

Survey Mode and Costs

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1 Presentations

2 Survey Mode

3 Costs and Budgeting

4 Preview of Next Time

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Presentations (2–3 minutes)

- What constructs are you trying to measure? How do you propose to do it?
- What's the status of your questionnaire?
- What do you need help with?

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Survey Mode

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Survey Mode

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- Manner in which survey responses are collected
- Not necessarily related to sampling frame
- A survey can use multiple modes

Modes

- Personal interviewing
 - Traditional personal interviewing
 - Computer-assisted personal interviewing (CAPI)
- Self-administered
 - Paper-and-pencil
 - Computer-assisted self-interview (CASI)
 - Interactive Voice Response (IVR)
 - Telephone-Audio Computer Assisted Self-Interviewing (T-ACASI)
 - Web-based
- New modes
 - Web-based IVR or avatars
 - Mobile
 - SMS

Mixed Modes

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 - Multi-stage interview
 - Nonresponse
 - Sensitive questions
 - Paradata
 - Journals, logs, biometric data

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- Why would we mix multiple modes?

Mode effects

- Data quality
- Response rates and biases
- Mode preferences

Think–Pair–Share: Interviewers

- What do interviewers add to an interview?
- What consequences do they have on an interview?

Questions about mode?

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Three Types of Costs

- Fixed costs
- Variable costs
- Incidental costs (contingencies)

Fixed Costs

- Regardless of sample size
- Examples
 - Cost of creating/finding/building frame
 - Sampling plan development
 - Staff salaries
 - Infrastructure
 - Questionnaire development
 - Interviewer training
 - Data cleaning and analysis

Variable Costs

- Depends on sample size and response rate
 - 1 Per-attempt
 - 2 Per-interview

- Examples
 - Interviewer wage
 - Postage
 - Materials (e.g., questionnaires)
 - Travel time
 - Respondent incentives

Incidental Costs

- Contingency planning (may not spend)

- Examples
 - Weather
 - Lost or stolen data or materials
 - Technology failures

Questions about survey budgeting?

Activity

- Estimate the costs of implementing your survey design
 - Fixed costs
 - Per-attempt costs
 - Per-interview costs
 - Incidental costs
 - Total budget
- Scenarios that might change the budget
- Work with each other as needed

Questions about survey budgeting?

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Agenda for next class

- Final week of questionnaire design
- Wrap up miscellaneous topics
- Structuring the survey interview

Assignment for next week

- What mode(s) will you use?
- What costs are associated with those modes?
- What implications does mode have for data quality in your project?

