

Seminar on Mode effects on survey measurement

Tuesday, 11th October 2011

11.00 am to 4.00 pm

Venue: Royal Statistical Society, London

There is increasing interest in the use of mixed modes of data collection, driven by a desire to improve survey response rates and reduce fieldwork costs. Giving respondents alternative modes may encourage a wider range of sample members to participate, thereby increasing response. If a sufficient number of respondents use less expensive modes, this should reduce the costs of data collection. However, combining data collected in different modes raises concerns about measurement error, as research evidence shows responses to survey questions may differ between modes. Despite this, there is still much that is not known about the causes of mode effects. This seminar looks at the causes of differential measurement error between modes, and how this knowledge can be used to design better mixed modes studies.

The seminar includes the following presentations:

1. Causes of mode effects on survey measurement
2. The use of cognitive interviewing methods to evaluate mode effects
3. The role of visual and aural stimuli in producing mode effects
4. The role of the interviewer in producing mode effects
5. Is it a good idea to optimise question format for mode of data collection?
6. Designing better mixed modes studies

Presenters include:

Margaret Blake, National Centre for Social Research

Pamela Campanelli, independent survey research consultant

Michelle Gray, National Centre for Social Research

Steven Hope, National Centre for Social Research

Annette Jäckle, ISER, University of Essex

Peter Lynn, ISER, University of Essex

Gerry Nicolaas, National Centre for Social Research

Patten Smith, IPSOS-MORI

Attendance is £40 for RSS Fellows and £70 for non-members (lunch is included). You can register by downloading a booking form from the RSS website:

<http://membership.rss.org.uk/main.asp?group=&page=1332&event=1291&month=&year=&date=>

Contact details are: conference@rss.org.uk or (020) 7614 3918 or (020) 7614 3936 (pm only). For a map and directions see www.rss.org.uk/findus