



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

RS4: Methods for Surveys without Field Interviewers

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University of Essex



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Economic
and Social
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Team

- Dr Olga Maslovskaya (University of Southampton) (lead)
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- Professor Joe Sakshaug (University of Warwick)
- Mr Peter Cornick (NatCen)
- Dr Ruxandra Comanaru (City, University of London)
- Dr Caroline Roberts (University of Lausanne)
- Three RFs (Southampton, City and Essex)

Issue being addressed

- Main barriers to effectively conducting ***self-completion surveys*** in both cross-sectional and longitudinal contexts
- Recruitment and retention of participants

Aims of the RS

- Explore ways to optimise **design characteristics** with the aim of achieving more representative samples of the general population within a cost constraint
- Investigate different aspects of **recruitment and retention** of participants when an interviewer is not present
- Advance knowledge on **targeted survey procedures**
- Define ways to make it easier for **certain population subgroups** who may struggle with self-completion surveys (those with special needs or the functionally illiterate) to take part in surveys
- Explore **knock-to-nudge** approach and its post-pandemic future
- Further investigate **within-household selection** methods for the UK context

The outputs

- **Literature reviews** which include non-academic reports and grey literature
- **Consultations** with survey practitioners and commissioners (reports)
- **Guidelines** for the optimal survey designs
- **Good practice guides**
- **Presentations** of the results of analysis of the existing data
- **Working papers** and **academic articles**

What would you find useful?

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We would really value your suggestions and feedback!

THANK YOU!

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