

Telephone Survey Methodology

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Telephone Survey Methodology

Paul J. Lavrakas



Telephone Survey Methodology:

Telephone Survey Methodology Robert M. Groves, Paul P. Biemer, Lars E. Lyberg, James T. Massey, William L. Nicholls, II, Joseph Waksberg, 2001-10-03 Noted survey experts present recent developments in telephone survey techniques from around the world describing work in commercial settings academic research and governmental statistical agencies There are reports from the United States several European countries and Australia on trends in coverage of household populations effects due to mode of data collection and the state of the art in technology Also covered are choice of target population sample design questionnaire construction interviewing techniques measurement error issues nonresponse characteristics administrative issues and the use of Computer Assisted Telephone Interviewing CATI Includes in depth reviews of the literature

Advances in Telephone Survey Methodology James M. Lepkowski, N. Clyde Tucker, J. Michael Brick, Edith D. de Leeuw, Lilli Japac, Paul J. Lavrakas, Michael W. Link, Roberta L. Sangster, 2007-11-27 A complete and comprehensive collaboration providing insight on future approaches to telephone survey methodology Over the past fifteen years advances in technology have transformed the field of survey methodology from how interviews are conducted to the management and analysis of compiled data *Advances in Telephone Survey Methodology* is an all encompassing and authoritative resource that presents a theoretical methodological and statistical treatment of current practices while also establishing a discussion on how state of the art developments in telecommunications have and will continue to revolutionize the telephone survey process Seventy five prominent international researchers and practitioners from government academic and private sectors have collaborated on this pioneering volume to discuss basic survey techniques and introduce the future directions of the telephone survey Concepts and findings are organized in four parts sampling and estimation data collection operations and nonresponse equipping the reader with the needed practical applications to approach issues such as choice of target population sample design questionnaire construction interviewing training and measurement error The book also introduces important topics that have been overlooked in previous literature including The impact of mobile telephones on telephone surveys and the rising presence of mobile only households worldwide The design and construction of questionnaires using Computer Assisted Telephone Interviewing CATI software The emerging use of wireless communication and Voice over Internet Protocol VoIP versus the telephone Methods for measuring and improving interviewer performance and productivity Privacy confidentiality and respondent burden as main factors in telephone survey nonresponse Procedures for the adjustment of nonresponse in telephone surveys In depth reviews of the literature presented along with a full bibliography assembled from references throughout the world *Advances in Telephone Survey Methodology* is an indispensable reference for survey researchers and practitioners in almost any discipline involving research methods such as sociology social psychology survey methodology and statistics This book also serves as an excellent text for courses and seminars on survey methods at the undergraduate and graduate levels

Telephone Surveys in Europe Sabine Häder, Michael Häder, Mike

Kühne,2012-02-15 The first part of this book deals with the coverage of landline and mobile phones in Europe It presents an overview of the coverage and the use of phones as well as the resulting strategies for telephone surveys The second part addresses the challenge of so called mobile only households for survey research Numerous statisticians present new sampling strategies like dual frame designs and findings of current projects In dual frame designs respondents are contacted both via mobile phone and landline The third part focuses on the usage of mobile phones in the general population while the fourth part of examines if different modes of data collection mobile vs landline have an impact on the response quality The last part analyses the first chapter and offers suggestions and advice on how to conduct surveys and polls in both academic and market research *Advances in Telephone Survey Methodology* James M. Lepkowski,N. Clyde Tucker,J. Michael Brick,Edith D. de Leeuw,Lilli Japiec,Paul J. Lavrakas,Michael W. Link,Roberta L. Sangster,2008-01-07 A complete and comprehensive collaboration providing insight on future approaches to telephone survey methodology Over the past fifteen years advances in technology have transformed the field of survey methodology from how interviews are conducted to the management and analysis of compiled data *Advances in Telephone Survey Methodology* is an all encompassing and authoritative resource that presents a theoretical methodological and statistical treatment of current practices while also establishing a discussion on how state of the art developments in telecommunications have and will continue to revolutionize the telephone survey process Seventy five prominent international researchers and practitioners from government academic and private sectors have collaborated on this pioneering volume to discuss basic survey techniques and introduce the future directions of the telephone survey Concepts and findings are organized in four parts sampling and estimation data collection operations and nonresponse equipping the reader with the needed practical applications to approach issues such as choice of target population sample design questionnaire construction interviewing training and measurement error The book also introduces important topics that have been overlooked in previous literature including The impact of mobile telephones on telephone surveys and the rising presence of mobile only households worldwide The design and construction of questionnaires using Computer Assisted Telephone Interviewing CATI software The emerging use of wireless communication and Voice over Internet Protocol VoIP versus the telephone Methods for measuring and improving interviewer performance and productivity Privacy confidentiality and respondent burden as main factors in telephone survey nonresponse Procedures for the adjustment of nonresponse in telephone surveys In depth reviews of the literature presented along with a full bibliography assembled from references throughout the world *Advances in Telephone Survey Methodology* is an indispensable reference for survey researchers and practitioners in almost any discipline involving research methods such as sociology social psychology survey methodology and statistics This book also serves as an excellent text for courses and seminars on survey methods at the undergraduate and graduate levels *Telephone Survey Methods* Paul J. Lavrakas,1993-07-09 What quality control methods can be used most effectively to structure and monitor interviews and

convert refusals What telephone numbers should be used in random digit dialling How can eligible respondents be chosen and their cooperation secured Addressing these and other survey issues this book offers researchers a guide to thinking about and executing telephone surveys from generating phone numbers to structuring the work of interviewers and supervisors New to this edition are a focus on the total survey error concept a comparison of CATI computer assisted telephone interviews with PAPI paper and pencil inventory procedures mixed mode surveys and new telecommunication technologies In addition the book covers such topics as h Telephone Survey Methods and Practices Joseph J. Leon, Wayne C. Brown, Libby O. Ruch, 2005-02 This book is written in a user friendly style for those who desire to conduct valid and reliable telephone surveys Includes chapters on the business of telephone surveys ethics sampling instrument design data collection procedures data analysis and chart presentation *Telephone Surveys in Europe* Sabine Häder, Michael Häder, Mike Kühne, 2012-02-23 The first part of this book deals with the coverage of landline and mobile phones in Europe It presents an overview of the coverage and the use of phones as well as the resulting strategies for telephone surveys The second part addresses the challenge of so called mobile only households for survey research Numerous statisticians present new sampling strategies like dual frame designs and findings of current projects In dual frame designs respondents are contacted both via mobile phone and landline The third part focuses on the usage of mobile phones in the general population while the fourth part examines if different modes of data collection mobile vs landline have an impact on the response quality The last part analyses the first chapter and offers suggestions and advice on how to conduct surveys and polls in both academic and market research Survey Research by Telephone James H. Frey, 1983-06-01 Frey compares telephone surveys with mail and face to face approaches in this practical guide to survey research using a telephone The procedures for drawing a sample choosing or designing a questionnaire and implementing an administrative plan for a telephone survey are described Frey notes both the advantages such as speed and lower cost as well as the pitfalls of the method The standardized procedures Frey suggests will allow researchers to develop their own style while avoiding errors of concept and practice

Mail and Telephone Surveys Don A. Dillman, 1978-05 USA Textbook on a new approach to the methodology of successful telephone surveys and mail surveys the total design model t d m comprises a general guide accompanied by numerous examples on writing constructing and implementing questionnaires interviews and follow up studies taking into account the respondent's attitudes religion behaviour etc followed by prospects and concern for the future Bibliography pp 300 to 318 diagram and map Survey Methodology Robert M. Groves, Floyd J. Fowler, Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau, 2011-09-20 Praise for the First Edition The book makes a valuable contribution by synthesizing current research and identifying areas for future investigation for each aspect of the survey process Journal of the American Statistical Association Overall the high quality of the text material is matched by the quality of writing Public Opinion Quarterly it should find an audience everywhere surveys are being conducted Technometrics This new edition of

Survey Methodology continues to provide a state of the science presentation of essential survey methodology topics and techniques. The volume's six world renowned authors have updated this Second Edition to present newly emerging approaches to survey research and provide more comprehensive coverage of the major considerations in designing and conducting a sample survey. Key topics in survey methodology are clearly explained in the book's chapters with coverage including sampling frame evaluation, sample design, development of questionnaires, evaluation of questions, alternative modes of data collection, interviewing, nonresponse, post collection processing of survey data, and practices for maintaining scientific integrity. Acknowledging the growing advances in research and technology, the Second Edition features updated explanations of sampling frame issues for mobile telephone and web surveys. New scientific insight on the relationship between nonresponse rates and nonresponse errors. Restructured discussion of ethical issues in survey research, emphasizing the growing research results on privacy, informed consent, and confidentiality issues. The latest research findings on effective questionnaire development techniques. The addition of 50% more exercises at the end of each chapter illustrating basic principles of survey design. An expanded FAQ chapter that addresses the concerns that accompany newly established methods. Providing valuable and informative perspectives on the most modern methods in the field. Survey Methodology Second Edition is an ideal book for survey research courses at the upper undergraduate and graduate levels. It is also an indispensable reference for practicing survey methodologists and any professional who employs survey research methods.

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