



Utrecht University – in cooperation with the Consortium Board of the Generations and Gender Programme and the Population Unit of the UNECE – is organizing the :

Workshop on Mixed-Mode Data Collection

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Utrecht University, Utrecht, the Netherlands*

17-18 December 2012

This GGP methodological workshop is organized to familiarize GGP country teams and users with one of the major proposed innovations of the GGP in the near future – a mixed mode survey design.

When planning a survey, many decisions have to be made and one of the most important decisions concerns the choice of data collection mode. Data collection in surveys can be carried out in several modes, such as face-to-face, telephone, self-administered mail questionnaires, and web surveys. The availability of different modes of data collection leads to the methodological question: which method is best? Each method has its advantages and disadvantages; each method also makes different logistic demands.

The topic of this workshop is the methodology for mixed-mode surveys. We will provide an introduction and overview of methodological issues involved in the design, implementation, and evaluation of mixed mode surveys. We will discuss advantages and disadvantages of mixed-mode survey design and review common forms of mixed-mode design, reasons for using more than one mode in a survey and the consequences of mixed-mode. The emphasis will be on data quality and on ensuring measurement equivalence in a mixed-mode design. Practical and theoretical considerations for the design and implementation of mixed-mode surveys will be discussed.

The objective is to provide the participants with a thorough background on mixed mode methodology and with an empirical knowledge base on the implications of mixed-mode for questionnaire design, total survey error and logistics.

Organizers & lecturers prof. dr. Edith de Leeuw, The Netherlands (<http://edithl.home.xs4all.nl/>)
 prof. dr. Joop Hox, The Netherlands (www.joophox.net)

For more information on the programme and on how to apply, please visit:
<http://www.ggp-i.org>