

Mixed-Mode Surveys: Combining Web, Phone, and Mail Modes in a Single Study

Coffee Break Webinar for the American Evaluation Association, April 26, 2012

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Want to learn more about mixed-mode surveys? Here are a few places to start...

Dillman, D., Smyth, J.D., and Christian, L.M. (2009). *Internet, mail, and mixed-mode surveys: The tailored design method, 3rd edition*. Hoboken, NJ: Wiley.

Don Dillman's classic textbook on survey research methods is a must-read (and follow) for anyone conducting survey research. The third edition has a chapter devoted to mixed-mode surveys.

de Leeuw, E.D. (2005). To mix or not to mix data collection modes in surveys. *Journal of Official Statistics*, 21(2), 233-255.

Open-source article available online through the *Journal of Official Statistics* website: www.jos.nu. Provides an excellent overview of literature on topics related to mixed-mode surveying (as of 2005) and descriptions of different ways of mixing modes.

Couper, M.P. (2011). The future of modes of data collection. *Public Opinion Quarterly*, 75(5), 889-908. Available online at: <http://poq.oxfordjournals.org/content/75/5/889.full.pdf+html>

This article, part of a *POQ* special 75th anniversary issue, reviews the history and research on modes of data collection, includes recent interest in mixed-mode surveying. Open-source, available online at: <http://poq.oxfordjournals.org/content/75/5/889.full.pdf+html>

Dillman, D. et al. (2009, March). Response rate and measurement differences in mixed mode surveys using mail, telephone, interactive voice response, and the internet. *Social Science Research*, 38(1), 1-18.

This article presents findings from a large-scale study of mixed-mode surveys and pays particular attention to the effect of multiple-modes on response rates and measurement error. Full text available at: <http://www.odum.unc.edu/content/pdf/Dillman%20Mixed%20Mode%20Soc%20Sci%20Research%202009.pdf>

Tourangeau, Rips, & Rasinski. (2000). *The Psychology of Survey Response*. New York: Cambridge University Press.

While this text does not specifically address mixed-mode surveys, it examines the psychological processes involved in answering survey questions which are important to keep in mind when selecting modes and developing questions to be used across modes. Another must-read classic for survey researchers.

Survey Practice journal from the American Association for Public Opinion Research (AAPOR)

Survey Practice (<http://surveypractice.wordpress.com/>) is a bi-monthly online-only, open-access journal for survey practitioners. Articles about mixed-mode surveying are regularly published, along with other articles on other practical considerations for survey researchers.



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