

Online Appendix

When Less is More in Boosting Survey Response Rates

Online Appendix A: E-mail and Survey Invitations

Figure A1: Email Invitation



Dear *RECIPIENT*:

You are invited to participate in an important research study conducted by Vanderbilt University in the United States on education, career, politics, and personal beliefs that will take approximately 30 minutes to complete.

We are interested in learning from individuals like you, who have applied to service programs like Teach For India. We recognize that you have extremely valuable insights, and we very much appreciate your participation.

We would like to emphasize that no identifying information about you will be made public and all of your choices will be kept completely confidential.

Note that this survey requires that you be on a computer, as flash cannot be administered on tablets or other mobile devices.

Follow this link to the Survey:

[Take the Survey](#)

Or copy and paste the URL below into your internet browser:


https://vuhtv.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=7OpxQaqu8Kf1qfj_7ZYowztYB2Zhknb&_=1

Note your survey link will automatically save your progress. If you are logged out, just re-click on your link in this email, and you will be able to resume where you left off.

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)

Figure A2: Control Condition (Appeal Only)



You are invited to participate in a research study conducted by [REDACTED] on education, career, politics, and personal beliefs that will take approximately 30 minutes. No identifying information about you will be made public and all of your choices will be kept COMPLETELY CONFIDENTIAL.


Your participation is voluntary. There are no known risks associated with this study beyond those associated with everyday life. If you have any questions, concerns or complaints about this research, and its procedures, risks and benefits, contact the Protocol Director, [REDACTED].

Thank you for your participation.

If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the [REDACTED].

Again, all of your responses will be completely anonymous.

Figure A3: A Few Large Prizes (Lottery) Treatment Condition



You are invited to participate in a research study conducted by [REDACTED] on education, career, politics, and personal beliefs that will take approximately 30 minutes. No identifying information about you will be made public and all of your choices will be kept COMPLETELY CONFIDENTIAL.


Your participation is voluntary. There are no known risks associated with this study beyond those associated with everyday life. If you have any questions, concerns or complaints about this research, and its procedures, risks and benefits, contact the Protocol Director, [REDACTED].

As a thank you for your participation, you will be entered into a lottery to win a cash prize (two USD 1000 cash prizes).

If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the [REDACTED].

Again, all of your responses will be completely anonymous.

Figure A4: Many Small Prizes (Lottery) Treatment Condition



You are invited to participate in a research study conducted by [REDACTED] on education, career, politics, and personal beliefs that will take approximately 30 minutes. No identifying information about you will be made public and all of your choices will be kept COMPLETELY CONFIDENTIAL.


Your participation is voluntary. There are no known risks associated with this study beyond those associated with everyday life. If you have any questions, concerns or complaints about this research, and its procedures, risks and benefits, contact the Protocol Director, [REDACTED].

As a thank you for your participation, you will be entered into a lottery to win a cash prize (twenty USD 100 cash prizes).

If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the [REDACTED].

Again, all of your responses will be completely anonymous.

Figure A5: A Few Large Prizes and Many Small Prizes (Lottery) Treatment Condition



You are invited to participate in a research study conducted by [REDACTED] on education, career, politics, and personal beliefs that will take approximately 30 minutes. No identifying information about you will be made public and all of your choices will be kept COMPLETELY CONFIDENTIAL.


Your participation is voluntary. There are no known risks associated with this study beyond those associated with everyday life. If you have any questions, concerns or complaints about this research, and its procedures, risks and benefits, contact the Protocol Director, [REDACTED].

As a thank you for your participation, you will be entered into a lottery to win a cash prize (two USD 1000 cash prizes and twenty USD 100 cash prizes).

If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the [REDACTED].

Again, all of your responses will be completely anonymous.

Figure A6: Charity Treatment Condition



You are invited to participate in a research study conducted by [REDACTED] on education, career, politics, and personal beliefs that will take approximately 30 minutes. No identifying information about you will be made public and all of your choices will be kept COMPLETELY CONFIDENTIAL.

Your participation is voluntary. There are no known risks associated with this study beyond those associated with everyday life. If you have any questions, concerns or complaints about this research, and its procedures, risks and benefits, contact the Protocol Director, [REDACTED]
[REDACTED]

As a thank you for your participation, we will provide you with \$5 to donate to a charitable organization of your choice.

If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the [REDACTED]
[REDACTED]

Again, all of your responses will be completely anonymous.

Online Appendix B: Tables

Table B1: Performance of the appeal only condition versus each individual incentive

(a) Logistic regression results

Condition [Omitted Category = Narrative Appeal]	(1) Completion (%)	(2) Participation (%)	(3) Attention Check Correct (%)
Few Large Prizes (Lottery)	0.008 (0.154)	0.048 (0.172)	0.257 (0.409)
Many Small Prizes (Lottery)	-0.139 (0.158)	-0.152 (0.170)	0.172 (0.420)
Few Large and Many Small Prizes (Lottery)	-0.036 (0.157)	-0.080 (0.171)	0.081 (0.402)
Charity	0.139 (0.153)	0.178 (0.174)	-0.245 (0.365)
Constant	-0.567*** (0.109)	1.077*** (0.121)	2.046*** (0.274)
Observations	1,780	1,780	638

Notes: The standard errors are in parentheses. *p < 0.10, **p < 0.05, ***p < 0.01 (two-tailed).

(b) Marginal effects, logistic regression results

Condition [Omitted Category = Narrative Appeal]	(1) Completion (%)	(2) Participation (%)	(3) Attention Check Correct (%)
Few Large Prizes (Lottery) (d)	0.002 (0.036)	0.009 (0.032)	0.024 (0.036)
Many Small Prizes (Lottery) (d)	-0.032 (0.036)	-0.029 (0.034)	0.016 (0.038)
Few Large and Many Small Prizes (Lottery) (d)	-0.008 (0.036)	-0.015 (0.033)	0.008 (0.038)
Charity (d)	0.032 (0.036)	0.033 (0.031)	-0.025 (0.040)
Observations	1,780	1,780	638

Notes: Marginal effects; standard errors are in parentheses. *p < 0.10, **p < 0.05, ***p < 0.01 (two-tailed). The (d) is for discrete change of dummy variable from 0 to 1.

Table B2: Performance of charity incentive versus all lottery incentives

(a) Logistic regression results

Condition [Omitted Category = All Lotteries]	(1) Completion (%)	(2) Participation (%)	(3) Attention Check Correct (%)
Charity	0.193 (0.125)	0.239* (0.144)	-0.416 (0.298)
Constant	-0.621*** (0.065)	1.015*** (0.070)	2.216*** (0.176)
Observations	1,418	1,418	507

Notes: Control sample removed for this analysis; the three lotteries make up the omitted category. The standard errors are in parentheses. *p < 0.10, **p < 0.05, ***p < 0.01 (two-tailed).

(b) Marginal effects, logistic regression results

Condition [Omitted Category = All Lotteries]	(1) Completion (%)	(2) Participation (%)	(3) Attention Check Correct (%)
Charity (d)	0.045 (0.030)	0.044* (0.026)	-0.043 (0.033)
Observations	1,418	1,418	507

Notes: Control sample removed for this analysis; the three lotteries make up the omitted category. Marginal effects; standard errors are in parentheses. *p < 0.10, **p < 0.05, ***p < 0.01 (two-tailed). The (d) is for discrete change of dummy variable from 0 to 1.

Table B3: Performance of a few large prizes (lottery) versus many small prizes (lottery) or a few large prizes and many small prizes (lottery)

(a) Logistic regression results

Condition [Omitted Category=Few Large Prizes (Lottery)]	(1) Completion (%)	(2) Participation (%)	(3) Attention Check Correct (%)
Many Small Prizes (Lottery)	-0.147 (0.158)	-0.200 (0.171)	-0.085 (0.439)
Few Large and Many Small Prizes (Lottery)	-0.044 (0.157)	-0.128 (0.172)	-0.176 (0.422)
Constant	-0.560*** (0.109)	1.124*** (0.122)	2.303*** (0.303)
Observations	1,053	1,053	366

Notes: The standard errors are in parentheses. *p < 0.10, **p < 0.05, ***p < 0.01 (two-tailed).

(b) Marginal effects, logistic regression results

Condition [Omitted Category=Few Large Prizes (Lottery)]	(1) Completion (%)	(2) Participation (%)	(3) Attention Check Correct (%)
Many Small Prizes (Lottery) (d)	-0.033 (0.035)	-0.040 (0.034)	-0.008 (0.040)
Few Large and Many Small Prizes (Lottery) (d)	-0.010 (0.035)	-0.025 (0.034)	-0.016 (0.039)
Observations	1,053	1,053	366

Notes: Marginal effects; standard errors are in parentheses. *p < 0.10, **p < 0.05, ***p < 0.01 (two-tailed). The (d) is for discrete change of dummy variable from 0 to 1.

Table B4: Balance in demographic characteristics and representativeness of sample

(a) Balance across treatment groups at assignment

Demographic Characteristics	<i>F-Statistic</i>	<i>p-value</i>	<i>N</i>
TFI Cohort Year	0.38	0.821	1,779
Admitted to TFI	0.81	0.519	1,587
Female	0.95	0.435	1,744

Note: *p-values* from a joint orthogonality test of treatment arms is reported.

(b) Balance across treatment groups among survey respondents

Demographic Characteristics	<i>F-Statistic</i>	<i>p-value</i>	<i>N</i>
TFI Cohort Year	0.97	0.421	622
Admitted to TFI	0.47	0.758	639
Hometown Size	0.86	0.485	638
Female	0.71	0.583	638
Marital Status	0.98	0.417	639
Number of Children	1.00	0.409	638
Socioeconomic Class	1.25	0.289	633
Maternal Education Level	0.31	0.874	636
Hindus vs. Non-Hindus	0.22	0.929	642

Note: *p-values* from a joint orthogonality test of treatment arms is reported.

(c) Representativeness of sample to TFI applicant population

Demographic Characteristics	TFI Population Mean	Target Sample Mean	Difference	<i>p-value</i>
TFI Cohort Year	2012.25	2012.519	-0.259	0.000
Admitted to TFI	0.322	0.398	-0.076	0.000
Female	0.478	0.541	-0.063	0.001

Note: *p-values* from a one-sample t-test is reported.