**Exercise: Mode and survey error/bias**

Peter Lugtig

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Every (survey) research project starts with two things:

1. A research question
2. A population for which you want to answer the research question.

Given a question and population, there may still be several different ways to set up a survey. The choice for the survey mode is one of the first decisions that have to be taken early in the process, and they will shape many decisions that you take later in the process (on questionnaire design, fieldwork strategy, nonresponse conversion etc.)

Read the scenario below. Each scenario includes a research question and population. Think about the best possible choice for survey mode and possible sources of survey error and bias in every scenario (what are the risks?) . There is not one best choice, so be sure to discuss the advantages and disadvantages of different possible designs:

**Scenario 1**

A researcher would like to know to what extent neighbours in high-rise flats (over 8 floors tall) in Utrecht help eachother out. She suspects that people help eachother mainly if they have the same ethnic and socio-economic background.

**Scenario 2**

A researcher would like to study employee satisfaction in the Netherlands. The researcher is interested to study satisfaction in companies of different sizes (small/medium/large), and in different types of trade (services/government/industry/agriculture). The budget for the study is limited, so that the researcher can only include about 100 companies in the study.

**Scenario 3**

A researcher would like to do a survey among homosexual muslims in the region of Utrecht to find out how the families of these men and women deal with this.

**Scenario 4**

For the next elections for the European parliament, a market research firm with offices in all EU countries would like to do a pan-EU survey among the EU electorate to a) predict the outcome of the election in every country and b) compare the attitudes of people in different countries towards the European Parliament.

**Scenario 5**

A researcher would like to do a survey among elderly people (age 70+) who group in shopping centres (malls) in the USA during the day. She is interested to find out why those elderly people choose to convene in malls, and not in any different place.

**Scenario 6**

A researcher would like to better understand how patients who developed Covid-19 in the spring of 2020 (March-april) in Italy are now recovering from their illness. There is no central registry of patients in Italy; these are kept at hospitals, and if you want to reach these patients it is necessary to collaborate with individual hospitals in Italy, In the survey you want to ask questions about phsyical and mental wellbeing, as well as the effects Covid-19 has had on relations with household members (children, partner).