

2nd ESRA Conference
Prague, 25th – 29th June 2007

Deliberative survey on night-time youth leisure

Presentation of Results

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- ▲ What is a deliberative survey?
- ▲ What have we done?
- ▲ What have we found out?
- ▲ Final considerations

▲ What is a deliberative survey? (DS)

- ▶ Research technique
- ▶ Main objective: to gain information concerning citizens' opinions once the criteria of **information** and **debate** have been fulfilled.
- ▶ Designed to obtain descriptive information through an initial overview of the general state of opinion and later, following deliberation, the viewpoints of a hypothetically **well-informed public**.
- ▶ Extensive data gathering in **sequential phases**.

▲ Why have we conducted DS?

- ▶ Never done in Spain before
- ▶ CIS + IESA, committed to new experiences of social research
- ▶ Personal curiosity and interest

▲ What was our background?

- ▶ Proposed by James Fishkin in the late 80s.
- ▶ First experience: 1994, Manchester, study on crime.
- ▶ Conducted on more than 20 occasions in other countries.
- ▶ Never done in Spain before.

▲ **What have we done?**

▲ The topic: Night-time youth leisure

- ▶ Increasing concern about the consumption of alcoholic drinks among young people.
- ▶ New phenomenon: “botellón”
- ▶ Current issue of policy making

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▲ The questions

- ▶ How strong is this image?
- ▶ Would a process of information and deliberation change the views?
- ▶ What should be done?

METHODOLOGICAL DESIGN (I)

- ▲ The DS involves an extensive data gathering process:
 - ▶ **1st PHASE** : Survey and recruit participants.
 - ▶ **2nd PHASE**: Recall and reinforce participation.
 - ▶ **3rd PHASE**: Deliberative forum + post-forum survey.

METHODOLOGICAL DESIGN (II)

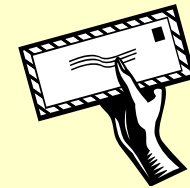
- ▲ **1st phase:** Survey of representative population sample + Recruitment of participants
 - ▶ Geographical sphere: Córdoba (local sphere)
 - ▶ Size: 1.210 interviews
 - ▶ Sex and age quota
 - ▶ Method: face-to-face interviews in households
 - ▶ All those interviewed are asked to attend the forum

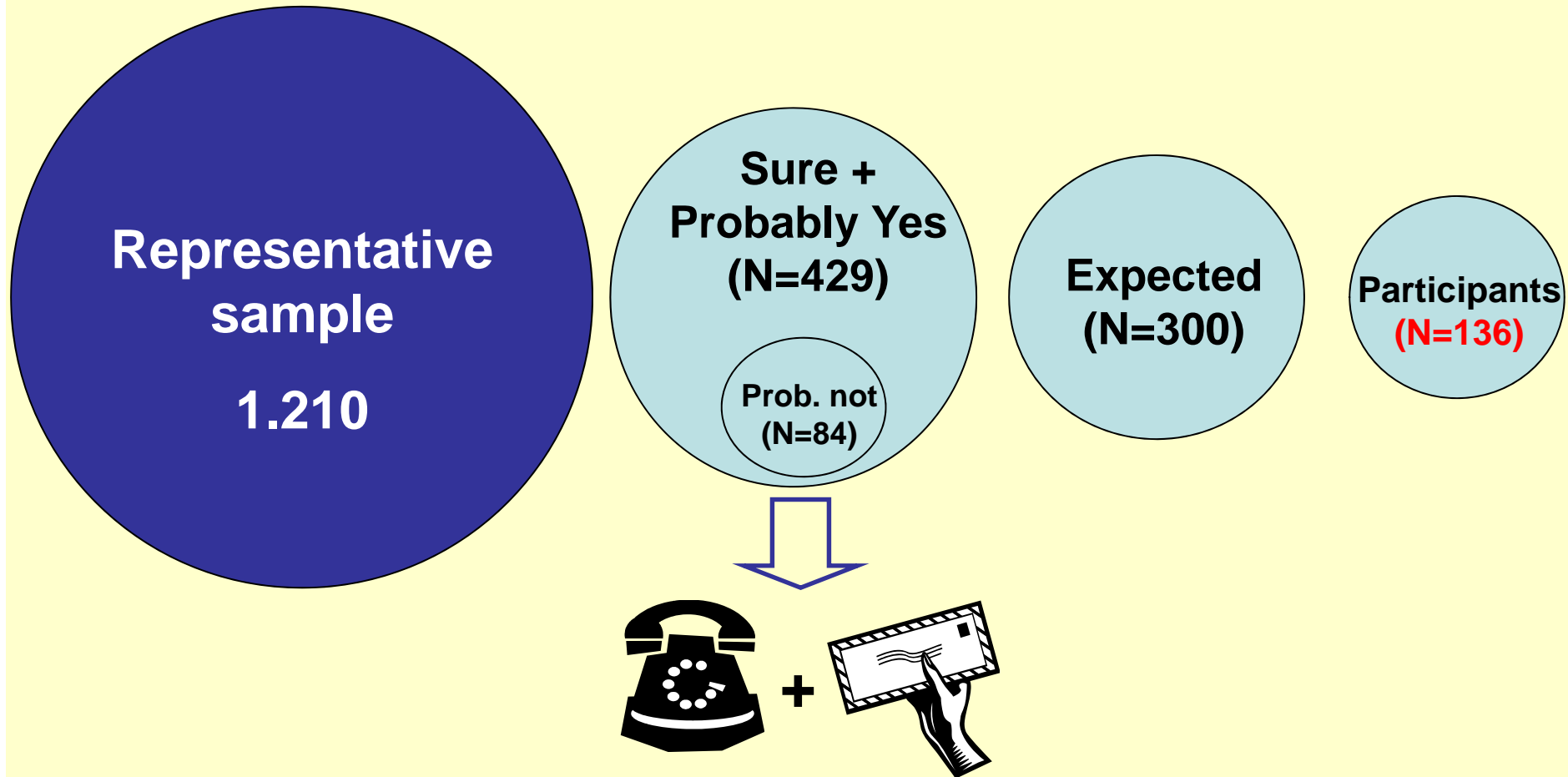
METHODOLOGICAL DESIGN (III)

▲ **2nd phase:** Contacts to remind and boost participation.

▶ Two waves of  contacts (- 2 / - 1 weeks prior to the Forum)

▶ Invitation + informational materials sent by





METHODOLOGICAL DESIGN (IV)

- ▲ **3rd phase:** Deliberative forum (6 weeks after survey) and post-forum survey.
 - ▶ Friday evening + Saturday
 - ▶ 136 participants (of those previously interviewed)
 - ▶ Voluntary and paid participation (50€)
 - ▶ Two rationales:
 - Informative
 - Deliberative

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- ▶ Informative → Attendance by experts that inform participants about the issues



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- ▶ Deliberative → Participants gather in small groups and discuss the topic



METHODOLOGICAL DESIGN (V)

▲ 3rd phase (cont.):

- ▶ Self-administered survey (selection of questions from initial questionnaire)

▲ 4rd phase: resurvey.

- ▶ Two samples:
 - a) participants,
 - b) no participants.
- By telephone. No results yet

METHODOLOGICAL DESIGN (VI)

First picture (1.210)

+

First picture (136)

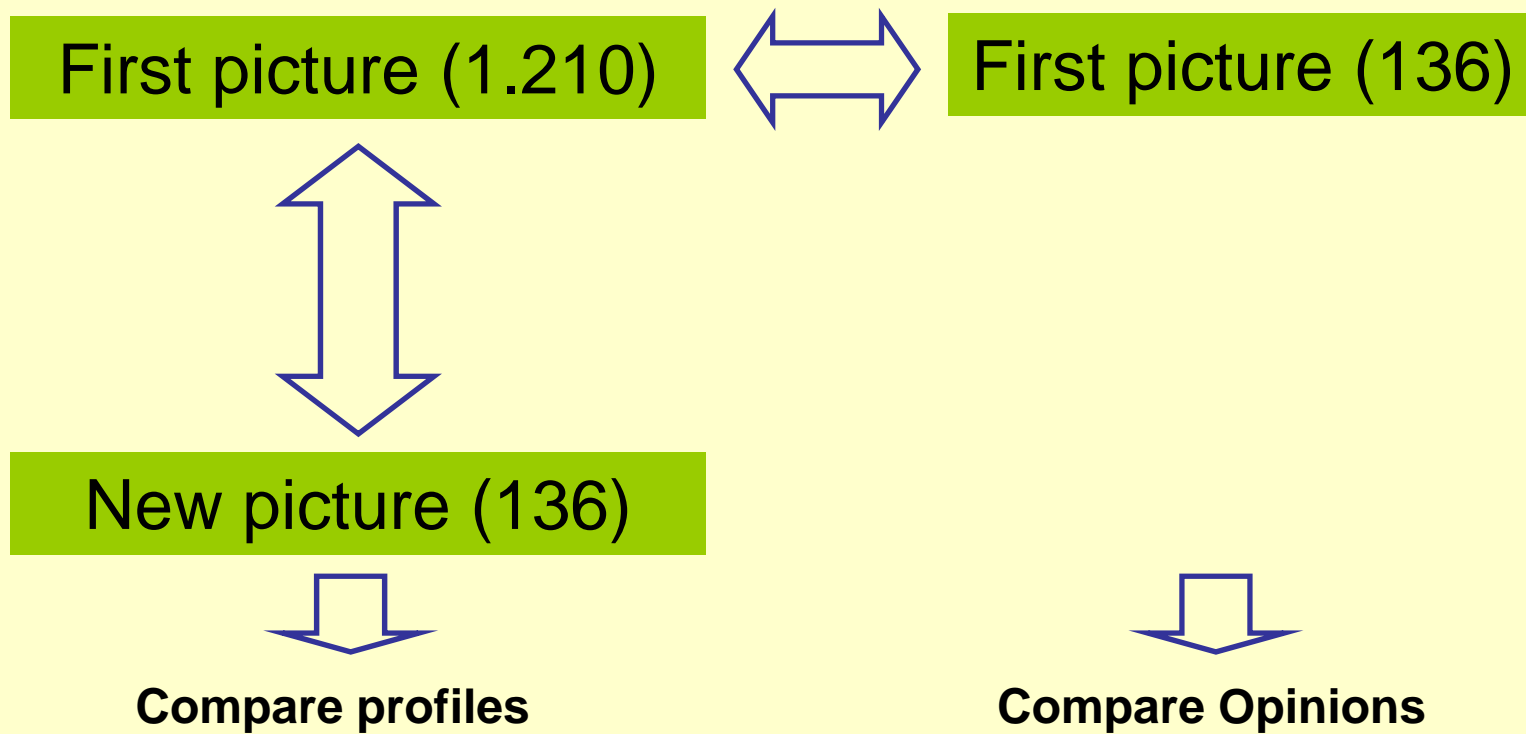


Forum (136)



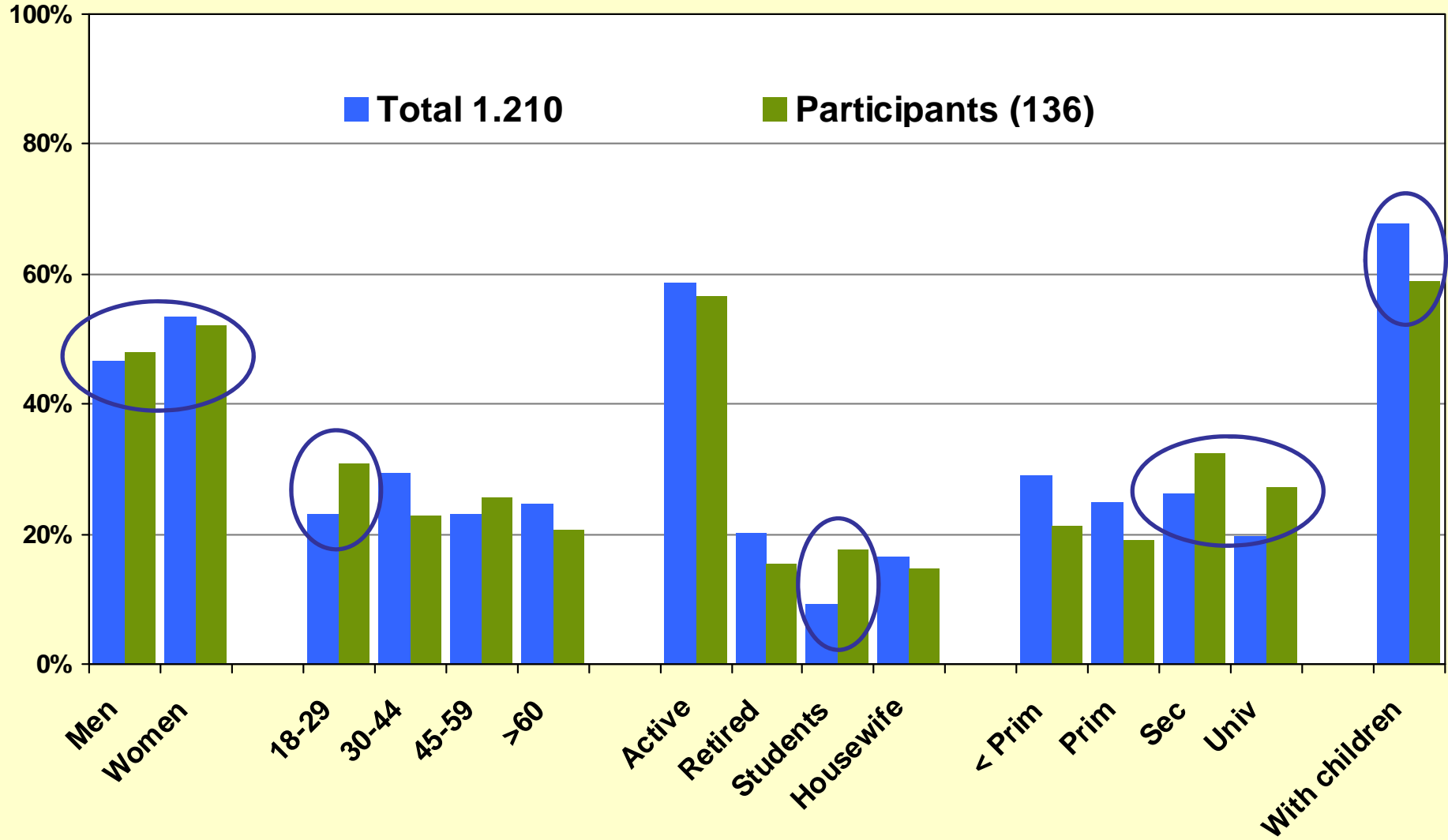
New picture (136)

METHODOLOGICAL DESIGN (VI)



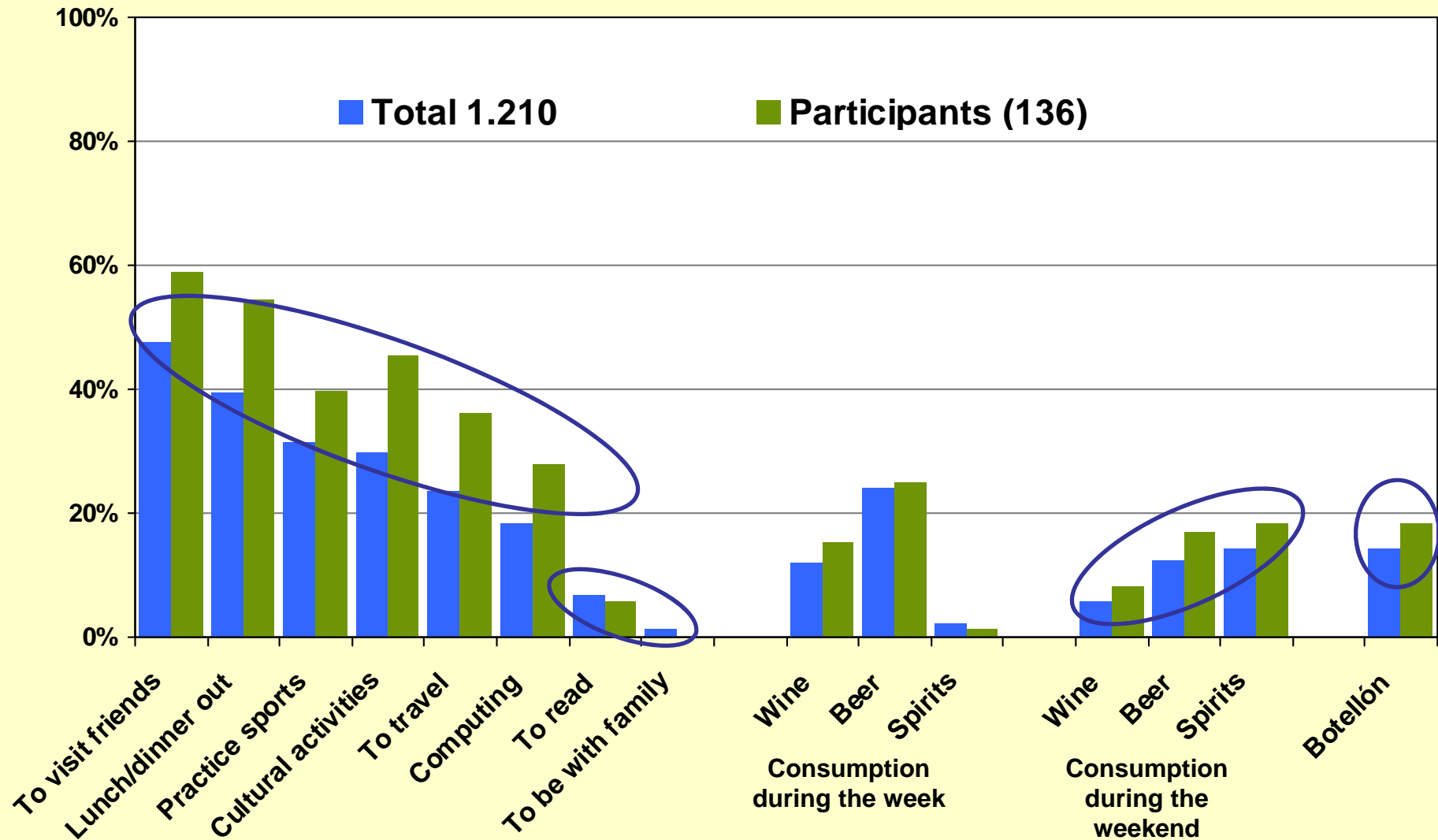
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PROFILE OF TOTAL SAMPLE (1.210) AND PARTICIPANTS (136)



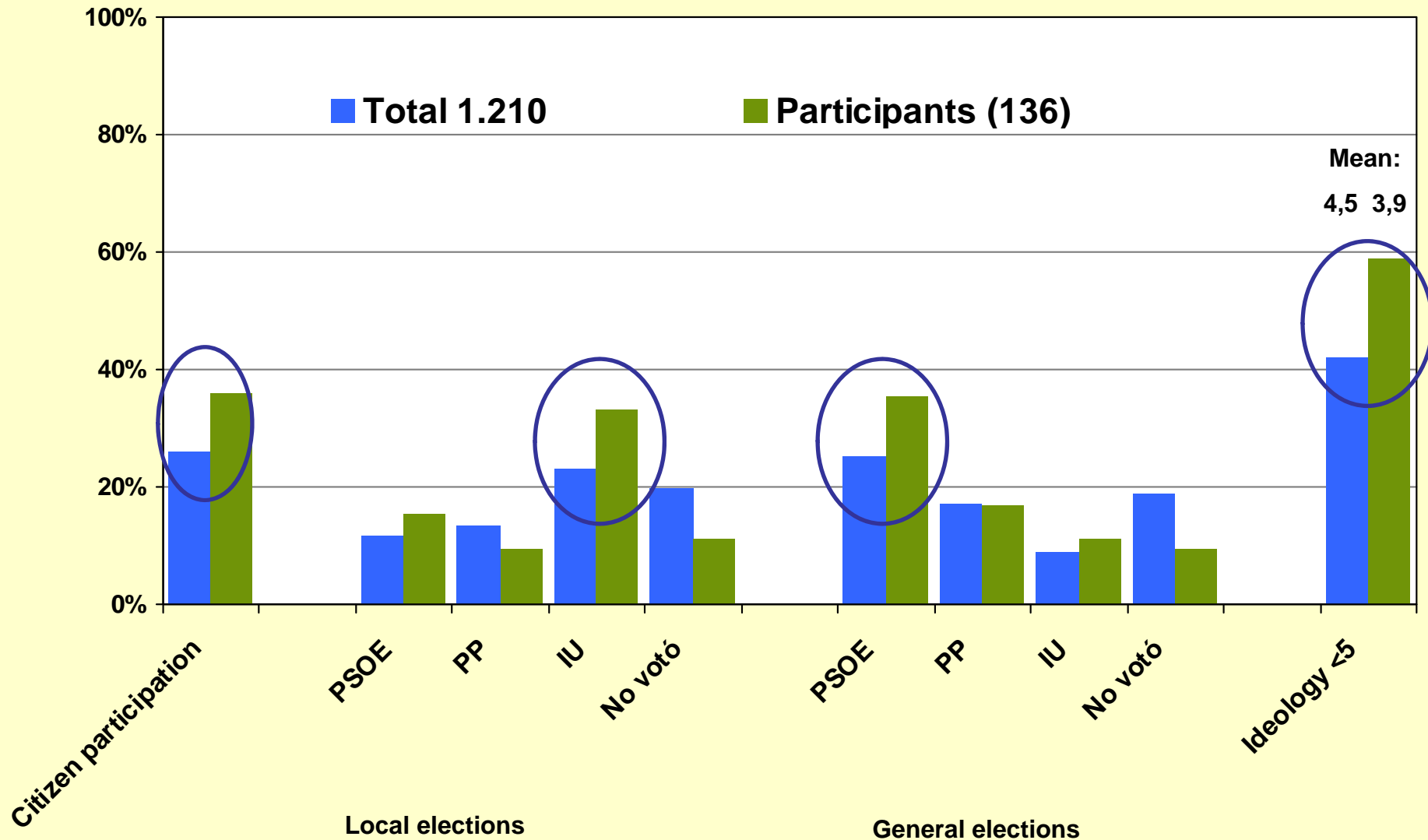
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PROFILE OF TOTAL SAMPLE (1.210) AND PARTICIPANTS (136)



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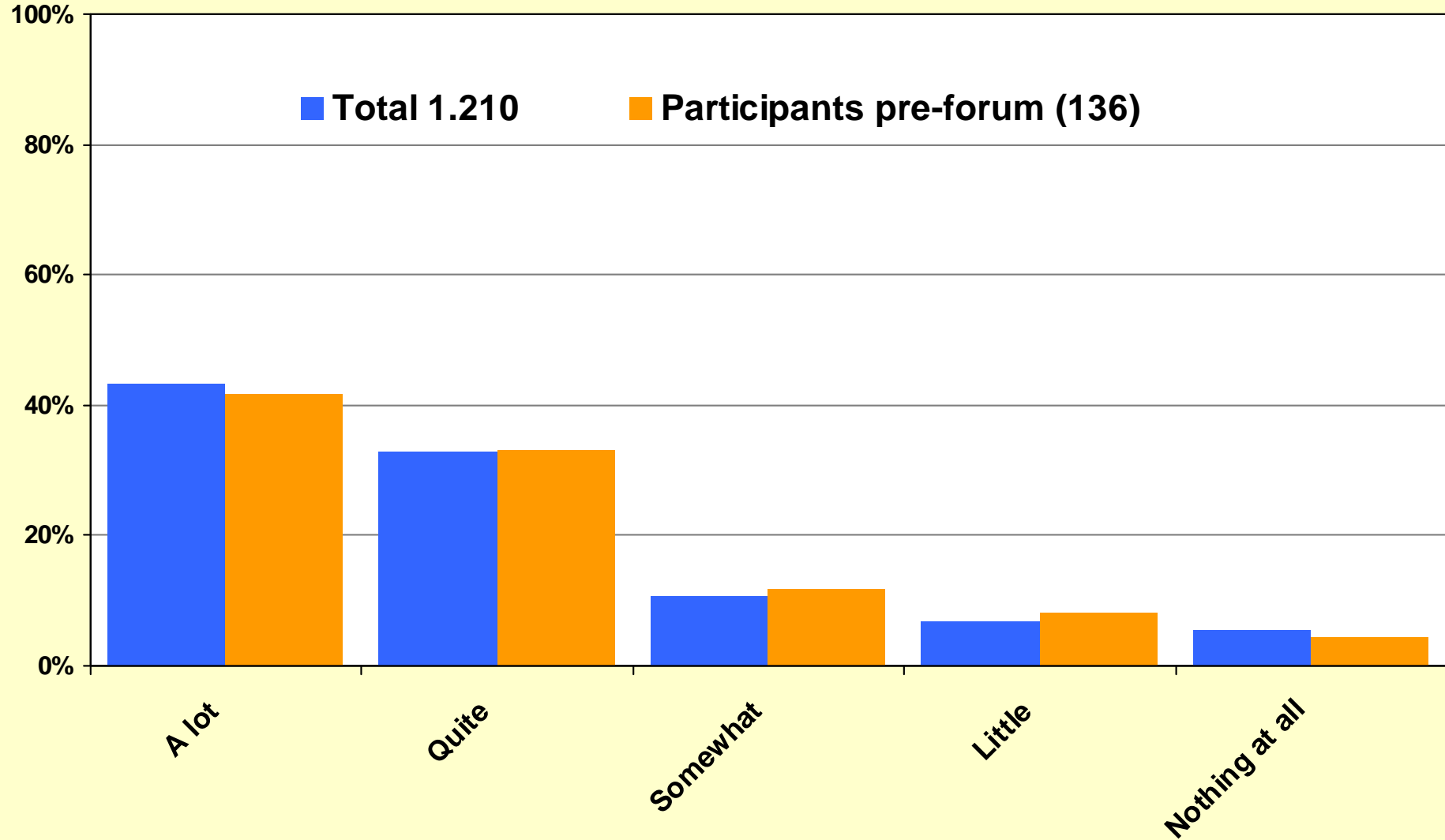


▲ What have we found out?

Opinions change

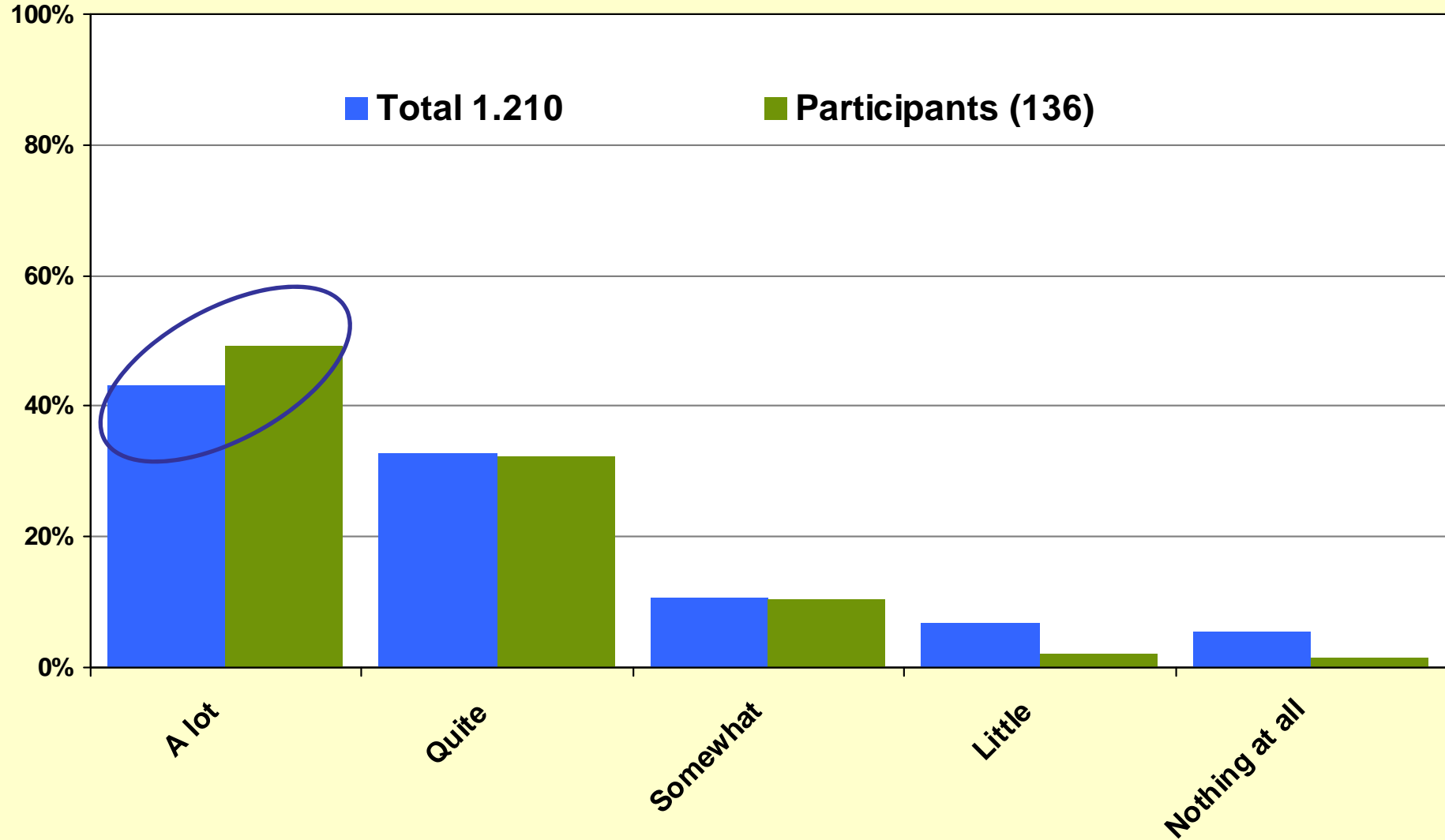
Deliberative Survey on nighth-time youth leisure

"How concerned are you about alcohol consumption?"



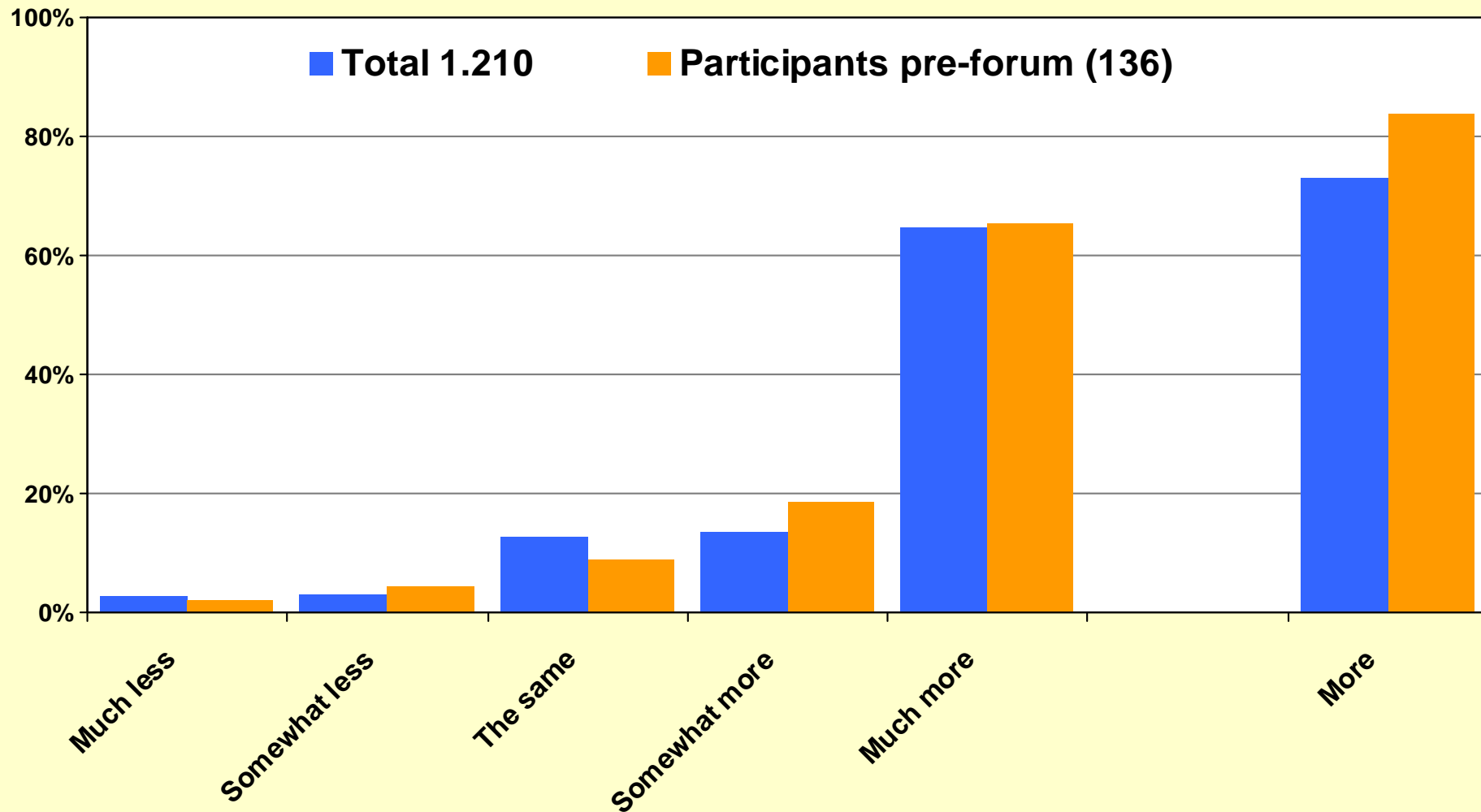
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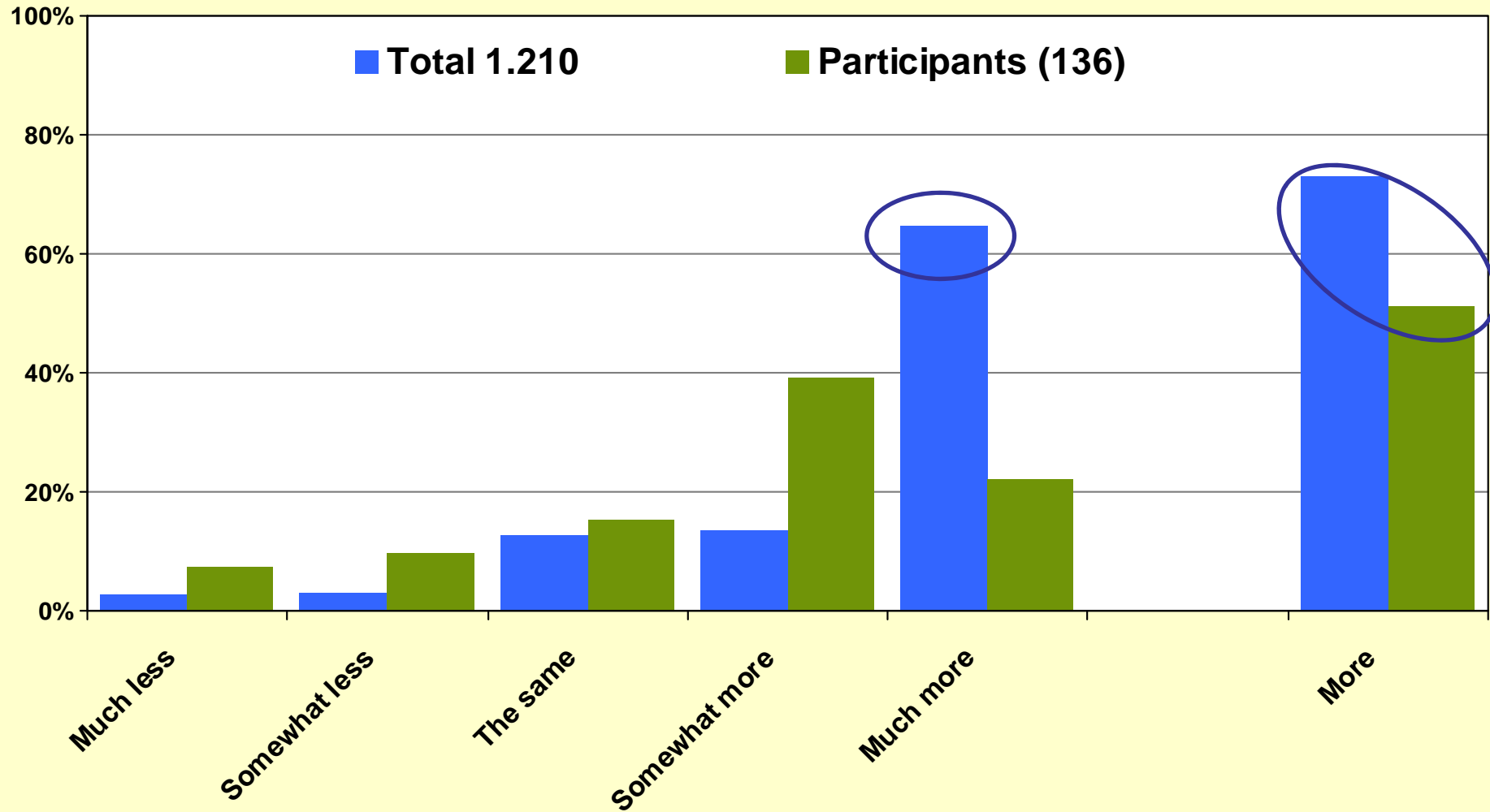
Deliberative Survey on nighth-time youth leisure

"Do you think that young people drink much less, somewhat less, the same, somewhat more or much more than adults?"



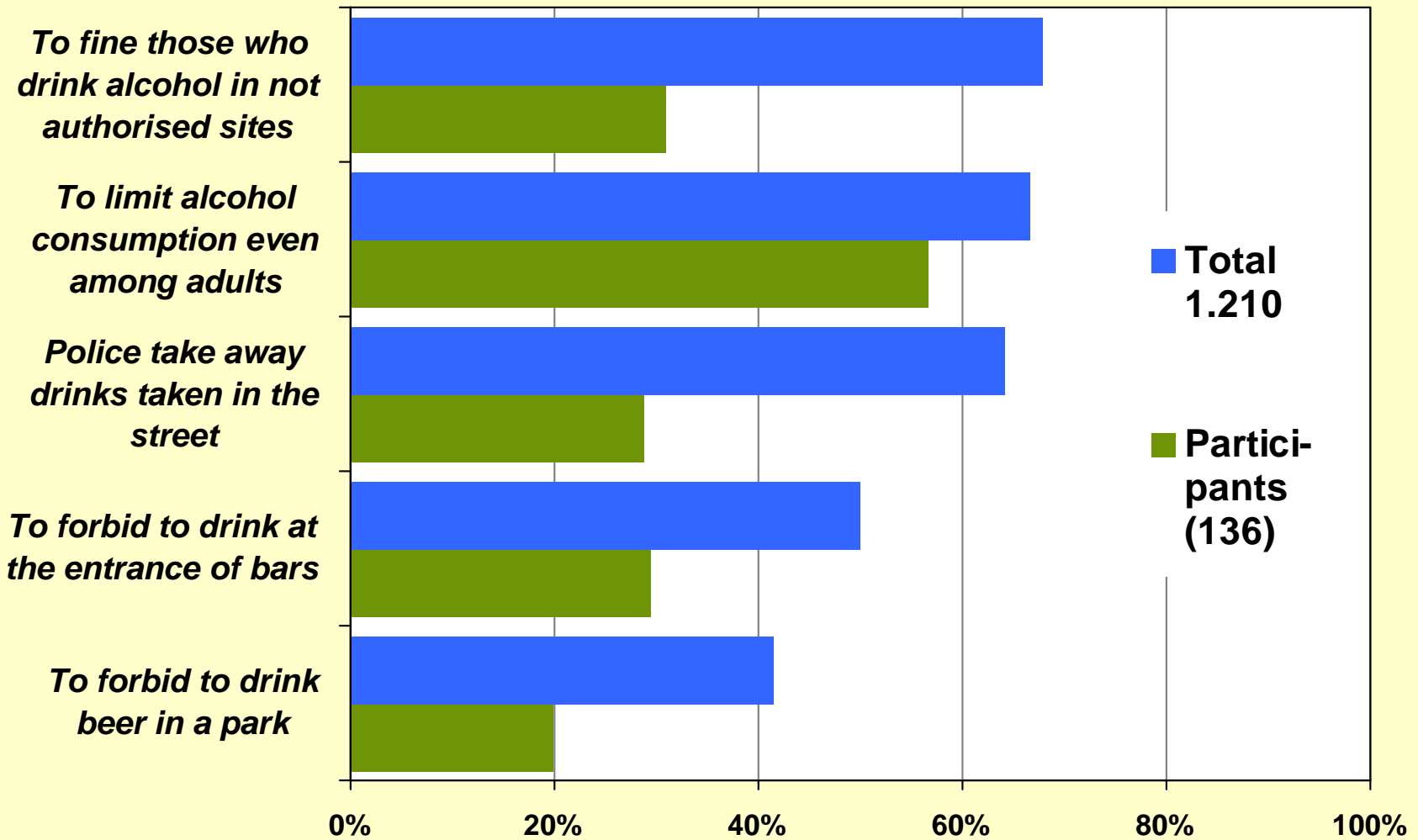
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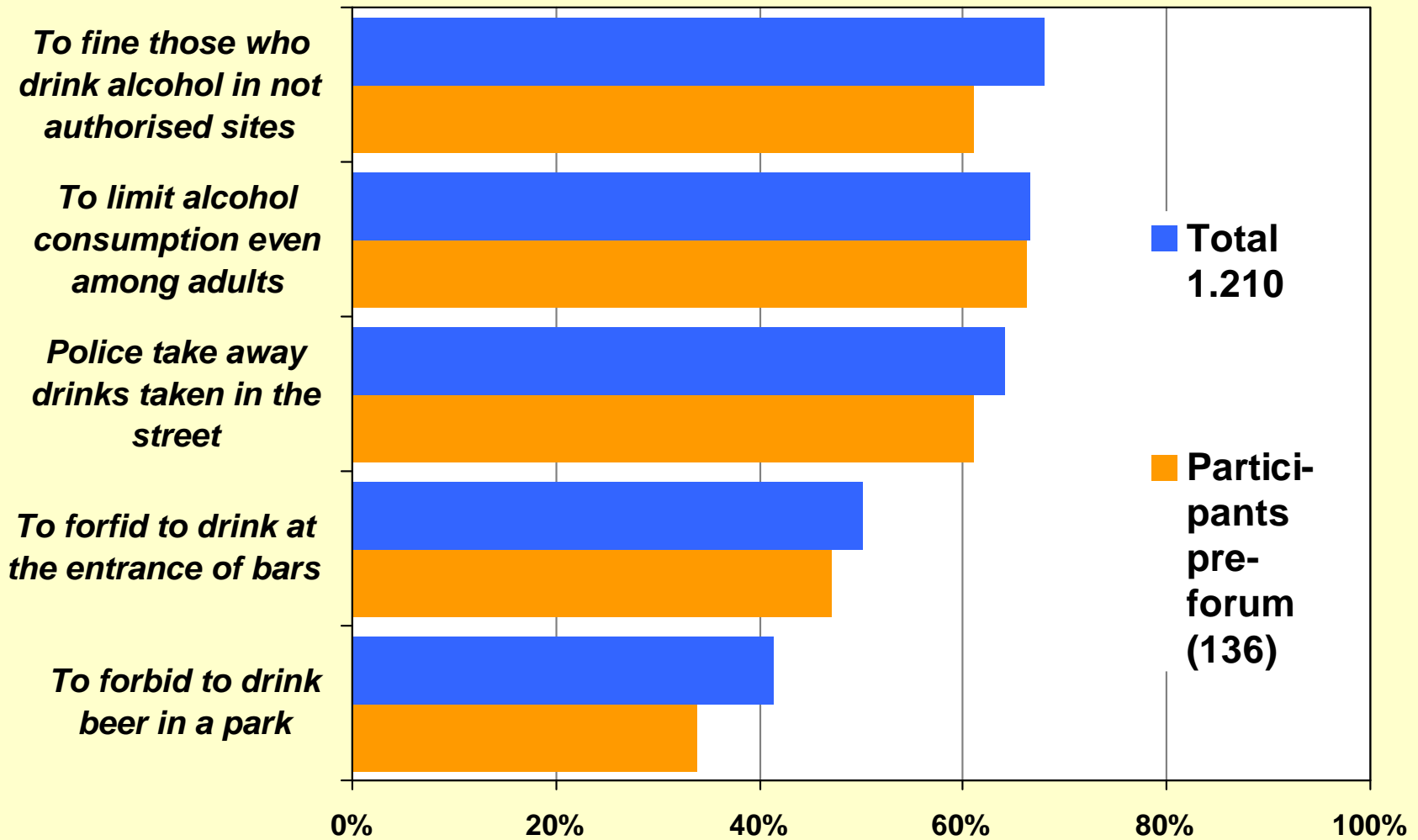
Deliberative Survey on night-time youth leisure

% Very + Quite + Somewhat in agreement with statements



Deliberative Survey on night-time youth leisure

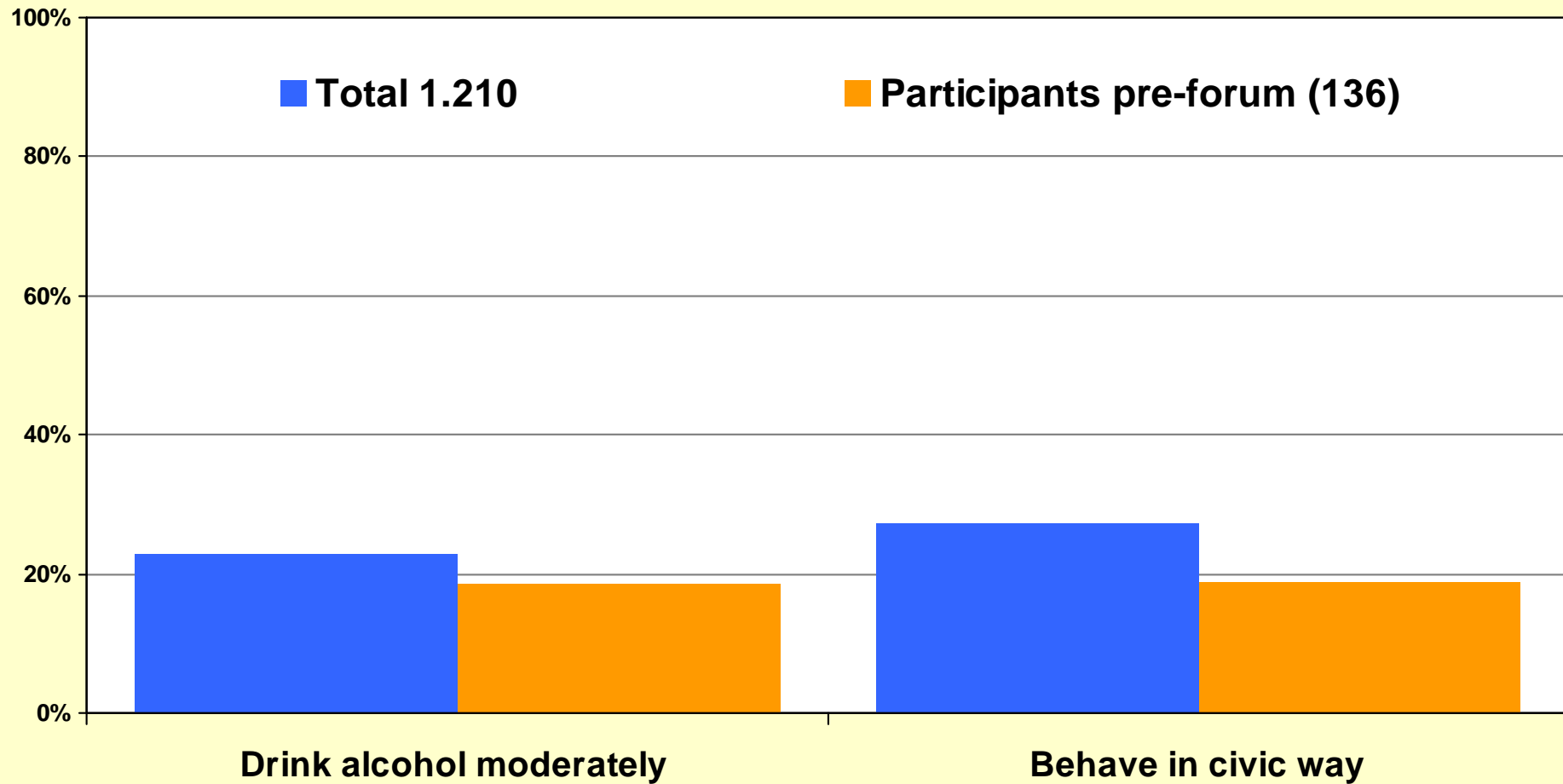
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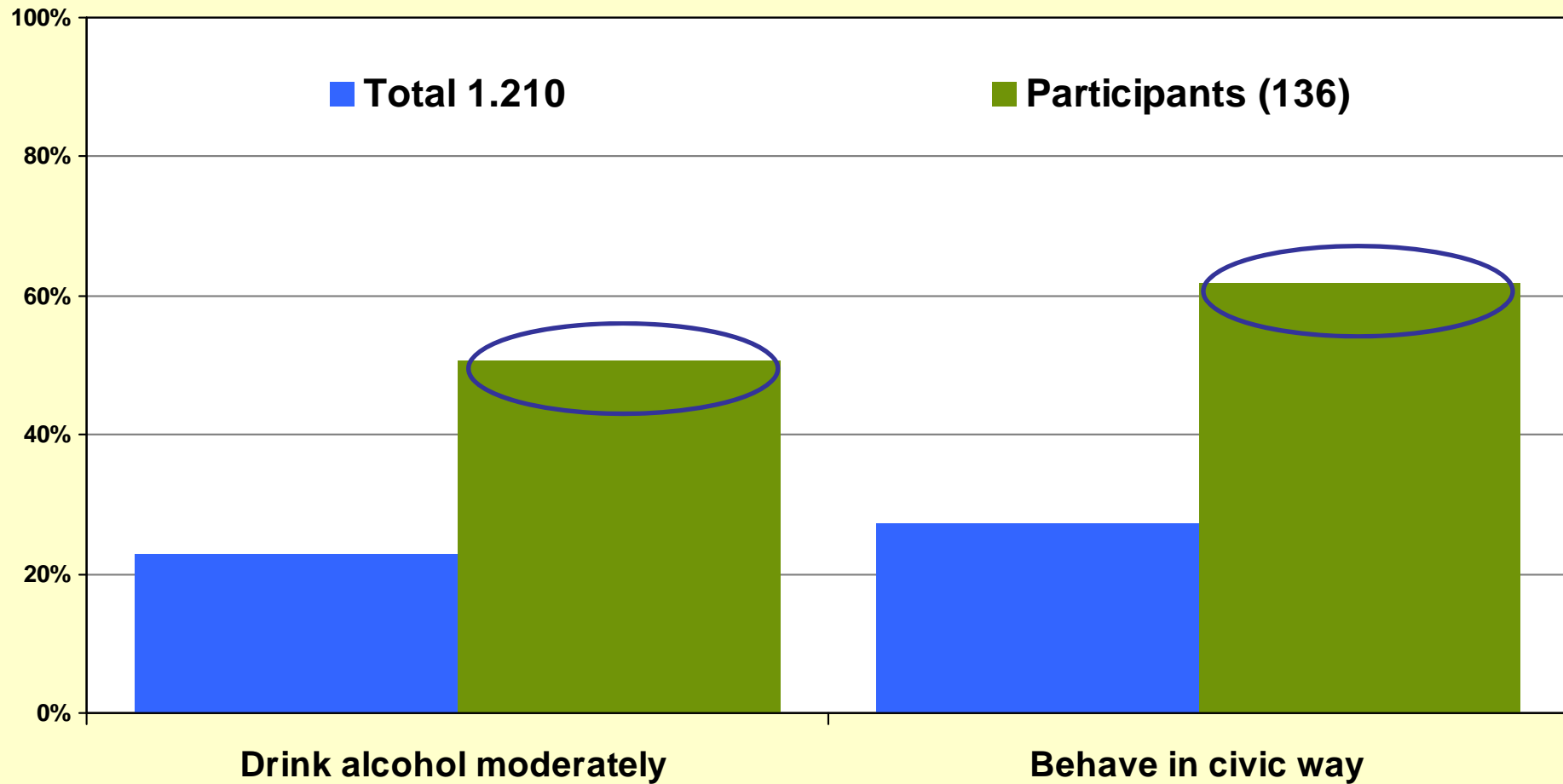
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"Among the young people who attend the "botellón", quite a few + the majority...?"



Deliberative Survey on nighth-time youth leisure

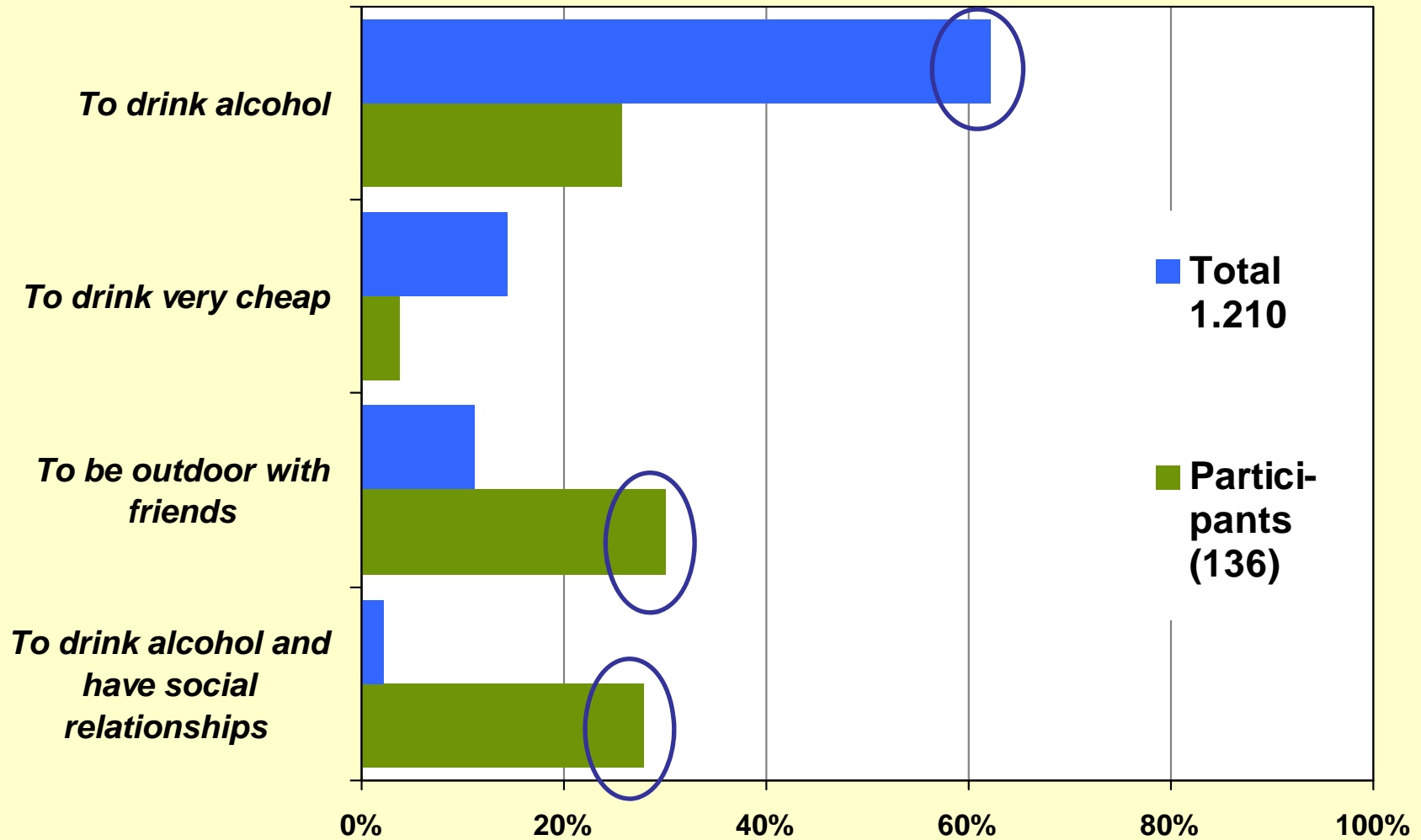
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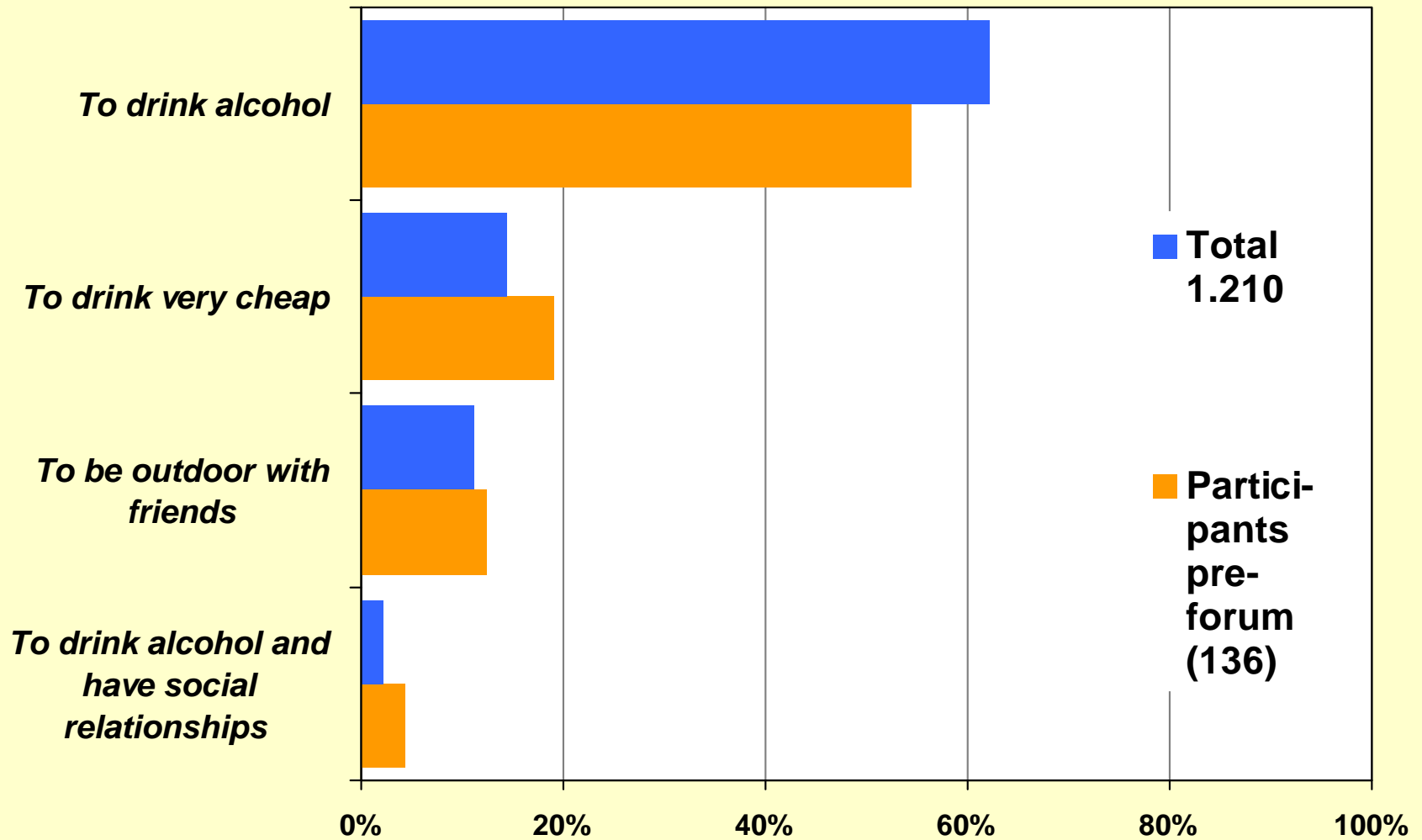
Deliberative Survey on night-time youth leisure

"Could you explain in your own words what the "botellón" is?"

Botellón is a reunion... (spontaneous)

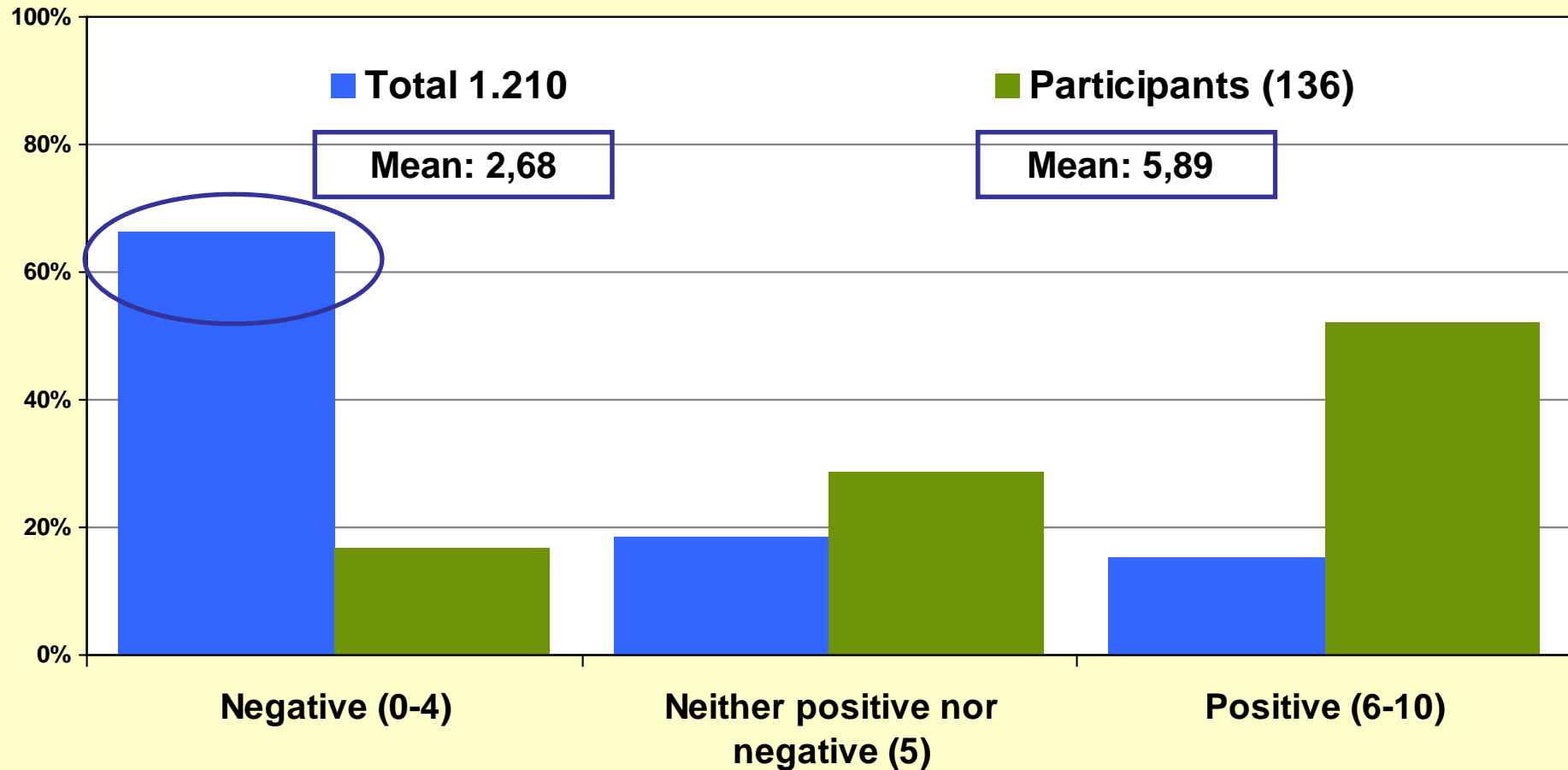


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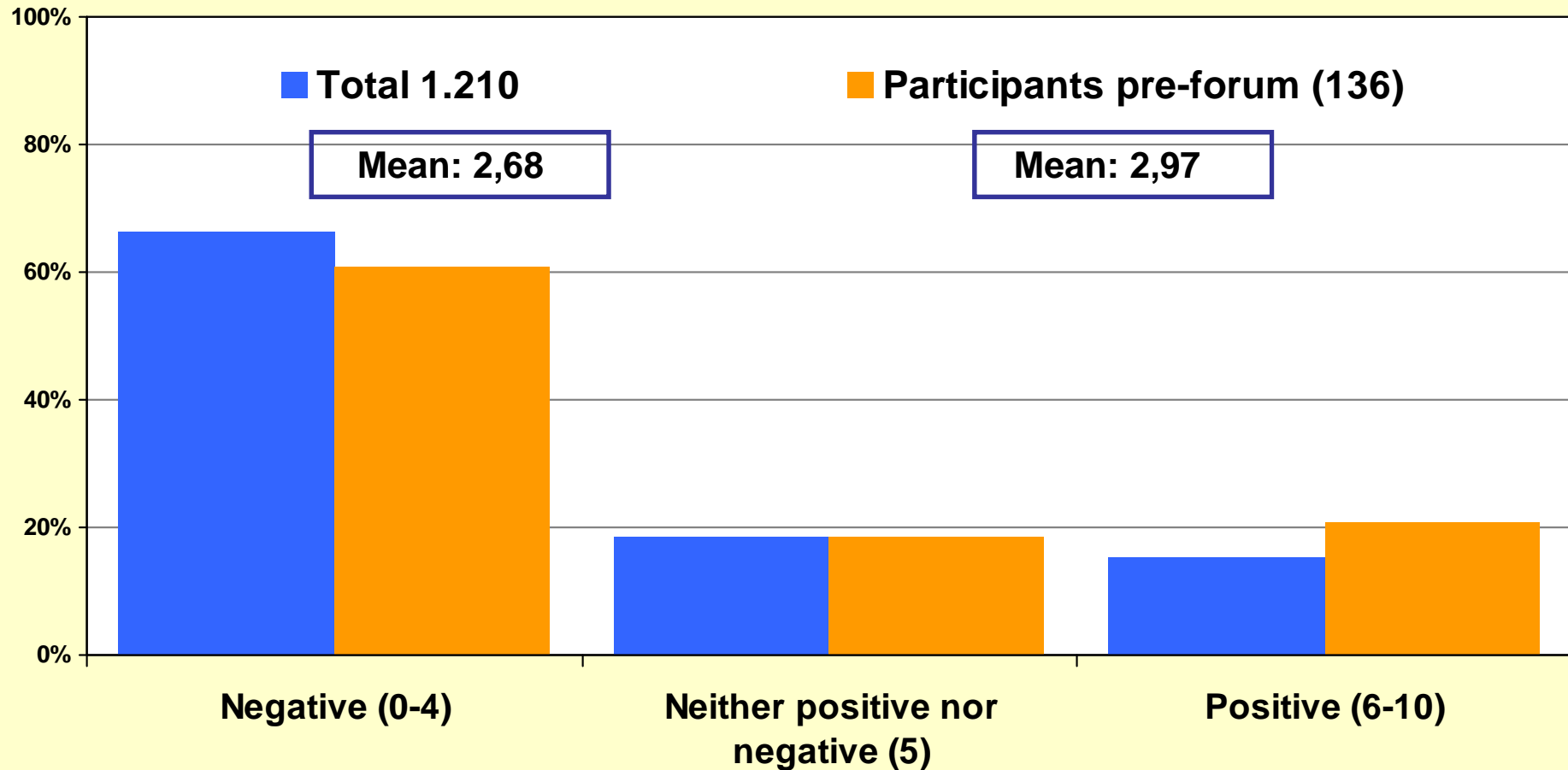
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"We would like to know your perceptions about this type of gathering colloquially known as the 'botellón'. Please rank them on this scale where 0 is very negative and 10 is very positive."



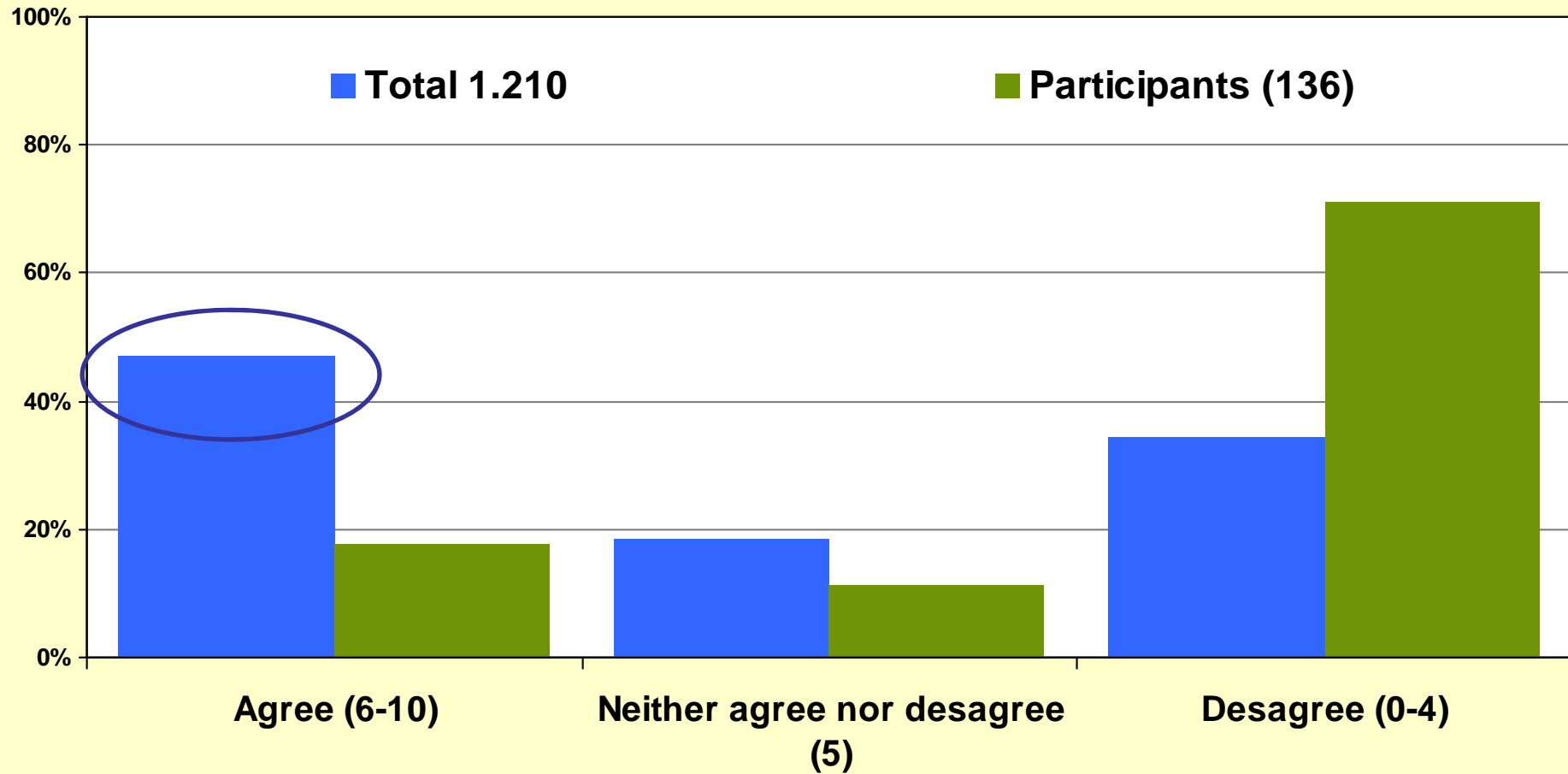
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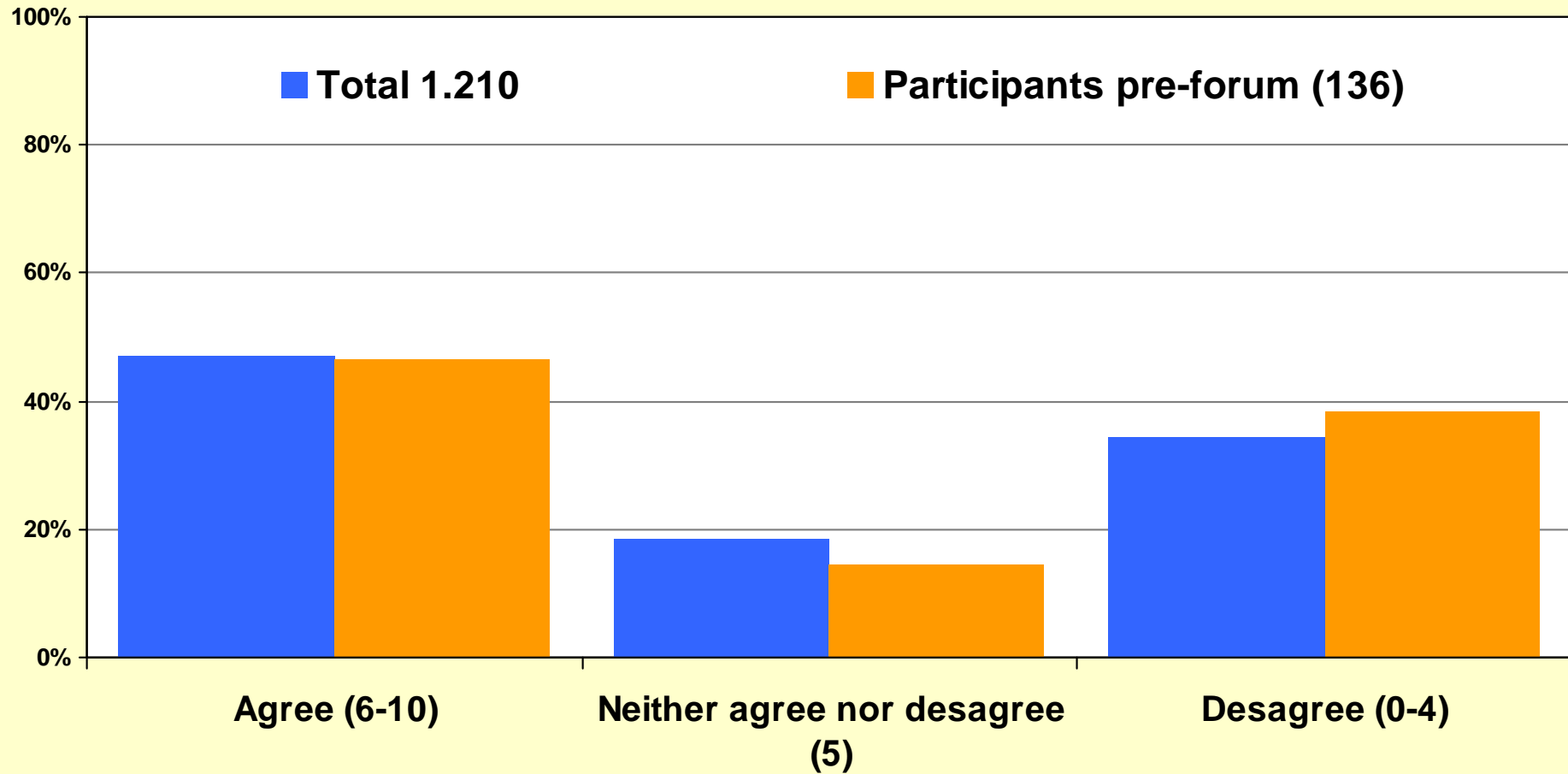
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"% agree / disagree with: 'The 'botellón' should be banned completely'"



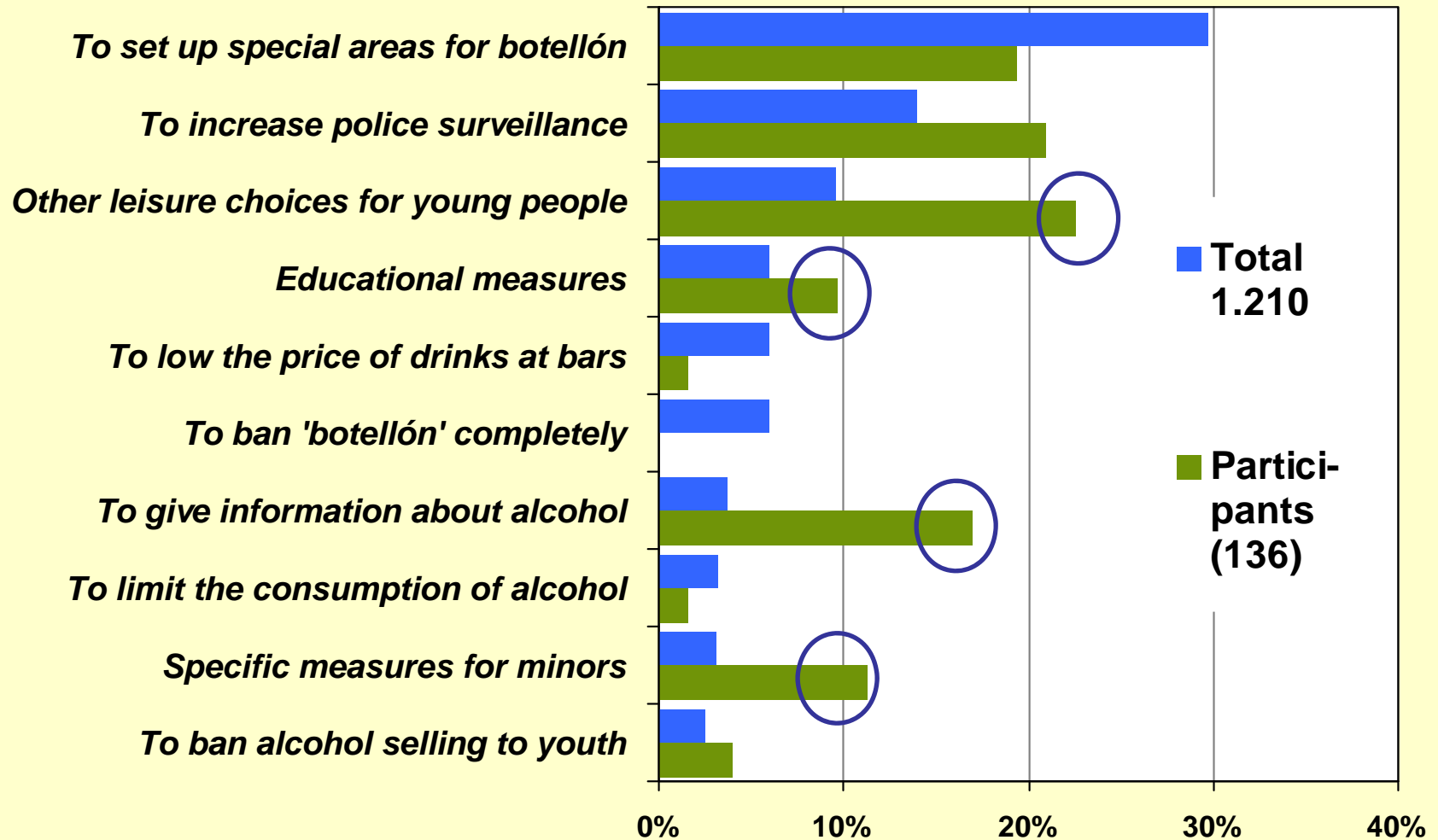
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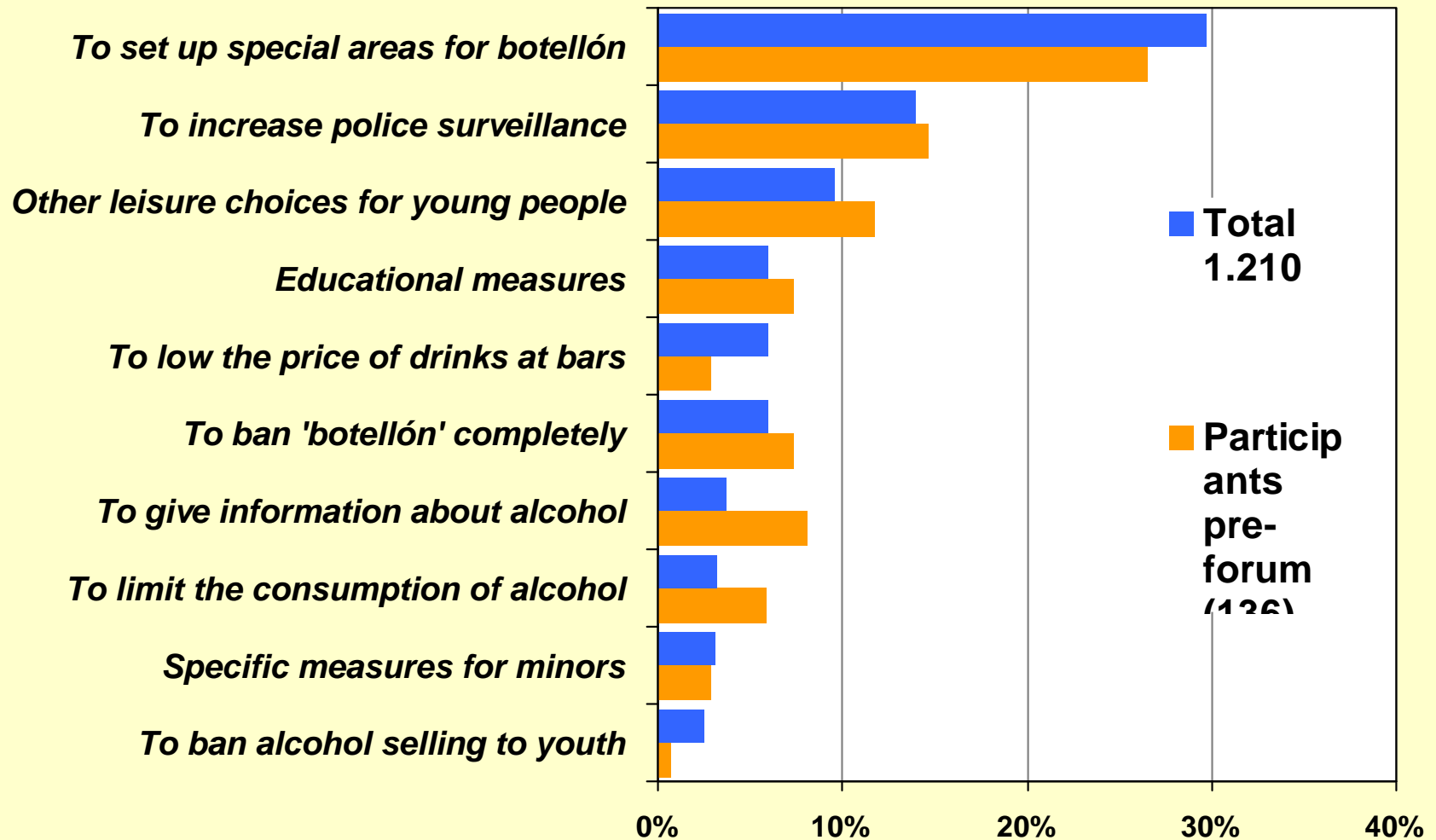
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"What measures should be taken to deal with the different problems that may occur as a result of the 'botellón'?" (spont.)



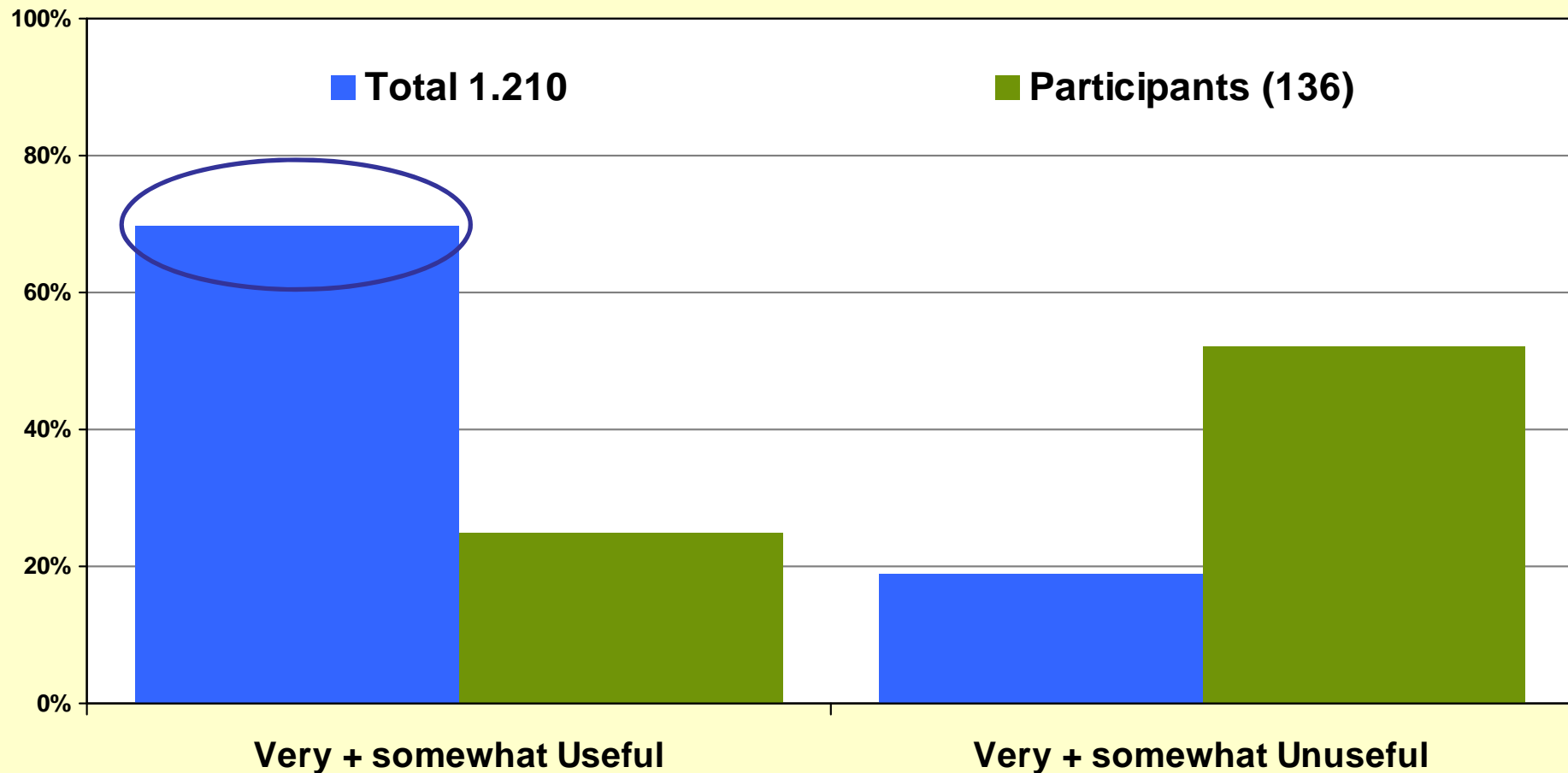
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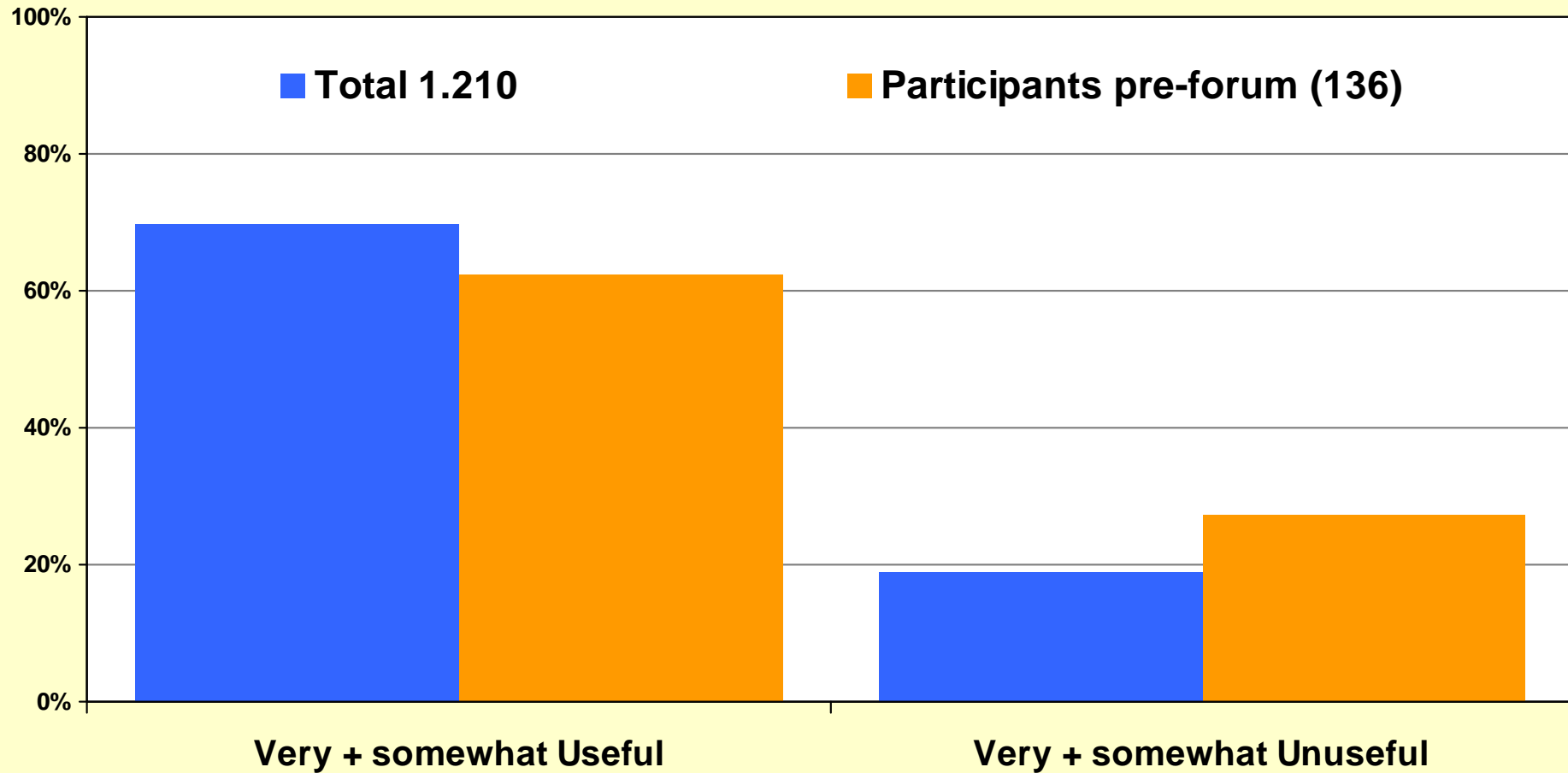
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% useful / unuseful: "To set up sites far from populated areas for young people to gather"



Deliberative Survey on nighth-time youth leisure

% useful / unuseful: "To set up sites far from populated areas for young people to gather"



CONCLUSIONS

▲ ¿Deliberation + Information = Change in opinion?

Yes.

INDIVIDUALISED ANALYSIS (I)

	=	+	-
- Concern about alcohol consumption	47.8	33.8	14.0
- Comparison of youth-adult alcohol consumption	25.0	54.4	14.0
- Civic-minded behaviour among 'botellón' participants	25.0	61.8	11.0
- Evaluation of the usefulness of an authorised drinking site	24.3	14.0	55.9
- Responsible drinking among 'botellón' participants	21.3	64.0	13.2
- Global perception of the 'botellón' phenomenon	13.2	71.3	13.2

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INDIVIDUALISED ANALYSIS (II)

▲ Observed trends regarding change in opinion:

- ▶ **Sex:** In general, no significant differences are found. Only in questions related to alcohol: Women maintain their initial opinion.
- ▶ **Age:** In general, younger participants change their opinion less.
- ▶ **Education:** In questions related to knowledge and information, those with a lower educational level change their opinion more.
- ▶ **Ideology:** Centre and right-wing citizens change their opinion more often in questions related to youth behaviour.

▲ **Final considerations**

FINAL CONSIDERATIONS (I)

- ▲ Related to **Applications**:
 - ▶ Not all issues work (moral debates).
 - ▶ Suitable for issues that are complex or in which the media largely conditions public opinion.

- ▲ Related to **Costs**:
 - ▶ Expensive at a national wide level.

FINAL CONSIDERATIONS (II)

- ▲ Related to **Information**:
 - ▶ The DS involves an input of information.
 - ▶ Risk of manipulation and demagoguery.
 - ▶ Neutral information or heterogeneous information?
 - ▶ Unequal motivation and skills of the speakers and participants in the Forum.

FINAL CONSIDERATIONS (III)

▲ Related to **Participation** :

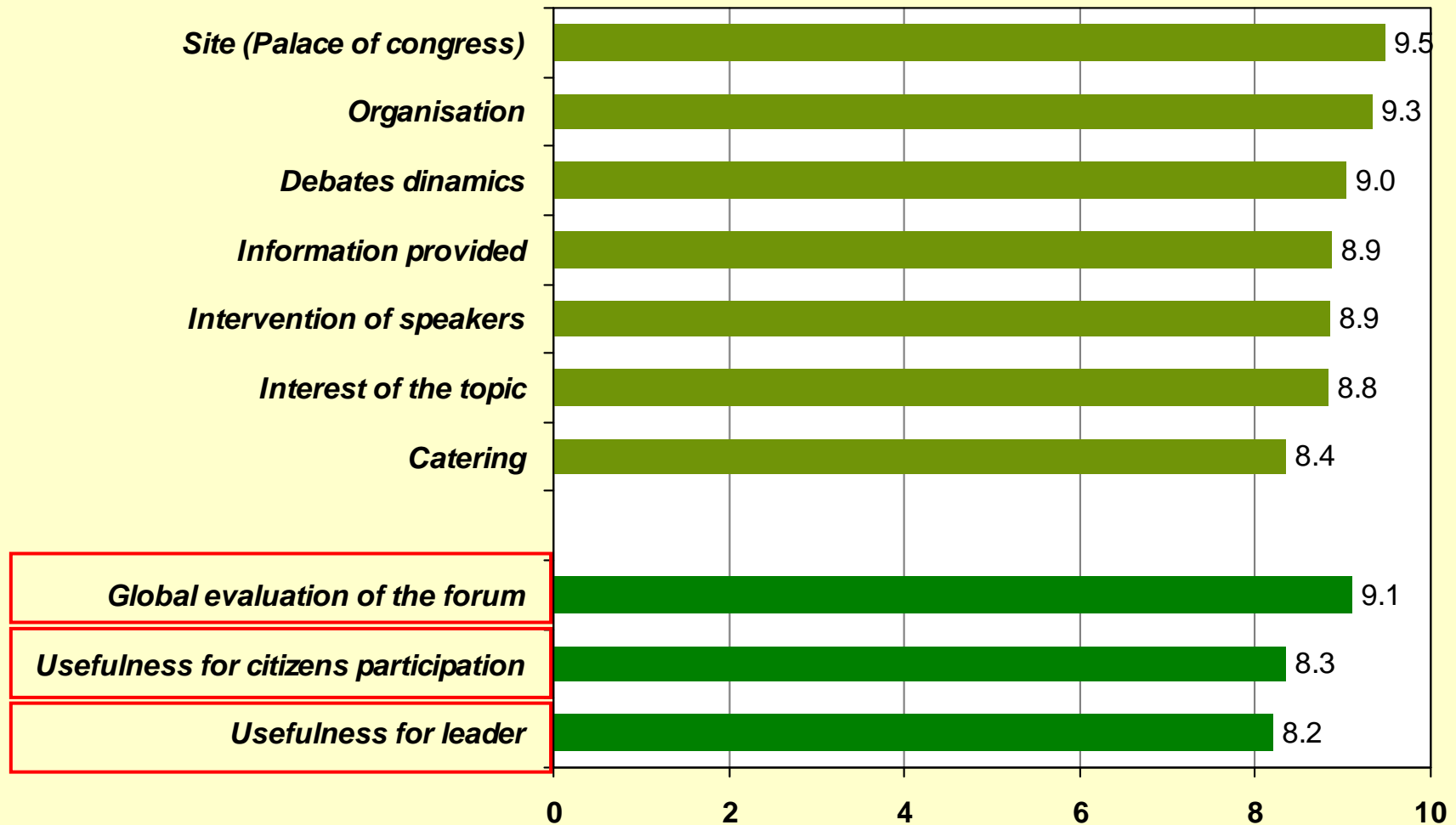
- ▶ We cannot oblige people to participate.
- ▶ The aim: to maximise participation and avoid biases due to self-selection
- ▶ Mechanisms:
 - Interest of the issue
 - Advertising
 - Pay participants
 - Appropriate and abundant information
 - Facilitate attendance to forum

FINAL CONSIDERATIONS (IV)

- ▲ Related to **Validity of the results** :
 - ▶ The problem of attendance.
 - ▶ The problem of sample representativeness.
 - 1st survey: representative sample.
 - 2nd survey: self-selected sample.
 - ▶ The problem of context (Hawthorne effect).
 - ▶ The problem of causality.
- ▲ The DS: not an experimental research design but a pre- and post- type design.

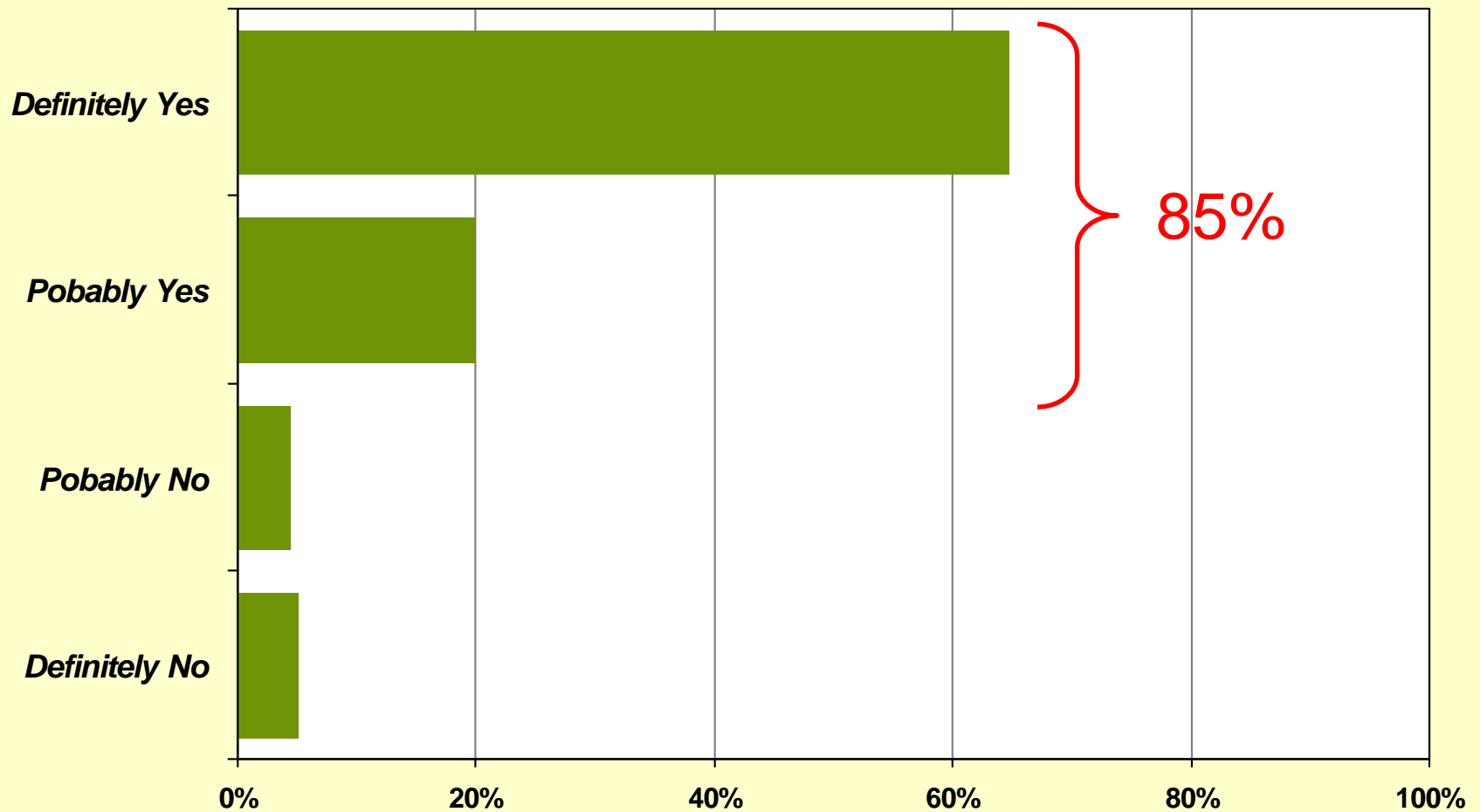
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Evaluation in a 0-10 scale



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"Would you take part in a DS again if you were invited to?"



THANK YOU

