

Välkommen på kurs med Professor Don Dillman

“Creating Synergy Across Survey Modes in Pursuit of Better Results”

Datum/tid	Måndagen den 29 april 2013, kl 09.00 – 13.00
Lokal	Bullerbyn, Karlavägen 100, Stockholm
Avgift	1 500 kr
Anmälan	Senast onsdag den 24 april till Britt-Marie.Karlsson@scb.se telefon 08-5069 4377

Kursbeskrivning

Telephone and in-person survey methods are less adequate than in the past for conducting many important government surveys, because of coverage and response rate concerns. Web surveys using email-only contact are not yet an adequate replacement for household surveys because of sample frame limitations and generally low response rates. Although mail now provides better household and individual coverage than other survey modes and has been shown to produce higher response rates than either web or telephone in many survey situations, it is deemed undesirable because of data quality associated with intensive branching. Offering respondents a choice of response mode, has often been proposed as a solution to some of these problems, but has not been shown to be an effective means of improving response and data quality. For example, measurement concerns arise when aural and visual modes of data collection are combined. This short course focuses on how to design implementation procedures that create synergy across survey modes, both in theory and in practice. Some of these methods involve techniques for improving the visual design and layout of questionnaires; others involve using one mode of contact as a means of “pushing” people to respond via a different survey mode. The content of this short course relies heavily on experimentation conducted by the presenter on visual layout and design effects and repeated tests of using mail contact to encourage respondents to go to the web.

Don A. Dillman is Regents Professor in the Department of Sociology at Washington State University in Pullman, WA USA. He maintains an active research program aimed at improving how surveyors ask questions and obtain quality answers across survey modes. A former president of the American Association for Public Opinion Research (2003-2004) he served previously at the U.S. Census Bureau as the Senior Survey Methodologist in the Office of the Director (1991-1995). He has authored (with Leah Christian and Jolene Smyth), Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method (2009), now in its third edition, and regularly publishes journal articles on survey design and implementation of web, mail, telephone and mixed-mode surveys.