

Linking your questionnaire to fieldwork procedures

In an earlier exercise, you worked within a group of 3-4 people to adapt the source questionnaire ESS Round 10 (up to B14), with the idea to make the questionnaire future proof for a self-administered or mixed-mode context. Perhaps you noticed that beyond section B, the ESS questionnaire is rather long, spanning many different topics and issues. Respondents who would receive the (adapted) ESS questionnaire by mail would quite likely be a bit hesitant to complete a very long questionnaire, printed out in a book-like format. Earlier research by for example Voogt and Saris (2005) and Stoop (2005) have shown that providing a shorter questionnaire may convince reluctant respondents to participate, especially if this is communicated to the respondent (through an interviewer or a paper questionnaire). They advocated using a 'central question' method, of progressively shortening the questionnaire to more reluctant respondent up to the point where you ask people just 1 central question.

Imagine you are in the lucky situation to field the ESS questionnaire in a country in which you have access to an individual register with details about names, addresses, e-mailaddresses, and (mobile) phone numbers. Although there are few countries where this is the case, in a country like Norway or the Netherlands (partly) this is the case.

Work with the same group as you worked with this morning on the following two issues:

- Can you work out a potential adaptive survey design for fielding the ESS. You can use any sequence of modes you want, but be aware of time and costs. Try to think of ways to use mobile phone numbers as well
- Think whether you want to shorten the questionnaire (include only questions in module A and B up to B14). What questions would you want to field in what mode?

Try to make a diagram that includes every phase/contact attempt of the survey to illustrate the basic approach of your survey fieldwork (you may include possible variations of that approach) and list for every phase if you field the entire questionnaire, or a subset of questions (if you use a subset, list what questions you use).

Write your diagram on a poster. We will finish today reviewing each others poster.

References:

- Stoop, I. A. (2005). *The hunt for the last respondent: Nonresponse in sample surveys* (Vol. 200508). Sociaal en Cultureel Planbureau.
- Voogt, R. J., & Saris, W. E. (2005). Mixed mode designs: Finding the balance between nonresponse bias and mode effects. *Journal of official statistics*, 21(3), 367.