



INSTITUTE FOR EMPLOYMENT  
RESEARCH  
The Research Institute of the Federal Employment Agency

# IAB-DISKAB

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Invitation  
1|2019

## Passive Data Collection with an App: The IAB-SMART Study

*Speaker*

**Frauke Kreuter**  
(KEM)

**DATE:**  
Thursday,  
10 January, 2019

**TIME:**  
10:30 a.m.

**VENUE:**  
Regensburger Str. 100  
Room E10  
90478 Nuremberg

Smartphone use is on the rise worldwide, and researchers are exploring novel ways to leverage the capabilities of smartphones for data. For example, researchers can now ask smartphone users to agree to tracking of geolocation and movements to create exact measures of mobility and transportation or to log automatically app use, Internet searches, and phone calling and text messaging behavior to measure social interaction. These new forms of data collection provide richer data (because it can be collected in much higher frequencies compared to self-reports) and has the potential to decrease respondent burden (because fewer survey questions need to be asked) and measurement error (because of reduction in recall errors and social desirability).

In January 2018, we published the IAB-SMART app and invited 4,293 panelists from the German Labor Market and Social Security panel (PASS). The app collected data from the smartphone users over six months (1) through short surveys pushed by the app and (2) through passive mobile measurement using sensors on the smartphone. Overall, 685 individuals downloaded the app and participated in the study.

In this presentation, we will share our experiences in conducting an app project. Thereby, we provide an extensive overview of the passive data collected, show how participants were recruited, show results about smartphone coverage, show the effect of different incentives, and discuss our strategy to request consent from participants.