

Exercise designing mixed-mode questions

The next exercise is done in pairs. The goal of the exercise is to come up with a 'mixed mode' version of three questions that are commonly used in surveys, and for which it is not obvious how to design them. Write your questions and approach down shortly. We will discuss several solutions as a group after about 30 minutes.

1. In order to establish for what specific mixed-mode design you will work out your questionnaire, please add up the days of both your birthday (eg if you are born on 15-Feb-1999, take "15" and then add up the other day).
 - < 15: You will design for a consecutive mixed-mode survey. Respondents are invited for the survey by mail and asked to complete a web survey. Nonrespondents first get reminders, and are finally followed up face-to-face, all in order to minimize nonresponse (this is the common design followed by Statistics Netherlands)
 - 15-23: You will design for a concurrent mixed-mode survey. In some countries, a survey is conducted entirely face-to-face, while in other countries, the survey is conducted by web/mail (due to differences in sampling frame availability and different budgets) (this is the design of several cross-national surveys, such as the GGP)
 - 24-32: You will design for a concurrent mixed-mode survey. The main mode of administration is telephone, but in areas where nonresponse is a problem, nonrespondents are followed up with face-to-face interviews (a common design in U.S. surveys)
 - 32-40: You will design a consecutive mixed-mode survey. You rely exclusively on self-administered modes. People are invited by mail to a web survey. After two reminders, a paper version of the questionnaire is mailed. (a 'push-to-web' approach, now becoming very popular)
 - > 40: You have a sampling frame with outdated or missing information. You have some e-mail addresses, mail addresses and phone numbers, and therefore design for a concurrent survey for mail, Web and telephone (a situation companies are often in).
2. Design the following three questions for your survey
 - You would like to know what type of alcoholic drinks people have consumed at least once in the past year.
 - You would like to know how much people agree with a possible '2G' Covid-policy that would allow people to only enter bars and cafes if they are vaccinated or recently recovered from Covid.
 - You would like people to rank-order their favorite kind of icecream from 1 to 10, with 1 being their most favorite, from the following tastes:
 - i. Strawberry, Chocolate, Vanilla, Lemon, Sracciatella, Caramel, Zabaione, Pistacchio, Hazelnut, Melon.