

Telephone Survey Methodology

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WILEY SERIES IN SURVEY METHODOLOGY

Telephone Survey Methodology

James H. Frey



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 Survey Methodology*, 2001 *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

Survey Research Joseph J. Leon, 2003 This book is written in a user friendly style for persons in business government and non profit organizations who want to write and or execute a survey using either the in person mail telephone or web methods or who want a good grounding in survey research methods without all the jargon A short introduction to survey research is provided in Chapter 1 Chapter 2 focuses on ethics using examples from national and international professional associations Chapter 3 describes how to propose a survey within an organization and provides examples Chapter 4 focuses on probability sampling methods used in survey research Chapters 5 to 8 show how to develop and field a survey using the mail in person telephone and the web and provides example question formats overall questionnaire design and cover letters for each method Chapters 9 and 10 show one how to do data entry and data analysis frequencies crosstabulations and multiple regression The next to the last chapter shows how to present your results using charts and the final chapter provides a sample research report Advanced sources are recommended for those who want to specialize in survey research or subfields of sampling and or data analysis

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

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 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

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Internet, Phone, Mail, and Mixed-Mode Surveys Don A. Dillman, Jolene D. Smyth, Leah Melani Christian, 2014-08-06 The classic survey design reference updated for the digital age For over two decades Dillman s classic text on survey design has aided both students and professionals in effectively planning and conducting mail telephone and more recently Internet surveys The new edition is thoroughly updated and revised and covers all aspects of survey research It features expanded coverage of mobile phones tablets and the use of do it yourself surveys and Dillman s unique Tailored Design Method is also thoroughly explained This invaluable resource is crucial for any researcher seeking to increase response rates and obtain high quality feedback from survey questions Consistent with current emphasis on the visual and aural the new edition is complemented by copious examples within the text and accompanying website This heavily revised Fourth Edition includes Strategies and tactics for determining the needs of a given survey how to design it and how to effectively administer it How and when to use mail telephone and Internet surveys to maximum advantage Proven techniques to increase response rates Guidance on how to obtain high quality feedback from mail electronic and other self administered surveys Direction on how to construct effective questionnaires including considerations of layout The effects of sponsorship on the response rates of surveys Use of capabilities provided by newly mass used media interactivity presentation of aural and visual stimuli The Fourth Edition reintroduces the telephone including coordinating land and mobile Grounded in the best research the book offers practical how to guidelines and detailed examples for practitioners and students alike

Mail and Telephone Surveys Don A. Dillman, 1978-05-01 Develops a theoretically based system guided by principles of social exchange and administration that ensure high quality surveys at low cost Presents step by step procedures and shows why each step is important Contains many examples and where appropriate contrasts acceptable and unacceptable procedures

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, 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.

Survey Research Methods Floyd J. Fowler, Jr., 2013-09-18. The Fifth Edition of Floyd J. Fowler Jr.'s bestselling *Survey Research Methods* presents the very latest methodological knowledge on surveys. Offering a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy and credibility, the book guides readers through each step of the survey research process. This fully updated edition addresses the growth of the Internet for data collection and the subsequent rapid expansion of online survey usage; the precipitous drop in response rates for telephone surveys; the continued improvement in techniques for pre-survey evaluation of questions and the growing role of individual cell phones in addition to and often instead of household landlines. Throughout the book, the author puts the profound changes taking place in the survey research world today into perspective, helping researchers learn how to best use new and traditional options for collecting data.

Survey Methodology Robert M. Groves, 2004-04-30. *Survey Methodology* describes the basic principles of survey design discovered in methodological research over recent years and offers guidance for making successful decisions in the design and execution of high quality surveys. Written by six nationally recognized experts in the field, this book covers the major considerations in designing and conducting a sample survey.

How to Conduct Telephone Surveys Linda B. Bourque, Eve P. Fielder, 2003.

Telephone Survey Methodology Robert M. Groves, Paul P. Biemer, Lars E. Lyberg, James T. Massey, William L. Nicholls, II, Joseph Waksberg, 1988-11-30. 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 *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 *Encyclopedia of Survey Research Methods* Paul J. Lavrakas, 2008-09-12 To the uninformed surveys appear to be an easy type of research to design and conduct but when students and professionals delve deeper they encounter the vast complexities that the range and practice of survey methods present To complicate matters technology has rapidly affected the way surveys can be conducted today surveys are conducted via cell phone the Internet email interactive voice response and other technology based modes Thus students researchers and professionals need both a comprehensive understanding of these complexities and a revised set of tools to meet the challenges In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor the Encyclopedia of Survey Research Methods presents state of the art information and methodological examples from the field of survey research Although there are other how to guides and references texts on survey research none is as comprehensive as this Encyclopedia and none presents the material in such a focused and approachable manner With more than 600 entries this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost benefit standpoint Key Features Covers all major facets of survey research methodology from selecting the sample design and the sampling frame designing and pretesting the questionnaire data collection and data coding to the thorny issues surrounding diminishing response rates confidentiality privacy informed consent and other ethical issues data weighting and data analyses Presents a Reader s Guide to organize entries around themes or specific topics and easily guide users to areas of interest Offers cross referenced terms a brief listing of Further Readings and stable Web site URLs following most entries The Encyclopedia of Survey Research Methods is specifically written to appeal to beginning intermediate and advanced students practitioners researchers consultants and consumers of survey based information *An Assessment of Telephone Survey Methods* William A. Lucas, William C. Adams, Rand Corporation, 1977 [International Handbook of Survey Methodology](#) Edith Desirée de Leeuw, J. J. Hox, Don A. Dillman, 2008 Taking into account both traditional and emerging modes this comprehensive new Handbook covers all major methodological and statistical issues in designing and analyzing surveys With contributions from the world s leading survey methodologists

and statisticians this invaluable new resource provides guidance on collecting survey data and creating meaningful results. Featuring examples from a variety of countries, the book reviews such things as how to deal with sample designs, write survey questions, and collect data on the Internet. A thorough review of the procedures associated with multiple modes of collecting sample survey information and applying that combination of methods that fit the situation best is included. The International Handbook of Survey Methodology opens with the foundations of survey design, ranging from sources of error to ethical issues. This is followed by a section on design that reviews sampling challenges and tips on writing and testing questions for multiple methods. Part three focuses on data collection, from face-to-face interviews to Internet and interactive voice response to special challenges involved in mixing these modes within one survey. Analyzing data from both simple and complex surveys is then explored, as well as procedures for adjusting data. The book concludes with a discussion of maintaining quality. Intended for advanced students and researchers in the behavioral, social, and health sciences, this must-have resource will appeal to those interested in conducting or using survey data from anywhere in the world, especially those interested in comparing results across countries. The book also serves as a state-of-the-art text for graduate-level courses and seminars on survey methodology. A companion website contains additional readings and examples.

The Role of Telephone Data Collection in Federal Statistics United States. Federal Committee on Statistical Methodology. Subcommittee on the Role of Telephone, Mail, and Personal Interviews in Federal Statistics, 1984

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