leaving qualifications

Date and time: 27.09.2011 – from 15h32 to 15h47

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: cKm0 modGS0

Observer: Roberto Artaz

<I come in the office and the subject isn't there. A few minutes later she enters and says "Bondzòr, tot a mòddo?" (Hello, how are you?). "Me vat, me vat e te?" (Alright, alright and you?) – I answer. "Bièn, bièn, y'èro a tsertsé de tsoùse u galetàz" (Well, well, I was

trying to find something in the loft) – she replies and I say: “Oh, e t’a trovò màkie de pòussa!” (Oh, and you found dust only!). “Òi, òi, l’è t-enutìle de tsertsé le vièye paperàsse. L’in per de tèn. Mièi torné u compùter...” (Yes, yes, it’s useless looking for old papers. It’s a waste of time. It’s better come back to the desktop...) – she answers and continues: “Allèn vère la tsoùsa ke t’a mandàme” (Let’s go and watch at the message you sent me). At her workspace she opens the mail and begin to answer the questionnaire. She reads the items carefully and answers without stopping. Sometimes she nods in agreement and finally she completes the forms. Before closing the link she prints the page with the gift and tells me she tested the former recipe and she liked it.>

Interpretation and proposed meaning: In this case the subject seems to be willing to respond even though she previously said that she doesn’t like questionnaires and interviews. Anyway, she gives an impression of appreciating some incentives and of taking interest in the topic. The decision to respond could be determined by the incentive but among triggers for responding there also could be the interest in the topic and a kind of acquiescence.

Observation n. 18 ModGSO cKm0:

Name of the individual observed: Daria COVOLO

Date of birth: 22.06.1957

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d’Aosta – Italy) – public library

Educational qualification: bachelor’s degree in information science

Date and time: 28.09.2011 – from 10h32 to 10h47

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: cKm0 modGSO

Observer: Roberto Artaz

<The subject is sitting at his desk. Nobody is in the office apart from her so I come in and I ask her whether she has got time to fill in the questionnaire I just sent. She answers me that she still hasn’t opened the e-mailbox but she can do it now. So she looks for the mail and the link. After she found them she starts reading the items and responding. She carries out the task systematically and doesn’t talk much during the

filling. At the most she whispers something incomprehensible. At the end she breaks out: “Ecco, fatto! Che questionario breve... fossero tutti così!” (Her you are! What a short questionnaire... might all be so!).>

Interpretation and proposed meaning: The subject seems not to be willing to respond as general rule since she previously told me that she doesn't like surveys and now she says few words but she emphasizes the importance of shortness in surveys. The decision to respond could be determined by a sort of acquiescence and among triggers for responding there isn't the incentive since she didn't print the page with the recipe and the link to the website.

Observation n. 19 ModGCO cKm0:

Name of the individual observed: Denise DAUPHIN

Date of birth: 14.11.1980

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – public library

Educational qualification: high school leaving qualifications

Date and time: 29.09.2011 – from 13h31 to 13h47

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRÉ')

Kind of questionnaire administered: cKm0 modGCO

Observer: Roberto Artaz

<I meet the subject beside the entrance to the city hall. She's going to her office and I come with her. She sits down at her workspace and she asks me if I want witness the filling of the questionnaire now. I say that it could be good for me so she starts answering the questions. She works in a methodical way and completes rapidly the form. During the compilation she says me: “L'è t-un questionéro ke se fèi vïtto, còmme l'àtro: l'a pa tan de questson e cen te pòrta a volèi repòndre pièu volentié“ (It's a questionnaire that you can complete quickly, like the fomer: it hasn't got many questions and this draws you to respond more willingly).>

Interpretation and proposed meaning: The subject gives an impression of being willing to respond and urges to start the filling operation perhaps driven by curiosity. She stresses the point that short questionnaire are more likely to be filled in. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. So the decision to respond is not determined by the incentive and among triggers for responding there could be the curiosity.

Observation n. 20 ModGSO cKm0:

Name of the individual observed: Valeria SERIS

Date of birth: 29.05.1981

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – registry office

Educational qualification: high school leaving qualifications

Date and time: 06.10.2011 – from 10h13 to 10h29

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: cKm0 modGSO

Observer: Roberto Artaz

<The subject is just come back from lunch. She 's starting her desktop and when she sees me coming she asks me if we can answer the questionnaire now. I say that's the thing which brought me there now. So she opens the mailbox and finds my mail. She clicks on the link and begin filling in the form. In the meanwhile she tells me that she always finds something intriguing in web interviews, in her words: "Tseut le coù ke féjo un questionnéro bièn fet apprènno argue de noùvo o l'èi d'ocajòn pe reflechi, adòn chèrcho de comprendre dèi la provegnànce se va la pèina de repòndre" (Whenever I fill in a questionnaire well-made I learn something new or I come upon remarks that make me ruminate, so I try to understand through the origin if it's worth responding). Finally she prints the page with the gift and closes the link.>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since in her opinion surveys are an opportunity to think over several topics and to learn something although depending on the organizer and sponsor. She also gives an impression of appreciating the incentive offered in the experimental reciprocity

condition. The decision to respond is not determined by the incentive but this latter is taken with curiosity or pleasure. Among triggers for responding there's the opportunity to become aware of important problems and to learn something.

3. Field notes (Wave 3)

Observation n. 21 ModGSO GAS:

Name of the individual observed: Daniela CHATILLARD

Date of birth: 17.03.1973

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – accounts department

Educational qualification: high school leaving qualifications

Date and time: 11.10.2011 – from 14h33 to 14h45

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: GAS modGSO

Observer: Roberto Artaz

<When I come in the office the subject is sitting at the desk and is doing something on the computer. “Bondzòr, te va te?” (Hello, how are you?) – I say. “Bondzòr, sèi in tren de aveiché le mèil e l'ai trovà finkie la tîna” (Hello, I'm looking at the e-mails and I found that from you) – she replies and adds “Compilèn lo questionnéro àra...” (Let's complete the questionnaire now). So she opens the file and start filling in the form. While reading the items she tells me that she appreciates the recipes offered and she hopes to find another. She also maintains to have visited the websites and to have lingered in them for a long time. When she comes to the end she prints the page that contains the new recipe and the link to the specialist website by gesturing her assent.>

Interpretation and proposed meaning: The subject seems to be willing to respond and even presses into filling out the questionnaire on her own initiative. Moreover she appears to appreciate the incentive offered in the experimental reciprocity condition.

The decision to respond could be determined by the incentive but among triggers for responding there also could be the interest in the topic.

Observation n. 22 ModGSO GAS:

Name of the individual observed: Valeria SERIS

Date of birth: 29.05.1981

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – registry office

Educational qualification: high school leaving qualifications

Date and time: 11.10.2011 – from 15h01 to 15h13

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: GAS modGSO

Observer: Roberto Artaz

<I come in the office of the subject and say hello. She's sitting at his workspace and she signals to me to move closer: "L'èi jèusto ricevù la tina mèil..." (I just received your mail.....) - she says and begins to answer the questionnaire. She handles the hair and proceeds with care. In the meantime she speaks to me about her experience with group-purchasing. Finally after she finished filling out the form she prints the page with the recipe and the link to the web-site and says "Cen vòì pa lo pèdre!" (I don't want to miss that!).>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule since she actually invites me to witness the compilation of the questionnaire. By making comments about the topic she also gives an impression of appreciating it. Finally she admits that she likes the incentive offered. The decision to respond is not determined by the incentive but this latter is taken with pleasure. Among triggers for responding there's the opportunity to compare her point of view with other perspectives.

Observation n. 23 ModGSO GAS:

Name of the individual observed: Ivan ISABEL

Date of birth: 05.09.1972

Gender: Male

Occupation: employee at Municipality of La Magdeleine (Valle d'Aosta – Italy) – engineering and design department

Educational qualification: bachelor's degree in architecture

Date and time: 11.10.2011 – from 15h25 to 15h33

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: GAS modGSO

Observer: Roberto Artaz

<The subject is in his office. When I come he's sitting at desk and viewing something at the display of the personal computer. I ask him whether he received my mail about the new questionnaire. He nods in assent and points his finger at screen: he's really reading the messages and he clicks on the one I sent him. He starts answering and proceeds step by step. During the compilation he speaks about the topic of the items and says nothing about his feeling about interviews and questionnaires. At the end he prints the page with the recipe and the link.>

Interpretation and proposed meaning: The subject seems to be willing to respond and gives an impression of appreciating the incentive offered in the experimental reciprocity condition. He seems to be interested in the topic since he speaks about it but among triggers for responding there could be a sort of acquiescence.

Observation n. 24 ModGSO GAS:

Name of the individual observed: Franco NAVILLOD

Date of birth: 15.03.1956

Gender: Male

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – engineering and design department

Educational qualification: high school leaving qualifications

Date and time: 11.10.2011 – from 15h51 to 16h05

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE')

Kind of questionnaire administered: GAS modGSO

Observer: Roberto Artaz

<I meet the subject in the corridor. He's gripping a cigarette in his hand and when he sees me coming he says: "Ehilà, volào fèumé èuna cigarèta, me apré me sèi rendù cònkio ke fòura fejàe gran fret!" (Hey, I wished to smoke a cigarette but I realised soon after afterwards that outside it's bitterly cold!). "Ah, ah, ah, parì l'in pòut torné i compùter!" (Ah, ah ,ah, so we can come back to the desktop!) – I reply while laughing. "L'è fran parì. Se te vòut se pouerèt compilé lo questionnéro..." (So there. If you want we can fill in the questionnaire) – he says and sits down at his workspace. He opens the mailbox and try to find my mail. After he gets it he reads carefully the introduction, clicks on the link and starts the filling. He tells me that the matter is interesting and so it can attract respondents since in his opinion dealing with a topic intriguing is the best strategy in order to increase the response rate. Finally he prints the page with the incentive.>

Interpretation and proposed meaning: The subject seems to be willing to respond and appears to be interested in the topic. He also claims that an intriguing theme can prompt people to take part in surveys. The decision to respond in this case could be determined by the interest in the topic and in the incentive but among triggers for responding there also could be a kind of acquiescence.

Observation n. 25 ModGCO GAS:

Name of the individual observed: Massimo IACHELINI

Date of birth: 23.02.1971

Gender: Male

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – accounts department

Educational qualification: high school leaving qualifications

Date and time: 11.10.2011 – from 16h15 to 16h23

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: GAS modGCO

Observer: Roberto Artaz

<The subject is sitting at his desktop during a short break. I say “Ciao” (Hello) and I come in. He replies “Ciao, stavo guardando la posta ed ho visto la tua mail. Un altro questionario e sempre su temi d’attualità. Certo che così non annoiate il vostro campione!” (Hi, I was looking the mails and I saw your message. Another questionnaire and always on matters of topical interest. In this way you really don’t bore your sample!”. Then he opens the link to the form and fulfills it quickly.>

Interpretation and proposed meaning: The subject seems to be willing to respond if the questionnaires deal with intriguing topics. Since he received the questionnaire in the control condition, no incentive was given him but he didn’t complain about this. As the decision to respond cannot be determined by the incentive other factors intervene, like the opportunity to meditate on current events and a kind of acquiescence.

Observation n. 26 ModGCO GAS:

Name of the individual observed: Giuliana OTTIN

Date of birth: 08.02.1952

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – tax office

Educational qualification: high school leaving qualifications

Date and time: 11.10.2011 – from 16h31 to 16h45

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE')

Kind of questionnaire administered: GAS modGC0

Observer: Roberto Artaz

<The subject is in his office. When I come in she's switching off the computer since the shift is at the end. She sees me and exclaims: "Ehilà, devàn k'allé vià se pourré fére lo tin questionnéro" (Hey, before leaving I could fill in the questionnaire) and she restarts the desktop. A few minutes later she's looking for my e-mail and after she found it she begins answering. She works quickly without saying a word. She reads carefully every item and give her answer with self-confidence.>

Interpretation and proposed meaning: The subject seems to be willing to respond since she presses into filling out the questionnaire on her own initiative. As she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. Since the decision to respond is not determined by the incentive among triggers for responding there could also be a sort of acquiescence.

Observation n. 27 ModGCO GAS:

Name of the individual observed: Vanda GAL

Date of birth: 22.07.1965

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – secretariat

Educational qualification: high school leaving qualifications

Date and time: 13.10.2011 – from 11h13 to 11h27

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE')

Kind of questionnaire administered: GAS modGC0

Observer: Roberto Artaz

<The subject is having a coffee during a break. When she sees me she says that she can spend some minutes for my questionnaire. She comes back to her office and clicks the link while saying “L’èi dza vu l’argumèn su la mèil... l’è fra interessàn...” (I read the topic before in the e-mail... it’s interesting). Then she starts to answer carefully the questionnaire. Sometimes she nods to me as a sign of approval. Finally she reaches the end and says: “M’engrève kàje ke tsùt l’è lo deré. L’ère èuna bòuna ocajòn pe dìre cen l’in pènze” (I’m sorry to know that it’s the last. It was a golden opportunity to say what you think).>

Interpretation and proposed meaning: The subject seems to be willing to respond as general rule and is very intrigued by the topic. She also claims that surveys are an opportunity to say what you think. Since she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. As the decision to respond cannot be determined by the incentive other elements occur like the interest in the theme and the opportunity to express an opinion.

Observation n. 28 ModGCO GAS:

Name of the individual observed: Denise DAUPHIN

Date of birth: 14.11.1980

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d’Aosta – Italy) – public library

Educational qualification: high school leaving qualifications

Date and time: 13.10.2011 – from 11h32 to 11h51

Spoken language during interactions: Franco-Provençal

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE’)

Kind of questionnaire administered: GAS modGCO

Observer: Roberto Artaz

< The subject is in his workspace and she’s speaking with a girl. When the girl goes away I come in and the individual observed raises the head while saying: “No vouelà, sèi kàje in tren de saré e de sòtre me se te vat poèn fére lo questionéro” (Here we are, I’m nearly closing the office and moving out but if you want we can fill in the questionnaire). And I reply – “Va bièn!” (It’s o.k.). So she opens the mailbox and clicks

the link. She reads swiftly each item and answers even more rapidly. She comes to the end and says: “Tot fet!” (That’s done).>

Interpretation and proposed meaning: The subject gives an impression of being willing to respond since she urges to start the filling operation but she’s in a hurry. She seems to compete in a sprint race. Since she received the questionnaire in the control condition, no incentive was given her but she didn’t complain about this. As the decision to respond is not determined by the incentive among triggers for responding there could be a sort of acquiescence.

Observation n. 29 ModGSO GAS:

Name of the individual observed: Daria COVOLO

Date of birth: 22.06.1957

Gender: Female

Occupation: employee at Municipality of La Magdeleine (Valle d’Aosta – Italy) – public library

Educational qualification: bachelor’s degree in information science

Date and time: 21.10.2011 – from 15h01 to 15h13 (first attempt unfinished and wrong) / 22.10.2011 – from 16:31 to 16:45 (second attempt successful)

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Clou, n. 26 – 11020 LA MAGDELEINE)

Kind of questionnaire administered: cKm0 modGSO

Observer: Roberto Artaz

<When I meet the subject it was time to close the library. Nobody was in the office but the librarian. I come in and say: “Ciao, stai andando via?” (Hi, are you going away?) and she answers me. “Ciao, sto ancora cinque minuti per guardare la posta” (Hi, I still delay five minute sto watch the mails). And after scrolling down the mailbox she adds: “Ah, ma mi hai mandato un altro questionario da compilare...” (Oh, you sent me another questionnaire to fill in...). She’s just beginning to fill the form when the phone rings and she answers. Unfortunately in the meanwhile she ticks the inappropriate box regarding her gender on the form and so she chooses to quit the questionnaire. Then she says me: “Ora vado, riproviamo domani” (Now I move out, We’ll retry tomorrow). The following day, in the afternoon, I meet her again and in my presence she opens for the

second time the form. She completes carefully the questionnaire and finally she says that in order to participate in a survey seriously you need time and quietness.>

Interpretation and proposed meaning: The subject seems in this case to be willing to respond although she previously told me that she doesn't like surveys and that the questionnaires have to be short. Moreover now she emphasizes that quietness and time are key elements in the task of taking part in surveys: without saying she suggests that these factors are often missing and this in implicit reference to the disruption in the first attempt to fill out the questionnaire. The decision to respond could be determined by a sort of acquiescence and among triggers for responding there isn't the incentive since she didn't print the page with the recipe and the link to the website one more time.

Observation n. 30 ModGCO GAS:

Name of the individual observed: Annie MERIVOT

Date of birth: 30.03.1967

Gender: Female

Occupation: employee at Municipality of Antey-Saint-André (Valle d'Aosta – Italy) – registry office

Educational qualification: high school leaving qualifications

Date and time: 24.10.2011 – from 12h31 to 12h42

Spoken language during interactions: Italian

Place: his office in the city hall (Frazione Bourg, n. 1 – 11020 ANTEY-SAINT-ANDRE')

Kind of questionnaire administered: GAS modGCO

Observer: Roberto Artaz

<The subject is sitting at the desk when I come in the office. She's writing something on the computer. I say hello and she gives me a nod. When she stops typing she asks me if I need anything. Then she tells me that she received a mail from me concerning a new survey. She adds that she's very busy now but she can dedicate a few minutes only to the questionnaire. So she opens the mailbox, she clicks on the link and begins filling the form. She reads rapidly each item and answers confidently. During the compilation she doesn't speak a word. After she has completed the form she begins tapping a cigarette on the case. In the meantime she speaks about her past experience with group purchasing. She shows a certain skepticism about this pattern of buying and adds that it

isn't easy to come to an agreement with the others. In her opinion it's difficult to understand what crosses the mind of the people and this is a problem also in the domain of interviews since you cannot know whether a person tells the truth or tells lies. Then she says she needs to smoke and leaves without talking further.>

Interpretation and proposed meaning: The subject seems to be willing to respond although she claims to be very busy. She casts doubt on the possibility of collecting helpful information since she doesn't trust in what people maintain. Since she received the questionnaire in the control condition, no incentive was given her but she didn't complain about this. As the decision to respond cannot be determined by the incentive among triggers for responding there could be a sort of acquiescence.