



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

Research Strand 6b: Identifying and evaluating mode effects

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The Problem

- How do we know whether survey data collected with different modes are comparable?
 - Web survey with non-respondents followed up in CAPI/CATI
 - Longitudinal survey with mode changes over time
 - Temporary replacement of CAPI during pandemic
 -
- “Comparable”
 - Composition of respondent samples (differential coverage or non-response) ✓
 - Data quality (item non-response, break offs, scale functioning, etc) ✓
 - Same answers ?

Aim

Practical guide to identifying effects of mode on measurement

Literature review and case studies

- Research designs to disentangle selection and measurement effects:
 - Covariate adjustment
 - Test-retest
 - Record linkage comparison with gold standard
 - Field and hall experiments
 - Intention-to-Treat analysis
 - Experiments with non-compliance to treatment
- Assumptions, analysis methods, limitations
 - Worked examples
 - Annotated bibliography

What would be useful for you?

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