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The Impact of Incentives, Communications and Task Demand on Postsecondary Student Participation in Online Research Appendix

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Appendix A – Low-demand Email Invitations and Reminders

Low-demand Regular Monetary – Invitation

Subject: Participate in research for a \$10 Amazon.ca gift card

Dear << Test Name >>,

You are invited to participate in a survey on the relationship between student life goals, well-being and learning. This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

By completing this 15-minute survey by March 19, 2017, you will receive a **\$10 Amazon.ca gift card**.

Your participation in this study is **anonymous** and **voluntary**. You will **not** be asked to provide any personal information such as your name, date of birth or address.

[Click Here to Begin the Survey](#)

If clicking the link does not work, copy and paste the URL into your web browser's address bar: << Test URL >>.

If you are unable to complete the survey in one sitting, simply click the link in this message and you will be taken to where you left off.

If you have any questions, please contact Academica Group at surveys@academicagroup.com.

Thank you in advance for your interest in this project.

Sincerely,

The Research Team at Academica Group

Low-demand Regular Monetary – Reminder

Subject: Reminder to participate in research for a \$10 Amazon.ca gift card

Dear << Test Name >>,

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Thank you in advance for your interest in this project.

Sincerely,
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Low-demand Regular Non-monetary – Invitation

Subject: Participate in research for premium access to a career exploration service

Dear << Test Name >>,

You are invited to participate in a survey on the relationship between student life goals, well-being and learning. This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

By completing this 15-minute survey by March 19, 2017, you will be granted premium access to Paddle, an online motivation and career exploration service. **Click here** for more information on what Paddle is and what it can do for you.

Your participation in this study is **anonymous** and **voluntary**. You will **not** be asked to provide any personal information such as your name, date of birth or address.

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If you have any questions, please contact Academica Group at surveys@academicagroup.com.

Thank you in advance for your interest in this project.

Sincerely,
The Research Team at Academica Group

Low-demand Enhanced Monetary – Invitation

Subject: You help us. You get stuff.

We're looking for students to complete an online survey about the relationship between student life goals, well-being and learning. *This is where you can help us.*

As a thank you for participating, you'll receive a **\$10 Amazon.ca gift card** once you complete the survey by March 19, 2017. *This is where you can get stuff.*

This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

[Begin the survey now.](#)

Questions?

We'd be happy to chat with you! [Email Julie at Academica Group](#)

Sincerely, Julie



What is this?

An online survey about the relationships between student life goals, well-being and learning, which should take you approximately 15 minutes to complete.



What's in it for me?

As a thank you for your time and participation, you will get a \$10 e-card to Amazon.ca.



Who's behind it?

This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

Low-demand Enhanced Monetary – Reminder

Subject: Interested in helping us out?

We're looking for students to complete an online survey about the relationship between student life goals, well-being and learning. *This is where you can help us.*

As a thank you for participating, you'll receive a **\$10 Amazon.ca gift card** once you complete the survey by March 19, 2017. *This is where you can get stuff.*

This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

Begin the survey now.

Questions?

We'd be happy to chat with you! [Email Julie at Academica Group](#)

Sincerely, Julie

Low-demand Enhanced Non-monetary – Invitation

Subject: You help us. You get stuff.

We're looking for students to complete an online survey about the relationship between student life goals, well-being and learning. *This is where you can help us.*

As a thank you for participating, you'll be granted **premium access to Paddle** <http://www.mypaddle.co/>, a career tool that can help you take charge of a life plan and career that is uniquely you. *This is where you can get stuff — access to a simple, sustainable tool that will connect your dreams and talent to a path that is as meaningful as it is lucrative.* The deadline to complete the survey is March 19, 2017.

This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

[Begin the survey now.](#)

Questions?

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What is this?

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[Begin the survey now.](#)

Questions?

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Sincerely, Julie

Appendix B – High-demand Email Invitations and Reminders

High-demand Regular Monetary – Invitation

Subject: Participate in research for a \$10 Amazon.ca gift card

Dear << Test Name >>,

You are invited to participate in a research study that will give you valuable information about the skills you need to succeed in your studies, at work and in life. The Education and Skills Online (ESO) assessment tests your literacy, numeracy and problem-solving skills. This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO).

What's in it for you? You will get **personalized score reports** on your literacy, numeracy and problem-solving skills immediately after you complete each component of the assessment. The reports provide you with feedback on your strengths and areas needing improvement, which will help you prepare for life during and after postsecondary education. When you complete the entire assessment, you will get a **\$10 Amazon.ca gift card**.

Participation is first-come, first-served so sign up today while there are still spots available! Your participation in this study is **anonymous** and **voluntary**. You will **not** be asked to provide any personal information such as your name, date of birth or address.

Ready to get started? Click here to answer a few questions and then you will be emailed an authorization code and the link to the online test. **The test will take roughly 90 minutes to complete**. You do not need to complete it in one sitting: you may save the completed portion and return to it at a later time as long as the test is completed by March 19, 2017. This is an online test, and should be taken on your laptop and/or desktop and can only be accessed using the Mozilla Firefox web browser. Mobile and tablet devices are not yet supported.

If you have any questions, please contact Academica Group at surveys@academicagroup.com.

Thank you in advance for your interest in this project.

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The Research Team at Academica Group

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What's in it for you? You will get **personalized score reports** on your literacy, numeracy and problem-solving skills immediately after you complete each component of the assessment. The reports provide you with feedback on your strengths and areas needing improvement, which will help you prepare for life during and after postsecondary education. When you complete the entire assessment, you will be granted premium access to Paddle, an online motivation and career exploration service. [Click here](#) for more information on what Paddle is and what it can do for you.

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Thank you in advance for your interest in this project.

Sincerely,
The Research Team at Academica Group

High-demand Enhanced Monetary – Invitation

Subject: Discover your path

On graduation day, you want to leverage your education and go after the job you want. But first, you need to know your strengths (and where you can improve).

This is your chance (it's voluntary!) to participate in a research study that tests your skills. The Education and Skills Online (ESO) assessment provides you with personalized reports, helping you to build your path and giving you insight into your strengths.

As a thank you for participating, you'll receive a **\$10 Amazon.ca gift card** once you complete the assessment. The deadline to complete the survey is March 19, 2017.

Ready to get started?

1. Put aside two hours. *Hey, it's your future we're talking about!*
2. **Click here** to answer a few questions and then get your unique registration code. *It's yours, don't lose it!*
3. Check your email and follow the instructions. *This is where it all begins.*

Please note that this is an online test, and should be taken on your laptop and/or desktop and can only be accessed using the Mozilla Firefox web browser. Mobile and tablet devices are not yet supported.

Questions?

We'd be happy to chat with you! [Email Julie at Academica Group](#)

Discover your path.

Sincerely,
Julie



What is this?

An online survey that tests your problem-solving skills, along with literacy and numeracy. The formal name of it is the Education and Skills Online (ESO) assessment. *Finally, a test that's for you*



What's in it for me?

Personalized score reports that provide feedback on your strengths and areas needing improvement. Also, as a thank you for your time and participation, you will get a \$10 e-card to Amazon.ca. *It's a win-win, really.*



Who's behind it?

This study is being conducted by Academica Group, with funding from the Higher Education Quality Council of Ontario (HEQCO). They want to understand if you're learning the necessary knowledge and skills needed to be successful in work and life after graduation. *Yep, they're looking to improve things for all students.*

High-demand Enhanced Monetary – Reminder

Subject: Know your strengths

Discover your path. Leverage your education and go after the job you want by knowing your strengths and where you can improve.

This is your chance (it's voluntary!) to participate in a research study that tests your skills. The Education and Skills Online (ESO) assessment provides you with personalized reports, helping you to build your path and giving you insight into your strengths.

As a thank you for participating, you'll receive a **\$10 Amazon.ca gift card** once you complete the assessment.

[Click here](#) to answer a few questions and then get your unique registration code. We'll send you a follow-up email with detailed instructions along with your code.

Please note that this is an online test, and should be taken on your laptop and/or desktop and can only be accessed using the Mozilla Firefox web browser. Mobile and tablet devices are not yet supported. The deadline to complete the survey is March 19, 2017.

Go and discover your path.

Sincerely,

Julie



Questions? I'd be happy to chat with you! Email me at surveys@academica.com.

High-demand Enhanced Non-monetary – Invitation

Subject: Discover your path

On graduation day, you want to leverage your education and go after the job you want. But first, you need to know your strengths (and where you can improve).

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What's in it for me?

Personalized score reports that provide feedback on your strengths and areas needing improvement. Also, as a thank you for your time and participation, you will receive premium access to Paddle; a career tool that can help connect your dreams and your talent to a path that's as meaningful as it is lucrative. *Think of it as a passion tool designed specifically for your generation, matching your dreams with career paths.*



Who's behind it?

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High-demand Enhanced Non-monetary – Reminder

Subject: Know your strengths

Discover your path. Leverage your education and go after the job you want by knowing your strengths and where you can improve.

This is your chance (it's voluntary!) to participate in a research study that tests your skills. The Education and Skills Online (ESO) assessment provides you with personalized reports, helping you to build your path and giving you insight into your strengths.

As a thank you for participating, you'll be granted **premium access to Paddle** <http://www.mypaddle.co/>, a career tool that can help you take charge of a life plan and career that is uniquely you.

Click here to answer a few questions and then get your unique registration code. We'll send you a follow-up email with detailed instructions along with your code.

Please note that this is an online test, and should be taken on your laptop and/or desktop and can only be accessed using the Mozilla Firefox web browser. Mobile and tablet devices are not yet supported. The deadline to complete the survey is March 19, 2017.

Go and discover your path.

Sincerely,

Julie



Questions? I'd be happy to chat with you! Email me at surveys@academicagroup.com.

Appendix C: Response Rate Calculations

Table 1: Low-demand Task Response Rates

Response Status	Total		Invitation and Incentive Type							
			Regular Monetary		Regular Non-monetary		Enhanced Monetary		Enhanced Non-monetary	
	N	%	N	%	N	%	N	%	N	%
Invitations Sent	4,000	100%	1000	100%	1000	100%	1000	100%	1000	100%
Bounced/Undeliverable	65	2%	17	2%	20	2%	9	1%	19	2%
Did not start survey	3162	80%	675	69%	873	89%	730	74%	884	90%
Disqualified	72	2%	34	3%	10	1%	20	2%	8	1%
Abandoned questionnaire	115	3%	33	3%	25	3%	29	3%	28	3%
Completed task	586	15%	241	25%	72	7%	212	21%	61	6%
Response rate (completed task + disqualified)/(invitations sent – bounced or undeliverable)	17%		28%		8%		23%		7%	

Table 2: High-demand Task Response Rates

Response Status	Total		Invitation and Incentive Type							
			Regular Monetary		Regular Non-monetary		Enhanced Monetary		Enhanced Non-monetary	
	N	%	N	%	N	%	N	%	N	%
Invitations Sent	4,000	100%	1000	100%	1000	100%	1000	100%	1000	100%
Bounced/Undeliverable	69	2%	20	2%	17	2%	19	2%	13	1%
Did not start survey	3,501	89%	784	80%	914	93%	849	87%	954	97%
Disqualified	28	1%	11	1%	4	<1%	9	1%	4	<1%
Abandoned questionnaire	293	7%	128	13%	53	5%	87	9%	25	3%
Completed task	109	3%	57	6%	12	1%	36	4%	4	<1%
Response rate (completed task + disqualified)/(invitations sent – bounced or undeliverable)	3%		7%		2%		5%		1%	

Appendix D: Survey Administration Summary

Table 3: Low-demand, Regular Communication, Monetary Incentive

Invitation Subject line: Participate in research for a \$10 Amazon.ca gift card							
Reminder Subject line: Reminder to participate in research for a \$10 Amazon.ca gift card							
	Recipients	Bounced/ Undeliverable	Opened	Open rate	Unique clicks ¹	Unsubscribed	Completed surveys
Invitation	1000	17	444	45%	209	3	171
Reminder 1	812	5	311	39%	60	5	35
Reminder 2	771	5	234	31%	35	5	17
Reminder 3	749	4	206	28%	34	2	18
Total completed surveys:							241

Table 4: Low-demand, Regular Communication, Non-monetary Incentive

Invitation Subject line: Participate in research for premium access to a career exploration service							
Reminder Subject line: Reminder to participate in research for premium access to a career exploration service							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	20	427	44%	56	5	38
Reminder 1	937	3	391	42%	27	5	16
Reminder 2	914	2	321	35%	18	4	8
Reminder 3	902	2	278	31%	17	6	10
Total completed surveys:							72

Table 5: Low-demand, Enhanced Communication, Monetary Incentive

Invitation Subject line: You help us. You get stuff.							
Reminder Subject line: Interested in helping us out?							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	9	362	37%	144	5	120
Reminder 1	867	1	290	33%	64	7	41
Reminder 2	819	1	219	27%	38	7	23
Reminder 3	790	1	219	28%	38	2	28
Total completed surveys:							212

¹ Unique clicks refers to the number of email recipients who clicked on a link within the invitation email.

Table 6: Low-demand, Enhanced Communication, Non-monetary Incentive

Invitation Subject line: You help us. You get stuff.							
Reminder Subject line: Interested in helping us out?							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	19	418	43%	55	4	36
Reminder 1	945	3	344	37%	30	5	13
Reminder 2	927	3	273	30%	13	9	6
Reminder 3	912	3	259	28%	11	1	6
Total completed surveys							61

Table 7: High-demand, Regular Communication, Monetary Incentive

Invitation Subject line: Participate in research for a \$10 Amazon.ca gift card							
Reminder Subject line: Reminder to participate in research for a \$10 Amazon.ca gift card							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	20	512	52%	137	4	34
Reminder 1	948	5	484	51%	54	4	16
Reminder 2	927	5	392	43%	29	5	4
Reminder 3	918	5	378	41%	15	8	3
Total completed surveys							57

Table 8: High-demand, Regular Communication, Non-monetary Incentive

Invitation Subject line: Participate in research for premium access to a career exploration service							
Reminder Subject line: Reminder to participate in research for premium access to a career exploration service							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	17	522	53%	48	6	7
Reminder 1	973	3	485	50%	18	10	4
Reminder 2	959	3	398	42%	10	8	0
Reminder 3	952	3	364	38%	13	7	1
Total completed surveys							12

Table 9: High-demand, Enhanced Communication, Monetary Incentive

Invitation Subject line: Discover your path							
Reminder Subject line: Know your strengths							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	19	359	37%	50	5	15
Reminder 1	966	3	317	33%	42	3	8
Reminder 2	954	3	299	31%	33	7	8
Reminder 3	937	3	260	28%	25	4	5
Total completed surveys:							36

Table 10: High-demand, Enhanced Communication, Non-monetary Incentive

Invitation Subject line: Discover your path							
Reminder Subject line: Know your strengths							
	Recipients	Bounced/ Undeliverable	Opened	Open Rate	Unique clicks	Unsubscribed	Completed surveys
Invite	1000	13	392	40%	12	9	2
Reminder 1	979	3	348	36%	13	3	1
Reminder 2	975	3	314	32%	4	4	0
Reminder 3	971	3	282	29%	3	5	1
Total completed surveys:							4



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