



Workshop Mixed-Mode Surveys: Innovation and Challenge

Instructors: Prof. dr. Edith de Leeuw, Prof. dr. Joop Hox, Anja Boevé, B.Sc.

PROGRAMME

DAY I

9.00 - 10.30 Introduction:
Teacher, Participants, and Topic
Total Survey Error Perspective
Mixed-mode surveys: Design and Terminology

10.30 - 11.00 *Coffee Break*

11.00 - 12.30 Mixed Mode as Solution
Data Collection Modes
Taxonomy of Mixed-Modes
Multiple Contacts
Measurement Error

12.30 - 14.00 *Lunch*

14.00 - 15.00 Building blocks for understanding mode effects in the GGP
Why expect differences? Theoretical and empirical Review
Traditional Questionnaire Design and its Implications

15:00 – 15:30 The issue of measurement equivalence across modes

15.30 - 16.00 *Coffee Break*

16.00 - 17.00 Mode Effects in the GGP Pilot
Report on mode effects in the GGP pilot study

19.00 *Dinner*

DAY II

9:30 – 10:30 Delphi group on applying mixed mode in the GGP
Retrospect on Day I

10.30 - 11.00 *Coffee Break*

11.00 - 12.30 Designing for Mixed-Mode Surveys
Two Major Distinctions in Goal Mixed-Mode
Approaches to questionnaire design and measurement error
Logistics of Mixed-Mode Surveys

12.30 - 14.00 *Lunch*

14:00 – 15:00 Conclusions, Questions & Answers

15:00 - 17:00 Individual Consultations

DETAILED DESCRIPTION

The objective of this workshop is to provide the participants with a thorough background on mixed mode methodology and with an empirical knowledge base on the implications of mixed-mode for questionnaire design, total survey error and logistics. The emphasis will be on data quality and on ensuring equivalence in a mixed-mode design. Practical and theoretical considerations for the design and implementation of mixed-mode surveys will be discussed, we will not focus on the ICT aspects of mixed-mode design (software, programming) nor on the mathematics for adjustment, although general principles of adjustment will be reviewed.

The format of this workshop is that of a seminar in which lectures and short practical exercises or discussions alternate.

The morning session of the second day starts with a moderated discussion with the NNFP's on the topic of mode effects in the GGP and on the question which modes can be fielded in their country, and what kind of issues/problems they expect in the context of their organization and country.

It is expected that participants have access to a copy of the *International Handbook of Survey Methodology* (\$34, 95 / £22,50, see literature)

Day 1:

In the first unit of the first day, the topic is introduced and the need for mixed-mode surveys is discussed from a total survey error perspective.

In unit 2 the focus is on data collection modes and its associated problems and why a mixed-mode approach is often seen as a solution. A taxonomy of mixed-mode approaches is presented.

In unit 3, why and how data collection modes differ is the central topic. We start with an theoretical and empirical review of the evidence for mode differences, followed by a discussion on the role of questionnaire design and the implications of mixing modes.

In unit 4, a presentation is given on the results of the mixed mode pilot experiment carried out in Slovenia in 2011.

Day 2:

In unit 1 on the second day, we start with a moderated discussion on the implications of the results found in the GGP pilot, and on the challenges and issues in applying mixed mode data collection in the GGP.

In unit 2 the focus is on designing for mixed-mode surveys. Two major distinctions in the objective of mixed-mode surveys are made and the implications for questionnaire design are discussed. This is illustrated with several case studies. We end with a discussion of the logistics of mixed-mode surveys, which summarized the content of earlier units. The focus shifts here from survey methodology to survey practice.

After lunch, in unit 3 there is room for questions of participants, and pointers to relevant further readings will be given.

Unit 4 reserves room for individual consultation with the lecturers. A schedule will be set up and participants have to sign up for a specific time slot. We expect that consultants send in a description of their consultation question(s) (about 0.5 page A4).

LITERATURE

Books:

International Handbook of Survey Methodology By Edith D. de Leeuw, Joop J. Hox & Don A. Dillman. Publisher New York: Psychology Press (formerly Lawrence Erlbaum), 2008. Paperback (€53)

Papers:

What is a Survey? by Fritz Scheuren. Publisher: American Statistical Association. Freely downloadable at <http://www.whatisasurvey.info/>

This introduction should be read before the course, and is especially recommended for those participants who are new to survey methodology

Websites:

<http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm>

Contains details on the contents of the chapters of the international handbook of survey methodology plus additional material to each chapter and a glossary.

<http://ccsg.isr.umich.edu/>

Is the address of the cross-cultural survey guidelines. This is a new and worthwhile initiative and gives helpful and practical information for survey researchers worldwide.

Suggested readings:

De Leeuw, E.D. (2005). To mix or not to mix data collection methods in surveys. *JOS, Journal of Official Statistics*, 21,2, 233-255 (also available on www.jos.nu)