To mix or not to mix?
What is the motivation for mixing modes?

• “Mixed-mode survey. A survey where multiple and different data collection modes are used to make contact with the responded or to complete the total questionnaire” (de Leeuw 2008:135)

• In some NSIs and other survey organisations this has been done from the 1960s by survey practitioners (Couper 2011).

• Text books on survey methodology and survey research tended to focus on single modes until the late 1990 (with some exceptions e.g Don Dillman).
Motivation for mixing modes

Survey designers choose a mixed mode approach because using multiple data collection modes in one study gives an opportunity to take advantage of the strengths and compensate for the weakness of each individual mode at affordable costs”

De Leeuw 2008: 301
Motivation for mixing modes – Survey research literature

• Reduce coverage error in telephone surveys
  – Dual frame mixed mode surveys

• Reduce nonresponse errors by switching modes
  – Use cheapest mode first, then turn to more expensive modes
  – Follow up survey on a sample of initial non respondents by face to face

• Mode switch due to sensitive topics in the survey
  – E.g. drop off self completion questionnaire to face to face interview
Motivation for mixing modes

• Reduce costs
  – (Remember: Cash is still King)

• Reduce response burden
  – Respondents should give their answer by the mode they prefer

• Appear to keep up with technology

• Fashionable?
  – Everybody else is doing it
Group work

• What things would **you** consider when deciding if you want to mix modes?
References


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