



# 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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