**Exercise 1 Day 2 Advanced Survey Design Summer Course, Utrecht University   
Bella Struminskaya**

# Moving an interviewer-administered questionnaire to self-completion

More and more surveys are transitioning from face-to-face in-home survey administration to mixed-mode survey administration with a self-administered component to save costs since nonresponse is high and fewer interviewers are available to carry out fieldwork duties. One of these surveys is the European Social Survey (ESS) whose default mode has been in-home face-to-face interviewing since its start in 2001. ESS is characterized by using probability-based samples and strive for high quality data collection that ensures comparability across countries that participate in the survey.

In this exercise, you will work with the Round 10 questionnaire of the European Social Survey (ESS). The task is to develop an adaptation strategy for the ESS questionnaire that will ensure that:

1. The time series data are comparable (i.e., as few mode effects as possible);
2. High-quality data collection is ensured by
   1. minimizing coverage error
   2. minimizing measurement error
3. Keep the cost aspect in mind.

Keep in mind that online surveys are automatically mixed-device surveys (unless you disallow mobile completion).

With a group of 3-4 people, adapt the source questionnaire ESS Round 10 concentrating on questions in module A and module B up to and including question B14. You can also look for questions further in the questionnaire that you envision to be problematic without the interviewer and propose a strategy for these (e.g., questions about occupation or educational attainment).   
We recommend to brainstorm about different possibilities to adapt the questionnaire, briefly discussing their advantages and disadvantages and choosing your preferred approach.   
The choices you make about mixing the modes (e.g., web & paper) vs. uni-mode (e.g., providing devices) might have an effect on your redesign.

Think about:  
- concepts  
- question wordings and instructions  
- answer scales  
- visual presentation and mobile optimization  
- etc.

For inspiration, you can the documentation of the existing online panels ([LISS Panel](https://lissdata.nl/) and [Understanding America Study](https://uasdata.usc.edu/index.php)) or mixed-mode online and mail panels ([GESIS Panel](https://www.gesis.org/en/gesis-panel/gesis-panel-home)).