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Chapter 1 : Development of Survey Research - Political Science - Oxford Bibliographies

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Although the bills for commercial survey fieldwork are mainly paid for nonpolitical purposes, early surveys were justified publicly for their contribution to a deepened understanding of the electorate. Even today, polls on political questions are the loss leader for many high-profile firms. On the academic side, systematic quantitative investigation of political phenomena began with the Erie County Study Lazarsfeld, et al. Survey research on public opinion and elections was the central force in shaping empirical methods for the discipline as a whole. Whereas survey research was initially a path along which insights from sociology and psychology were imported into political science, in time political scientists came to dominate the trade. Also with time, survey analysts were forced to acknowledge the limitations of their own method, for causal inference in general but also for historical and institutional nuance. As an expression of a scientific temperament, survey research thus yielded ground to other techniques, most notably statistical analysis of archival data on one hand and experimentation on the other. But these challenges arguably have forced the sample survey to reveal its versatility. Cross-level analyses are increasingly common—all the more so as our understanding of the statistical foundations of multilevel modeling has grown. In addition, surveys are serving increasingly as vehicles for experimentation, a way of recruiting subjects outside the laboratory and off-campus and of linking random selection of subjects to random assignment to experimental treatment or control. The current period is one of massive flux and, possibly, rapid obsolescence. On the one hand, target populations are growing less compliant with surveys, even as the bases for survey coverage become more uncertain. On the other hand, new techniques have emerged, often linked to new funding models. Most critical is the World Wide Web. Ironically, the emergence of the web as a survey platform has revived controversies, seemingly settled in the s, over the requirement for probability samples. Through all of this, concern has grown about the very meaning of survey response and its relation to public opinion—indeed, if such a thing as public opinion exists.

Origins, Emergence, and Early Impact The definitive overview of the early years of survey research, with an emphasis on technical and organizational developments, is Converse , which provides something of a view from the inside. Robinson , a study of the first major international branch of the Gallup empire in Canada is also valuable for US developments in the same period. Igo shows how survey research grew out of other, nonsurvey attempts to portray the mass consciousness of Americans. Herbst places survey research in the larger context of quantification. *Survey Research in the United States: Roots and Emergence* — University of California Press, The book also documents the increased, but delayed, centrality of political science to the survey enterprise. University of Chicago Press, *Surveys, Citizens, and the Making of a Mass Public*. Harvard University Press, *The Measure of Democracy: Polling, Market Research, and Public Life*, — University of Toronto Press,

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Chapter 2 : Nonresponse In Social Science Surveys A Research Agenda | Download PDF EPUB eBook

*A bibliography of studies of nonresponse in survey research (IRSS technical papers) [Darnell Felix Hawkins] on blog.quintoapp.com *FREE* shipping on qualifying offers.*

Annotated Bibliography General Survey Information: Handbook for Research Students in the Social Sciences. This book is an excellent resource for anyone studying in the social sciences. It is not only well-written, but it is clear and concise with pertinent research information. The survey research handbook: Guidelines and strategies for conducting a survey 2nd. Provides thorough, effective survey research guidelines and strategies for sponsors, information seekers, and researchers. In a very accessible, but comprehensive, format, this handbook includes checklists and guidelists within the text, bringing together all the different techniques and principles, skills and activities to do a "really effective survey. A comprehensive overview of survey methods. Solid basic textbook on the subject. The practice of social research 7th. The reference of choice for many social science courses. An excellent overview of question construction, sampling, and survey methodology. Includes a fairly detailed critique of an example questionnaire. Also includes a good overview of statistics related to sampling. Validity in survey research. Emphasis on construction of survey instrument to account for validity. Contains current information on both self-administered and mail surveys. It is a great resource if you want to design your own survey; there are step-by-step methods for conducting these two types of surveys. Improving interview method and questionnaire design. A good overview of polling. Includes setting up questionnaires and survey techniques. Understanding What They Tell Us. These veteran survey researchers answer questions about survey research that are commonly asked by the general public. A Technique for Social Science Research. In Newcomb, Theodore M. Research Methods in the Behavioral Sciences. Includes information on all aspects of social science research. Some chapters in this book are outdated. Handcrafting the standardized questionnaire. A very helpful little publication that addresses the key issues in question construction. Mail and telephone surveys: The total design method. An overview of conducting telephone surveys. This book has a step-by-step breakdown of how to conduct and design telephone and in person interview surveys. Survey Research Methods 2nd. An overview of survey research methods. A Method for Sensitive Surveys. Authors provide a good discussion of response issues and methods of random response, especially for surveys with sensitive questions. Survey research by telephone 2nd. General overview to telephone polling. Survey Research in the Social Sciences. Although fairly outdated, this collection of essays is useful in illustrating the somewhat different ways in which different disciplines regard and use survey research. Practical overview of the methods and procedures of survey research, particularly discussing problems which may arise. Secondary Analysis of Sample Surveys. This source is particularly useful for anyone attempting to do secondary analysis. It offers a comprehensive overview of this research method, and couches it within the broader context of social scientific research. Survey design and analysis: Principles, cases, and procedures. According to Babbie, an oldie but goodie--a classic. Research methods in the social and behavioral sciences. General introduction to methodology. Helpful section on survey research, especially the discussion on sampling. Compensating for missing survey data. Addresses a problem often encountered in survey methodology. Classic text on sampling theories and procedures. A handbook for public interest and citizen advocacy groups. Clearly written easy to read and follow guide for planning, conducting and analyzing public surveys. Presents material in a step-by-step fashion, including checklists, potential pitfalls and real-world examples and samples. Excellent overview of a number of research methodologies applicable to composition studies. Includes a chapter on "Sampling and Surveys" and appendices on basic statistical methods and considerations. Tool for the Human Services 2nd. A good basic general research textbook which also includes sections on minority issues when doing research and the analysis of "available" or secondary data.. Designing and conducting survey research: Written for the social and behavioral sciences, public administration, and management. Handbook of survey research. Handbook of quantitative studies in social

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relations. How to conduct your own survey. *Methods In Social Science*: London and New York. Gives a different perspective on social science research. Mail Survey Response Rates. An article with specific information for electronic and mail surveys. Mainly a technical resource. Questions and answers in attitude surveys. Detailed analysis of research question wording and question order effects on respondents. Authors provide a summary of the latest research methods used for analyzing interpretive cognitive and communication processes in answering survey questions. Explores the survey as a "social conversation" to investigate what answers mean in relation to how people understand the world and communicate. Basic research methods in social science: The art of empirical investigation. An excellent discussion of survey analysis. The definitions and descriptions begin from a fairly understandable simple starting point, then the discussion unfolds to cover some fairly complex interpretive strategies. Approaches to social research. Has a very accessible chapter on sampling as well as a chapter on survey research. There is a series of handbooks, each one with specific topics in social science research. A good technical resource, yet slightly dated. Analyzing complex survey data. Details on the statistical analysis of survey data. U of Chicago P. The essays in this volume originally appeared in various issues of *Public Opinion Quarterly*. Survey Research Center University of Michigan Press. Very practical, step-by-step guide to conducting a survey and interview with lots of examples to illustrate the process. Explains, in a technical fashion, the financial aspects of research design. Somewhat of a cost-analysis book. An introduction to survey research and data analysis. A good discussion of basic analysis and statistics, particularly what statistical applications are appropriate for particular kinds of data. Use of a lottery as an incentive for survey participation: *International Journal of Public Opinion Research*, 6,

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Chapter 3 : Participation bias - Wikipedia

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In this section, we present several commentaries on survey research. Strengths and Weaknesses of Surveys

Strengths: Surveys are relatively inexpensive especially self-administered surveys. Surveys are useful in describing the characteristics of a large population. No other method of observation can provide this general capability. They can be administered from remote locations using mail, email or telephone. Consequently, very large samples are feasible, making the results statistically significant even when analyzing multiple variables. Many questions can be asked about a given topic giving considerable flexibility to the analysis. There is flexibility at the creation phase in deciding how the questions will be administered: Standardized questions make measurement more precise by enforcing uniform definitions upon the participants. Standardization ensures that similar data can be collected from groups then interpreted comparatively between-group study. Usually, high reliability is easy to obtain--by presenting all subjects with a standardized stimulus, observer subjectivity is greatly eliminated. A methodology relying on standardization forces the researcher to develop questions general enough to be minimally appropriate for all respondents, possibly missing what is most appropriate to many respondents. Surveys are inflexible in that they require the initial study design the tool and administration of the tool to remain unchanged throughout the data collection. The researcher must ensure that a large number of the selected sample will reply. It may be hard for participants to recall information or to tell the truth about a controversial question. As opposed to direct observation, survey research excluding some interview approaches can seldom deal with "context. The artificiality of the survey format puts a strain on validity. Reliability, on the other hand, is a clearer matter. Careful wording, format, content, etc.

Ethical Considerations of Using Electronic Surveys Because electronic mail is rapidly becoming such a large part of our communications system, this survey method deserves special attention. In particular, there are four basic ethical issues researchers should consider if they choose to use email surveys. Since researchers who choose to do surveys have an ethical obligation to use population samples that are inclusive of race, gender, educational and income levels, etc. Individuals who have access to personal computers, modems and the Internet are not necessarily representative of a population. Therefore, it is suggested that researchers not use an e-mail survey when a more inclusive research method is available. However, if you do choose to do an e-mail survey because of its other advantages, you might consider including as part of your survey write up a reminder of the limitations of sample representativeness when using this method. Even though e-mail surveys tend to have greater response rates, researchers still do not necessarily know exactly who has responded. For example, some e-mail accounts are screened by an unintended viewer before they reach the intended viewer. This issue challenges the external validity of the study. According to Goree and Marszalek , because of this challenge, "researchers should avoid using inferential analysis for electronic surveys" p. According to Goree and Marszalek , researchers are ethically required to guard the confidentiality of their respondents and to assure respondents that they will do so. It is considered acceptable for researchers to correct typographical or grammatical errors before quoting respondents since respondents do not have the ability to edit their responses. According to Goree and Marszalek , researchers are also faced with the problem of "casual language" use common to electronic communication p. Casual language responses may be difficult to report within the formal language used in journal articles.

Response Rate Issues Each year, nonresponse and response rates are becoming more and more important issues in survey research. According to Weisberg, Krosnick and Bowen , in the s it was not unusual for survey researchers to obtain response rates of 90 percent. Now, however, people are not as trusting of interviewers and response rates are much lower--typically 70 percent or less. Today, even when survey researchers obtain high response rates, they still have to deal with

many potential respondent problems. Nonresponse Issues Nonresponse Errors Nonresponse is usually considered a source of bias in a survey, aptly called nonresponse bias. Nonresponse bias is a problem for almost every survey as it arises from the fact that there are usually differences between the ideal sample pool of respondents and the sample that actually responds to a survey. According to Fox and Tracy , "when these differences are related to criterion measures, the results may be misleading or even erroneous" p. For example, a response rate of only 40 or 50 percent creates problems of bias since the results may reflect an inordinate percentage of a particular demographic portion of the sample. Thus, variance estimates and confidence intervals become greater as the sample size is reduced, and it becomes more difficult to construct confidence limits. Nonresponse bias usually cannot be avoided and so inevitably negatively affects most survey research by creating errors in a statistical measurement. Researchers must therefore account for nonresponse either during the planning of their survey or during the analysis of their survey results. If you create a larger sample during the planning stage, confidence limits may be based on the actual number of responses themselves.

Household-Level Determinants of Nonresponse According to Couper and Groves , reductions in nonresponse and its errors should be based on a theory of survey participation. First, potential respondents are influenced by two factors that the researcher cannot control: Second, potential respondents are influenced by two factors the researcher can control: To minimize nonresponse, Couper and Groves suggest that researchers manipulate the two factors they can control--the survey design and the interviewer.

Response Issues Not only do survey researchers have to be concerned about nonresponse rate errors, but they also have to be concerned about the following potential response rate errors: Response bias occurs when respondents deliberately falsify their responses. Response order bias occurs when a respondent loses track of all options and picks one that comes easily to mind rather than the most accurate. Response set bias occurs when respondents do not consider each question and just answer all the questions with the same response. For example, they answer "disagree" or "no" to all questions. Unfortunately, according to Fox and Tracy , response bias is difficult to eliminate; even if the same respondent is questioned repeatedly, he or she may continue to falsify responses. Response order bias and response set errors, however, can be reduced through careful development of the survey questionnaire.

Satisficing Related to the issue of response errors, especially response order bias and response bias, is the issue of satisficing. According to Krosnick, Narayan, and Smith satisficing is the notion that certain survey response patterns occur as respondents "shortcut the cognitive processes necessary for generating optimal answers" p. Since many people are reluctant to be interviewed, it is presumptuous to assume that respondents will devote a lot of effort to answering a survey. The theoretical notion of satisficing can be further understood by considering what respondents must do to provide optimal answers. According to Krosnick et. Therefore, satisficing occurs when one or more of these cognitive steps is compromised. Satisficing takes two forms: Weak satisficing occurs when respondents go through all of the cognitive steps necessary to provide optimal answers, but are not as thorough in their cognitive processing. For example, respondents can answer a question with the first response that seems acceptable instead of generating an optimal answer. Strong satisficing, on the other hand, occurs when respondents omit the steps of judgment and retrieval altogether. Even though they believe that not enough is known yet to offer suggestions on how to increase optimal respondent answers, Krosnick et.

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Chapter 4 : Annotated Bibliography

The table shows that such a nonresponse study can be quite small ($n = 7$) and still be useful to detect the presence of nonresponse bias in a low-response-rate survey with large differences between respondents and nonrespondents (the fourth row of the table).

This tailoring of modes has long been a key consideration in the survey design stage. Today, with technological advances and new communications options, survey managers have new and exciting options of employing targeted modes to maximize response and minimize cost in real time through the intelligent use of paradata. In this section, we discuss cell phone options, the use of the Internet, and self-administered modes.

Cell Phone Surveys The explosive growth in cell phone usage has created challenges for survey managers even as it has opened new possibilities for survey operations. A recent AAPOR task force report on cell phone survey techniques American Association for Public Opinion Research, a suggested several strategies for improving response rates for this mode. The introductory contact is especially important in calling cell telephones, for which an advance letter is not usually possible. Offering remuneration for cell phone costs and contingent incentives to try to stimulate cooperation among sample members who might otherwise refuse are two strategies that are often effective, provided that interviewers are well trained on when and how to offer the incentives. In addition, offering a short version of the questionnaire, thus lowering respondent burden, may help, as may offering multiple modes to respond. Although this approach makes practical and operational sense, it fails to take advantage of the computer-assisted environments that support surveys today. One line of inquiry would be to test matching interviewer and respondent characteristics, including language and dialect, and to examine the impact of those characteristics on participation. In theory, a respondent will have a greater affinity for a stranger the interviewer who is thought to be similar to the respondent. *Nonresponse in Social Science Surveys: The National Academies Press.* As researchers pursue means of increasing response, it should be recognized that there are limits as to what efforts can be effective.

Internet Panel Surveys Many survey researchers see increased use of the Web as the key to controlling escalating data collection costs in surveys. The AAPOR task force concluded that probability-based online panels can provide good coverage of the general population since they provide Internet access to those lacking it, but overall response rates tend to be very low 5 to 15 percent. Thus, the reduced costs from the use of online panels come at a price. Most panels use non-probability samples, provide poor coverage, and obtain low rates of participation. These issues with Internet panels have led to the development and publication of international quality standards for access panels, which are becoming a key tool of market, opinion, and research ISO The standard lays out criteria for assessing the quality of access panels and applies to all types of access panels, whether Internet or not. The ISO standard aims to provide international criteria to help compare the results of access panels worldwide International Standards Organization, **Self-Administered Modes** Online surveys are one type of self-administered survey, but there are other types as well. Couper a, b categorizes self-administered modes as fully self-administered or as involving interviewers. Those that are fully self-administered include surveys conducted by mail, Web, and inbound or automated outbound interactive voice response IVR. Couper a makes the argument that self-administered modes have some measurement advantages and are generally cheaper but do not solve the inferential issues facing surveys especially coverage and nonresponse. He outlined the opportunities and challenges facing each of the modes. Fully self-administered modes are less expensive than interviewer-administered modes, and they reduce social desirability effects that is, respondents providing answers that they believe are more socially acceptable. With mail surveys, the respondent can take time to consider answers, look up records, and consult other household members. Mail surveys have the potential to allow a respondent to reread complex questions, thus reducing the load on working memory. The Web has all the advantages of mail, plus those of computerization. The mode that is selected for the self-administered questionnaire makes a difference in eliciting survey responses. The authors found that CASI not only was

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associated with lower response rates compared with the other modes but also affected response dynamics. Those age 45 to 64 and blacks and other ethnic groups were more likely to be nonrespondents with CASI. Fully self-administered modes have disadvantages that can affect the quality of the responses. There is no interviewer available to motivate the sample member or to provide clarifications. IVR surveys likely experience more nonresponse break-offs than other modes see, for example, Kreuter et al. Researchers wanting to use the Web as a principal data collection mode face sampling and coverage issues. There is no general population frame of Internet users nor is there an RDD-like mechanism to generate one. That means, for probability samples, that the frame must come from elsewhere e. Although Internet penetration is more than 70 percent, considerable disparities exist between those who have Internet access and those who do not and that may bias the estimates for the general population. Some approaches to Internet surveys restrict inference to the population with access to the Internet which may be a poor substitute for a general Page 76 Share Cite Suggested Citation: While these techniques may yield a willing population, they do not result in a representative population and thus cannot yield generalizable inferences. In some panels, the survey researchers have provided equipment for those without Internet access e. Some surveys address the coverage problem by using a mixed-mode design with mail for non-Internet cases. The Gallup panel is one example of this approach. A research experiment in tested the effects of various approaches and incentives for improving response in this multimode panel with Internet and mail components Rao et al. The thinking is that if surveys that rely on a single mode have unacceptably low response rates, then combining modes may take advantage of different modes to increase response rates and potentially reduce nonresponse bias. In a presentation to the panel, Mick Couper a suggested that the research evidence to date is quite mixed and that success may depend on how the modes are mixed and on the evaluation criteria used e. Some mixed-mode methods have proven more productive than others, while some may actually increase nonresponse. Research findings have determined that mail-plus-phone designs produce higher response rates than Web-plus-phone designs and that giving respondents a choice of mode is less effective than offering each mode in sequence Cantor et al. Couper observed that while mixed modes may reduce errors of nonobservation by improving coverage versus Internet or telephone-only modes or may reduce nonresponse bias relating to literacy relative to mail-only methods, mixing modes may add complications in terms of measurement error Couper, a. Nonetheless, the mixed-mode approach has gained in popularity over time, particularly for large government-sponsored social science surveys. Page 77 Share Cite Suggested Citation: The research interest in various modes has changed over time. Telephone and personal interview modes have played a dominant role in the mix for some time. Mail has increasingly become a part of the mix. The resurgence in the use of mail as a mode has probably been due to the large drop in response rates in telephone studies and the development of near-comprehensive ABS frames, such as the U. More recently, research has focused on the use of mail to induce respondents to use the Internet, which has significant cost savings over interviewer-administered modes and perhaps over mail self-administered questionnaires and the additional benefit of more complex instruments being made possible by the Web. In research focusing on one statewide general public household survey, the and Washington Community Survey, Messer and Dillman , sampled from the DSF and asked respondents in nine and six treatment groups, respectively, to respond by Internet or mail or both. The treatment groups varied the procedures and incentives for the Web€”mail implementations. The mail-only groups responded at higher rates than the Web panels, but both achieved higher response rates than might be expected with only an RDD telephone survey. See also Messer and Dillman, Shih and Fan conducted a meta-analysis of experiments comparing Web and mail response rates in some 39 studies. However, when sample members were offered both mode options at the same time, there was no significant difference in response rates. This suggested to the researchers that it would be advantageous to offer nonrespondents in one mode a different mode in the follow-up. In this report, we simply refer to mixed mode. Page 78 Share Cite Suggested Citation: They found that two of the study features population types and follow-up reminders contributed to the response rate differences between Web and paper surveys. College sample members appeared to be more responsive to Web

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surveys, while some other sample member types e. Follow-up reminders appeared to be less effective for Web surveys than for mail surveys. The ACS is an ongoing survey designed to provide information about small areas. It was developed to replace the long-form survey that was part of the decennial census for many decades. The ACS is conducted on a continuous basis. The data from a given year are released in the fall of the following year. Three sequential modes were selected for monthly data collection: A reminder postcard is sent three days after the questionnaire mailing. Whenever a questionnaire is not returned by mail within three weeks, a second questionnaire is mailed to the address. If there is still no response and if the Census Bureau is able to obtain a telephone number for the address, trained interviewers will conduct telephone follow-up surveys using computer-assisted telephone interviewing CATI equipment. Interviewers also follow up on a sample of the following: Page 79 Share Cite Suggested Citation:

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Chapter 5 : Survey Response Rates - Center for Innovation in Research and Teaching

Surveys provide a critical source of data for scholars, yet declining response rates are threatening the quality of data being collected. This threat is particularly acute among organizational studies that use key informants—the mean response rate for published studies is 34 percent.

In the following module, survey response rates and ways to increase them will be discussed. Discuss common rates of response for different surveys. Identify and explain factors that influence response rates. Explain ways to increase survey response rates. The following Slideshare presentation, *Tips for Improving Response Rates and Surveying Techniques*, introduces the concept of a response rate, how it is calculated, and its importance in survey research. It also offers tips on ways to maximize the response rate of a survey and increase the credibility of the results. A low response rate may decrease the statistical power of the data collected and undermine the reliability of the results. It may also undermine the ability of the researcher to generalize the results to the larger target audience. This is further complicated by the fact that a low response rate can be indicative of a nonresponse bias within the sample. What should I expect for a return rate? There have been many studies done regarding survey response rates and the results are incredibly varied. In general, the following response rates are common: However, these percentages are simply a guideline. The rate of a response for any particular survey may depend greatly on the availability and reachability of the target audience and knowing the best way to deliver a survey to that audience. Response rates may also depend on the sensitivity of the topic in the survey as well. Considering the importance of the response rate to the research results and the high variability of responses, researchers should spend time and effort examining ways to increase the response rate for his or her survey. Increasing the Reward

There are many ways to make responding to a survey a more rewarding experience for the respondent. Begin by providing the respondents with clear instructions, the purpose of the survey and an engaging introduction. In that regard, it is also critical to be positive, polite and show respect. Incentives are another way to reward respondents in a more tangible way. This can be done in many ways including cash, gift cards, being entered in a lottery or drawing, prizes, and other tokens of appreciation. It is important that the survey be relatively short and concise and that the instruction be very clear. If respondents get bogged down and the survey is long or difficult to complete, they may simply not finish it. Establishing Trust

Respondents need to know that the purpose of the survey is genuine and that the results will be used in the manner described in the introduction. Many respondents will also feel more inclined to respond if the results of the survey will be shared with them in some way. It is also critical to follow up on any promised rewards or incentives. Following is a list of specific tips for increasing survey rates and ensuring that the three goals above are met: Personalize the invitation to respond. People respond at higher rate when they feel that they are personally being asked to participate. Engage the respondents with an interesting introduction that clearly describes the purpose of the survey. Do not, however, let the introduction get too lengthy. Provide very clear and concise instructions for answering the survey. Make it as easy as possible for respondents and minimize their effort. Do not require respondents to jump through any hoops. Explain how privacy and confidentiality will be addressed. Ensure that the survey type is appropriate for the audience. For example, if many elderly people are in the sample, an internet survey may not be appropriate. Keep the survey short. Follow the guidelines in the previous module about writing clear survey questions and having appropriate response choices. Be honest about the amount of time it will take to complete it. If using incentives, immediate rewards have been shown to have the most impact on response rates. For example, sending every member of the sample a token of appreciation, gift card, or cash reward will encourage them to respond out of a sense to give something for what they have received. The offer to be entered into a drawing or some type of lottery is less motivating. However, cost of rewards or incentives does have to be taken into consideration and may not be feasible. Send one reminder or follow up to the sample to encourage them to respond. Designing and conducting health surveys: A guide to decisions and procedures.

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Estimating the effect of incentives on mail survey response rates: *Public Opinion Quarterly*, 57 1 , Mail and Internet surveys: The tailored design method Update with new Internet, visual, and mixed-mode guide. A comparison of web and mail survey response rates. *Public opinion quarterly*, 68 1 , Improving response to web and mixed-mode surveys. *Public Opinion Quarterly*, nfr *Designing Surveys That Work!*

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Chapter 6 : How Response Rate Affects A Survey | Readex Research

Few studies of nonresponse have relied on reasons given by those who did not choose to respond; although not intentionally gathered, the data provide insights into nonresponse. An electronic mail survey was sent to college deans, and eventually responded.

Journal of the American Statistical Association 86 1: Survey Methodology 31 2: A comparison of a survey and a census. International Journal of Epidemiology 36 6: Role and perceptions of interviewers. International Journal of Public Opinion Research 13 3: Taylor and Francis Group. Wiley Series on Survey Methodology. Survey Practice 3 April. Public Opinion Quarterly 72 3: Interaction and Practice in the Survey Interview. Requests, blocking moves, and rational interaction in survey introductions. American Sociological Review 75 5: Implications for Measurement Error. Consumer Expenditure Quarterly Survey. Individual and interviewer effect. Public Opinion Quarterly 52 1: Page Share Cite Suggested Citation: Nonresponse in Social Science Surveys: The National Academies Press. Public Opinion Quarterly 75 3: Past, present and future. Annual Review of Public Health Matching with field investigation of discrepancies. Journal of Experimental Education 56 4: Commission on Behavioral and Social Sciences and Education. Summary of a Workshop. Statistical Policy Working Paper Public Opinion Quarterly 50 1: Experiments in increasing respondent cooperation. Survey Research Methods 4 1: Quality and Quantity Lessons from the NSLY The Development of an Altruistic Identity. Johns Hopkins University Press.

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Chapter 7 : A bibliography of studies of nonresponse in survey research by Darnell Felix Hawkins | Library

References and Selected Bibliography. Abraham, K., Helms, S., and Presser, S. How Social Processes Distort Measurement: The Impact of Survey Nonresponse on Estimates of Volunteer Work in the United States.

A lot of things can go wrong in a survey. One of the most important problems is non-response. It is the phenomenon that the required information is not obtained from the persons selected in the sample. The consequences of non-response are many. One effect of non-response is that it reduces the sample size. This does not lead to wrong conclusions. Due to the smaller sample size, the precision of estimators will be smaller. The margins of error will be larger. A more serious effect of non-response is that it can be selective. This occurs if, due to non-response, specific groups are under- or over-represented in the survey. If these groups behave differently with respect to the survey variables, this causes estimators to be biased. To say it in other words: It occurs in a number of surveys of Statistics Netherlands. A follow-up study of the Dutch Victimization Survey showed that persons, who are afraid to be home alone at night, are less inclined to participate in the survey. In the Dutch Housing Demand Survey, it turned out that people who refused to participate, have lesser housing demands than people who responded. And for the Survey of Mobility of the Dutch Population it was obvious that the more mobile people were under-represented among the respondents. Causes of non-response can have different causes. It is a good idea to distinguish these various types of non-response. Research has shown that different types of non-response may have different effects on estimators. No-contact Refusal Not-able The first step in getting the participation of a sample person in a survey is to make contact. If this is not possible, you have non-response due to no-contact. If it is possible to make contact with a person, you can establish whether he or she belongs to the target population of the survey. If not, you can discard this case. You can ignore this person, because it is a case of over-coverage. If a person belongs to the target population, you have to persuade him to co-operate. If this is not successful, you have a case of non-response due to refusal. Even if there is contact, and the person wants to co-operate, there can still be circumstances preventing obtaining answers to the questions. Examples are illness or language problems. This is non-response due to not-able. If selected persons belong to the target population, can be contacted, are prepared to participate, and are able to participate, then you have response. An opinion poll is carried out to estimate the percentage of voters this party will attract. To determine how precise the estimator is, sample selection is repeated a large number of times. The percentage of voters is computed for each sample. The distribution of all these estimates is shown in a histogram. The average of all estimates is computed. The estimator is unbiased if this average is approximately equal to the true population percentage. You do that by clicking on the green square adjacent to Sample size. There are three possible sample sizes: You can choose to generate non-response in the survey. You do that by clicking on the green square below Non-response. The probability of non-response increases with age in this demonstration. You start the simulation by clicking on Start. If there is no non-response, the estimates will be neatly concentrated around the true percentage of voters in the population. If there is non-response, the estimates will be significantly too low. Why are the estimates too low? The reason is the elderly are under-represented in the samples, because non-response is highest among them. It is the elderly who vote for NEP. So, there will be too few NEP-voters in the samples. Note that non-response causes the variation of the estimates to increase. This is also a typical non-response effect. Non-response reduces the sample size, and therefore increases the variance of estimators, leading to larger margins of error.

Chapter 8 : Bibliography | European Social Survey (ESS)

In survey research it is important to design the study with the intent of collecting and reporting information about non-response and its effects on survey results.

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Chapter 9 : Commentary on Survey Research

4 Approaches to Improving Survey Response. In previous chapters, we have summarized evidence that survey nonresponse is a growing blog.quintoapp.com a paper that has been cited often in this report, Brick and Williams () raised the disturbing possibility, based on their analyses, that the intrinsic rate of increase in nonresponse in U.S. household surveys might be percentage points or so per year.