

In Surveys – “How” often Relates to Mode

What is meant by mode?

- Survey administration vs. medium

- Dimensions of data collection modes

Selecting a mode

- Implications of mode

- Design decisions

Affects of mode on survey error

Mixed-mode designs

Mode comparison

Relative evaluation of main modes

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Data Collection Method or Mode

- One of the highest-impact decisions to be made in implementing a research design
- Requires considerations of all sources of **error and cost**
- Decision should be based on theory and empirical evidence

Learn more on errors and costs associated with each mode in our course on [Data Collection: Online, Telephone, Face-to-Face](#)

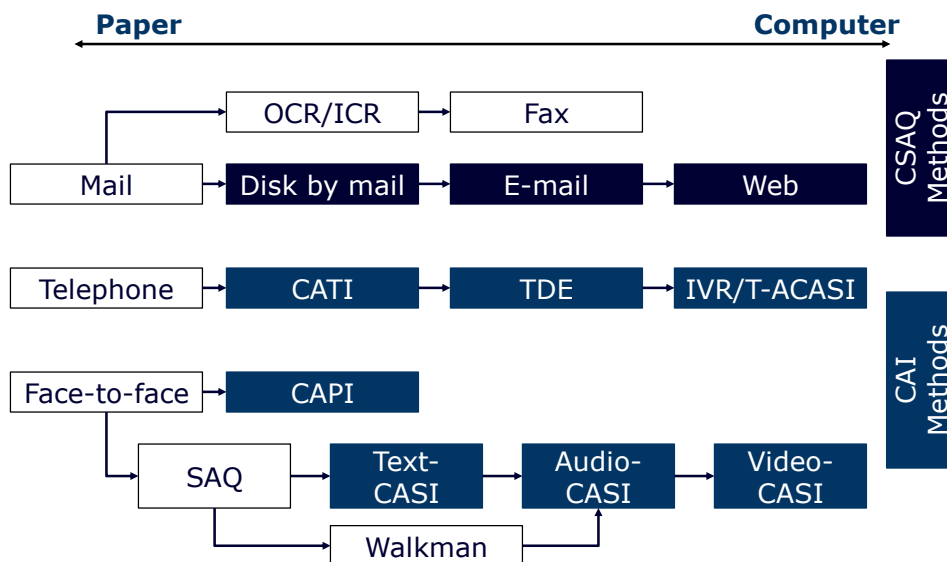
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What does “mode” mean?

- In the early days, there were only few main modes of data collection:
 - Face-to-face or personal visit surveys
 - Mail or postal surveys
 - (Somewhat later) telephone surveys
- In recent years we have seen proliferation of methods
 - Variations on existing methods and mixes of modes

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Evolution of Survey Technology through ca. 2000



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Survey Administration vs. Medium

Administered by	Medium	
	Paper	Computer
Self	Mail-out questionnaire, SAQ	Web, TDE, IVR*, CASI*, ACASI*
Interviewer	Telephone FTF/Personal visit	CATI CAPI

*Interviewer administers non-sensitive questions

- CATI – Computer-Assisted Telephone Interviewing
- CAPI – Computer-Assisted Personal Interviewing
- TDE - Touchtone Data Entry
- IVR - Interactive Voice Response
- CASI - ComputerAssisted Self Interviewing
- ACASI - Audio Computer-Assisted Self Interviewing

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Emerging Modes

Mobile Web

Browser- or app-based, self-administered questionnaires

Text (SMS)

Self-administered (automated agent) or interviewer-administered

Video

E.g., Skype, Google Hangout, FaceTime

Virtual Interviewers

Computer-animated interviewing agents

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