

# Mixed-Mode Data Collection in Survey Research

Research on mixed-mode research suggests that survey research quality can be improved by mixed-mode data collection.



## 1. Compensating for Coverage Issues

"...coverage in any survey mode may be problematic (therefore) using multiple modes may compensate for the (limitations) of any particular mode."



## 2. The Digital Divide

"We confirmed the so-called 'digital divide' —male adolescents and younger fathers preferred the online mode, a well-known systematic difference between these modes. Additionally, (online survey) respondents had higher household incomes and higher household education levels."



## 3. Self and Interviewer Administered Surveys

"Because of the significant role played by social desirability, it is essential that scholars control for mode effects...Simply combining surveys with identical wordings by different answer modes is problematic and may create unreliable measures and influence relationships between variables."



## 4. Addressing Bias

"Mixed-mode survey designs that solicit participation using both surface mail and e-mail and offer choice on mode of response media generate the strongest response rates. This design offers the greatest likelihood for reducing bias."



## 5. Non-Response Follow-Up Surveys

"...collecting extra information on initial non-respondents has helped to reduce nonresponse bias and to increase the accuracy of turnout determinants, without affecting the quality of survey responses."



## 6. Representativity

"The main benefits attributable to a mixed-mode approach (include)... Improved representivity, not just in terms of overall response rate but, crucially, by targeting those people that a face-to-face interviewer may struggle to find..."



## 7. Effectiveness of Mailed Invitations for Web Surveys

"Our second research question addressed the utility of using a sequential Web+mail design rather than Web-only follow-up survey. We find evidence that doing so significantly increases responses rates (from 17 percent to 56 percent overall)."



## 8. Mixed-Mode Use in a Medical Setting

"Overall, the mixed-mode survey designs generated final response rates approximately 10 percentage points higher than their single-mode counterparts."



### Sources:

1. 3. Atkeson, et al. (2014). Nonresponse and Mode Effects in Self- and Interviewer- Administered Surveys.
2. Mauz E, et al. (2018). Mode Equivalence of Health Indicators Between Data Collection Modes...
4. Wallen, et al. (2016). Mode Effect and Response Rate Issues in Mixed-Mode Survey Research...

5. Andreas C Goldberg, Pascal Sciarini. (2019). Who Gets Lost, and What Difference Does it Make?...
6. Ipsos MORI. (2019). Mixed Mode Surveys: Enhancing quality using online and face-to-face
7. Bandilla, et al. (2014). The Effectiveness of Mailed Invitations for Web Surveys...
8. Beebe, et al. (2018). Testing the Impact of Mixed-Mode Designs...