Mixed Mode and Mixed Device Surveys: Why, When, and How

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Part 1

Mixed Mode Surveys

January 2020

- Main Data Collection Methods in Surveys
  - ~~Face-to-Face Interviews (CAPI, PAPI)~~
  - Telephone Interviews (mainly ~~Centralized~~)
  - Postal Mail Surveys
  - Online Surveys

  ] CASI Self-administered

  - Panel Designs
  - Mixed Mode Designs

  - February 2020: Suspension of Face-to-Face and centralized CATI (e.g. SHARE, 2020)

July 2020

- Many ongoing surveys had to work quickly
  - Easier for
    - Panel Designs: have information on respondents
      - Can change to postal mail, decentralized telephone, online survey, or mix
    - Mixed Mode Designs
      - Can change over to one of the available methods or mixes
  - Examples:
    - UK: Understanding society from CAPI-CAWI mix to mainly CAWI with telephone follow-up if necessary Burton, 2020
    - Europe: SHARE, forced to change during fieldwork from CAPI to CATI. Share 2020
      - Decentralized CATI, Face-to-Face interviewers from home
    - https://ojs.ub.uni-konstanz.de/srm/issue/view/221

Terminology

- Mixed Mode
- Multi Mode, Multiple Mode
  - Often used interchangeably
- Mixed Mode
  - Any combination of **survey** data collection methods (modes)
  - In any part of the data collection process
    - Contact phase
    - Response phase

Note: Term mixed methods used in qualitative studies

About Mixed Modes

- After 30 years, the norm and expected to increase
  - MIMOD, 2019, Biemer & Lyberg, 2003, Dillman & Tarnai, 1988
- Many forms
  - ***Contact* by different mode**
    - Recruitment probability based online panels (Blom et al, 2015)
    - Special letters (e.g., with incentive, push to web) (Dillman, 2017)
  - Another mode ***specific questions* for all respondents**
    - Self-administered forms for sensitive questions
    - Direct observations (e.g., GPS signal)
  - Different ***response modes* for different** (groups of) respondents
    - Concurrent (e.g., international surveys, special groups)
    - Sequential (e.g., nonresponse follow-up)
  - **Alternating** modes in longitudinal design

Why? We Need To!

- Nonresponse increase and changes in nonresponse nature and characteristics
- Increased costs traditional methods
  - Combined with cuts in research budgets
- Increase in Online Surveys and desire to exploit new technologies and devices
  - Coverage Problems
- Increase in International Surveys
  - Different survey traditions in different countries
  - Different coverage patterns
- COVID-19 changes
  - New and mixed ways of data collection now accelerated

Nothing New Really

"Mixed mode surveys, that is, surveys that combine the use of telephone, mail, and/or face-to-face interview procedures to collect data for a single survey project are occurring with increasing frequency. A second, or in some cases even a third, method to collect data for a single survey is being used throughout the world…. Indeed, mixed mode is becoming one of the survey buzz words of the late 20th century"

Dillman & Tarnai, 1988

- Important goals then
  - Coverage (telephone), dual frame sampling
  - Nonresponse follow-up
- Important Issues already identified by Dillman & Tarnai
  - Data comparability
  - Questionnaire construction

Common Mixed-Mode Designs Data Collection

- Cross-sectional
  - Offer two or more modes at same time
    - To overcome coverage problems
- Cross-national (& cross-cultural)
  - Different countries have different traditions main modes

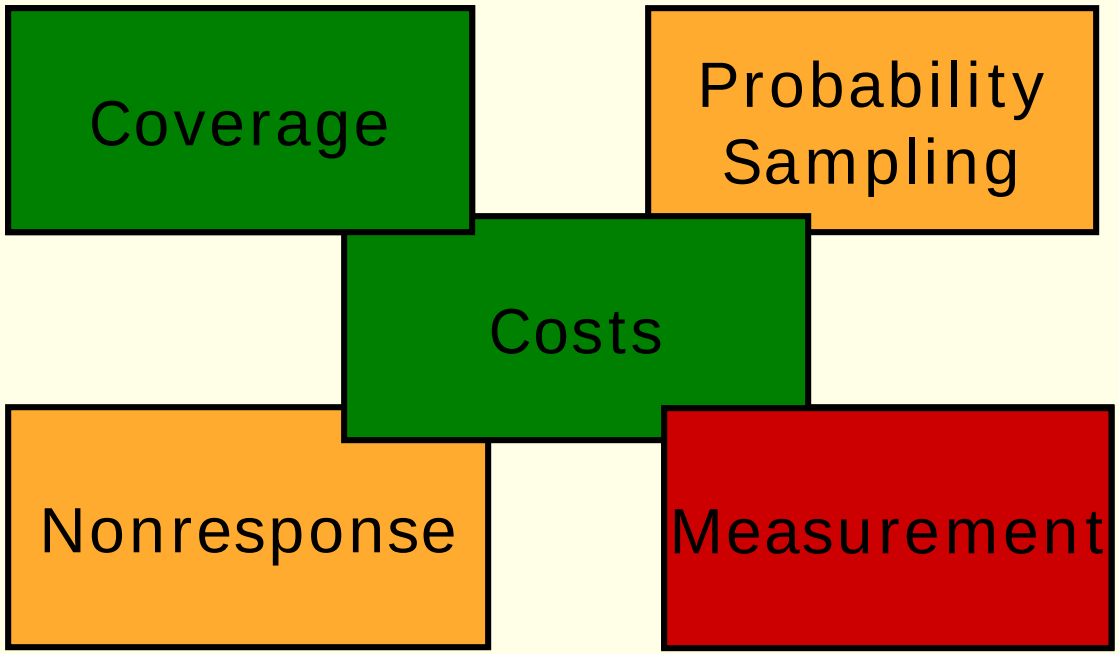
Concurrent Mixed Mode

- Cross-sectional
  - Start with cheapest and follow-up with more expensive to reduce nonresponse
- Longitudinal mixed-mode or panel
  - Start with expensive high response mode
  - First contact formation online (probability) panel

Sequential Mixed Mode

Mixed Mode

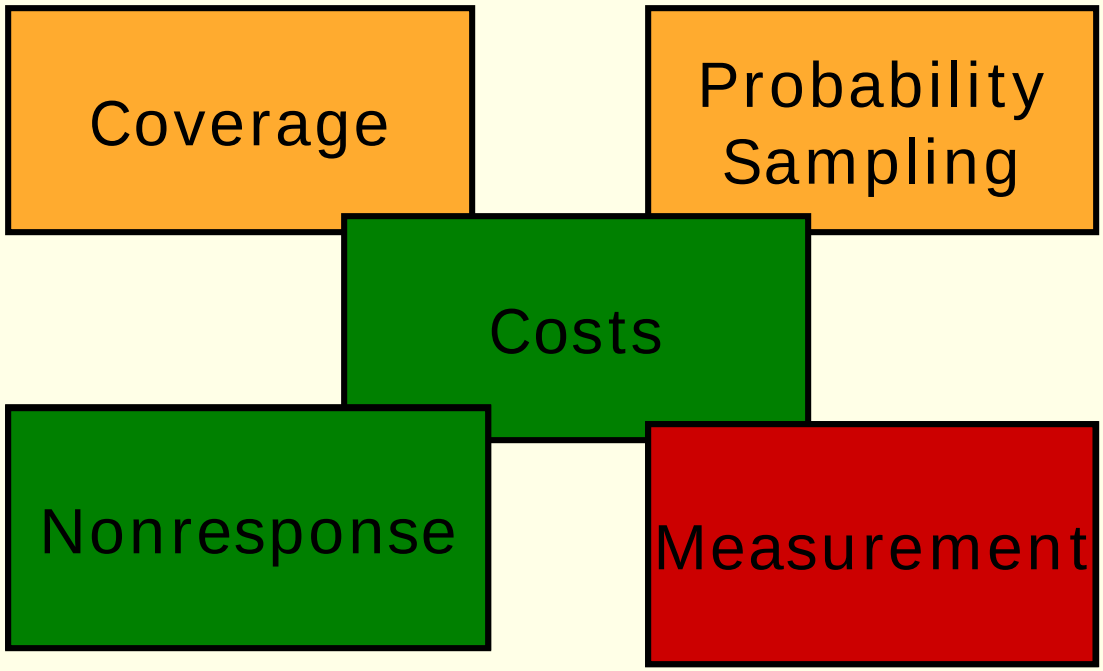
To Improve Coverage



Example: Concurrent mixed-mode
Two or more methods at same time

Mixed Mode

To Increase Response



Example: Sequential Mixed Mode:
One method after another

Does it Work? MM and Representativity

- Few empirical comparative studies:
  - Kappelhof (2015): Study of immigrants in Holland
    - Socio-demographic different respondents participate in different modes, but, single mode CAPI best reflection of immigrants
  - Klausch et al (2016): General population Holland
    - For socio-demographics the F2F follow up increased overall R-indicators of mail and telephone single-mode response.
    - Representativeness of single-mode web was already optimal
  - Bandilla et al (2014): Reapproach ALLBUS Germany
    - Web + mail better representation, demographics + general attitudes
  - Messer & Dillman (2011); Dillman (2017): General population Several States, USA
    - Web-Only excludes important segments of population.
    - Web plus mail better representation demographics

Results Meta Analysis

- Nonexperimental study on Representativity
  - Meta-analysis (Cornesse & Bosjnak 2018, SRM)
    - 45 mixed mode surveys and 51 single mode surveys, all using R-indicators
  - Significant higher R-indicators for mixed mode (.04 average difference) indicating higher representativity in mixed mode surveys
  - Benchmarks and Median Absolute Bias (MAB) too few studies
    - Only 8 mixed-mode (vs 101 single mode) using MAB

Sequential vs Concurrent

- Empirical evidence sequential mixed-mode best:
  - Offering a choice may lower response rates
- Fulton & Medway (2012). Meta-analysis of 19 experimental comparisons of concurrent choice option of web/mail vs mail only surveys
  - Choice reduces response rates (on average 3.8%).
- Advice use a sequential approach
  - Do not offer pure CHOICE, but TAILOR
  - When you KNOW the preferred mode, always present people with their preferred mode they respond better (Olson et al, 2012).
  - ADAPTIVE design offer special groups special methods

Concurrent 2.1

- Form of adaptive (responsive) M-M design
- Offer known preference
  - Known from previous survey
    - Longitudinal, panel approach, e.g. GESIS
      - GESIS online but paper mail for those who do not have Internet OR prefer paper
- Estimate propensity of mode preference / bests suited mode
  - Tailor mode to respondent
    - Early example Dutch survey of Consumer Sentiments (2013)
- Not offer choice, but ‘nudge’ respondent
  - Push to web approach (Dillman, 2017)

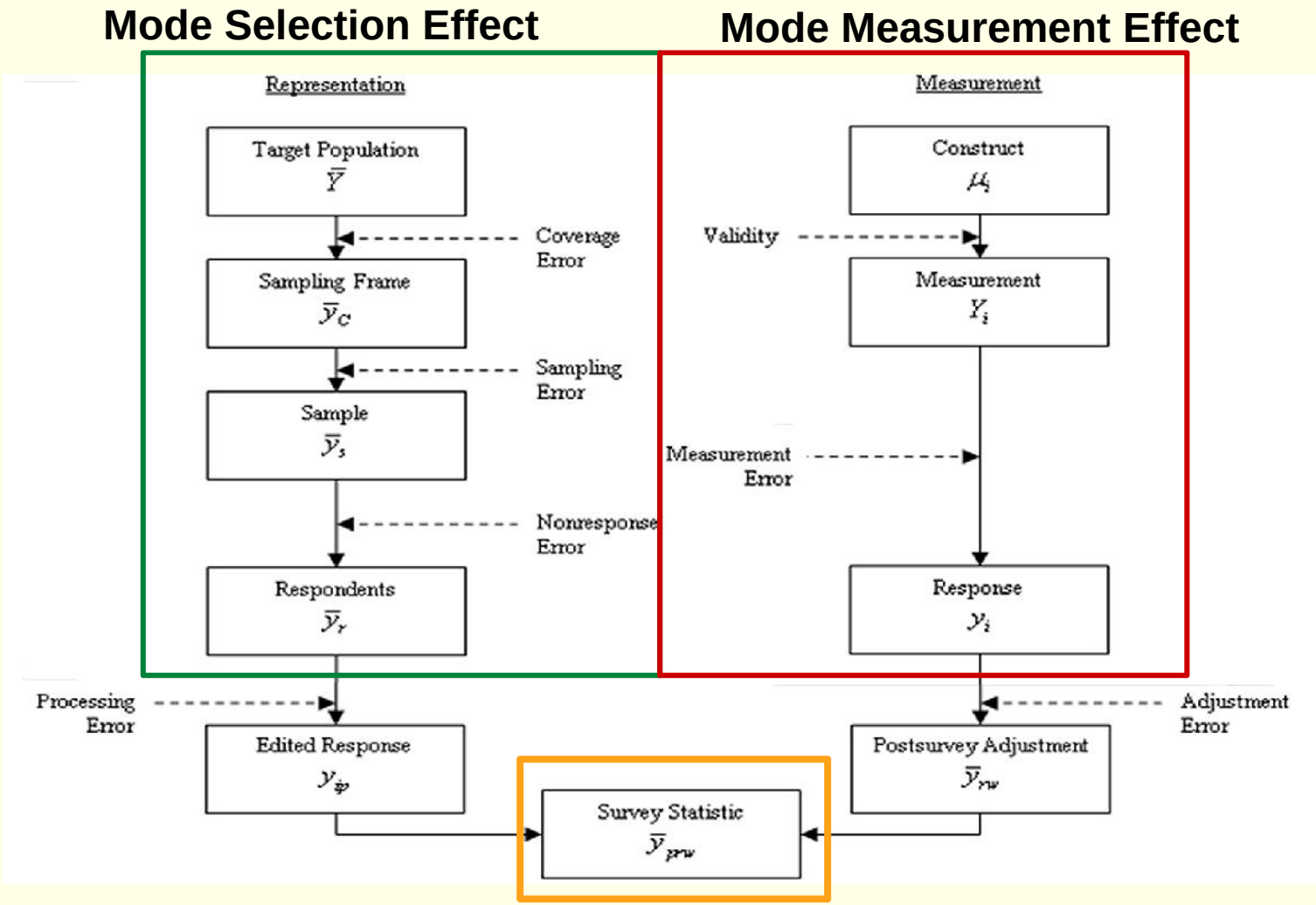
Free Lunch?

- How about measurement / data quality?
  - It depends
- Different response mode for specific questions to **All**
  - Sensitive questions in self-administered mode for all
  - Observation, such as, GPS signal though mobile
  - Biomarkers
  - Administrative data
  - Win-Win
- Different response modes for **different** respondents
  - Goal reduce noncoverage or nonresponse
    - Examples: sequential mixed mode, push to the web
    - Potential for differential measurement error
  - Mode Effects Potential Pitfall!

About Mode Effects

- Mode effect as such does not exist (Tourangeau)
  - Mode effect has two components
    - Differential non-observation error or **mode-selection-effect**
    - Differential observation error or **mode-measurement-effect**
    - Mode effect is net effect of non-observation and measurement error differences by mode
- Using two or more modes within one survey for one population (e.g., sequential mixed mode design) should increase coverage and response
  - Mode selection effect is than **wanted / desirable** as it reduces overall coverage and nonresponse error!
  - If there is no selection, different modes bring in the same respondents → use the cheapest mode for all
- Mode measurement effect cause for concern

Confounding Mode Selection and Measurement Effects



To Mix is to Design

- Mixing data collection modes has advantages in reducing noncoverage and nonresponse errors:
  - The **wanted** mode selection effects
- Mixing methods may enhance measurement errors
  - The **unwanted** mode measurement effects
    - Especially important for comparisons over groups!
- So, Design for Mixed Mode Surveys
  I. Design equivalent questionnaires!
  II. Estimate mode effects, separating wanted mode selection from unwanted mode measurement effects
    I. Need auxiliary data
  III. Adjust for unwanted mode measurement effects

I. Questionnaire Design

- ‘Naively’ mixing modes enhances measurement error as different modes have traditions of different question formats
  - Example: Do-not-know explicitly offered in web, not in interview!
    - See also Dillman & Christian, 2005
  - BUT, Question format has effect on response distribution!
- As a consequence, designers routinely enhance unwanted mode measurement effects in mixed-mode survey
  - Question format effects may be the main cause for mode measurement effects in standard mixed-mode design
  - Try to avoid different question formats across modes
    - Use equivalent questionnaires
- Special design needed for mixed-mode surveys!
  - Start with UNI(fied) mode design Dillman(2000)
    - If good reason to deviate do so (e.g., adapt instructions to medium)
    - Aim at optimal equivalence

I. Questionnaire Design

Design Equivalent Questionnaires
To AVOID Unwanted Differential
Question Format Effects

Equivalent questionnaires are NOT
the lowest common denominator
(see de Leeuw & Berzerak, 2016)

Improve questionnaires
Aim at better instruments!

Need For Auxiliary Data

- Separating mode selection and measurement effects requires additional information

1. Use available data
   - Demographic variables assumed unaffected by mode measurement effects
   - Use an existing single mode reference survey (considered equivalent)
   - Single mode data from previous measurement in longitudinal designs
     - Longitudinal data offer many opportunities
2. Design for it: collect additional data from random subsample
   - Subsample gets only a single mode, or is part of embedded randomized mode experiment
   - Subsample gets a follow-up single mode survey

Need For Auxialiary Data

-To distinguish between wanted selection and unwanted mode measurement effects

-To estimate mode measurement effects

-To adjust for mode measurement effects

Examples:

Subsample single mode ESS experiment:
Jaeckle, Roberts, Lynn (2010)

Existing reference survey: Revilla (2015)
Vannieuwenhuijze (2013)

Repeated measures: Klausch (2014)

Longitudinal data: Cernat (2015), Hox (2015)

Optimize M-M: In Sum

- Design phase
  - *Minimize* differences (in data collection)
    - Equivalent questionnaires and procedures
  - Plan collecting / finding auxiliary information
  - Decide on analysis strategy

- Analysis phase
  - Estimate both the **wanted** mode selection effects and the **unwanted** mode measurement effects
    - Mode measurement effects typically differ *for different questions* in the questionnaire
  - If there are *mode measurement effects, adjust for these*

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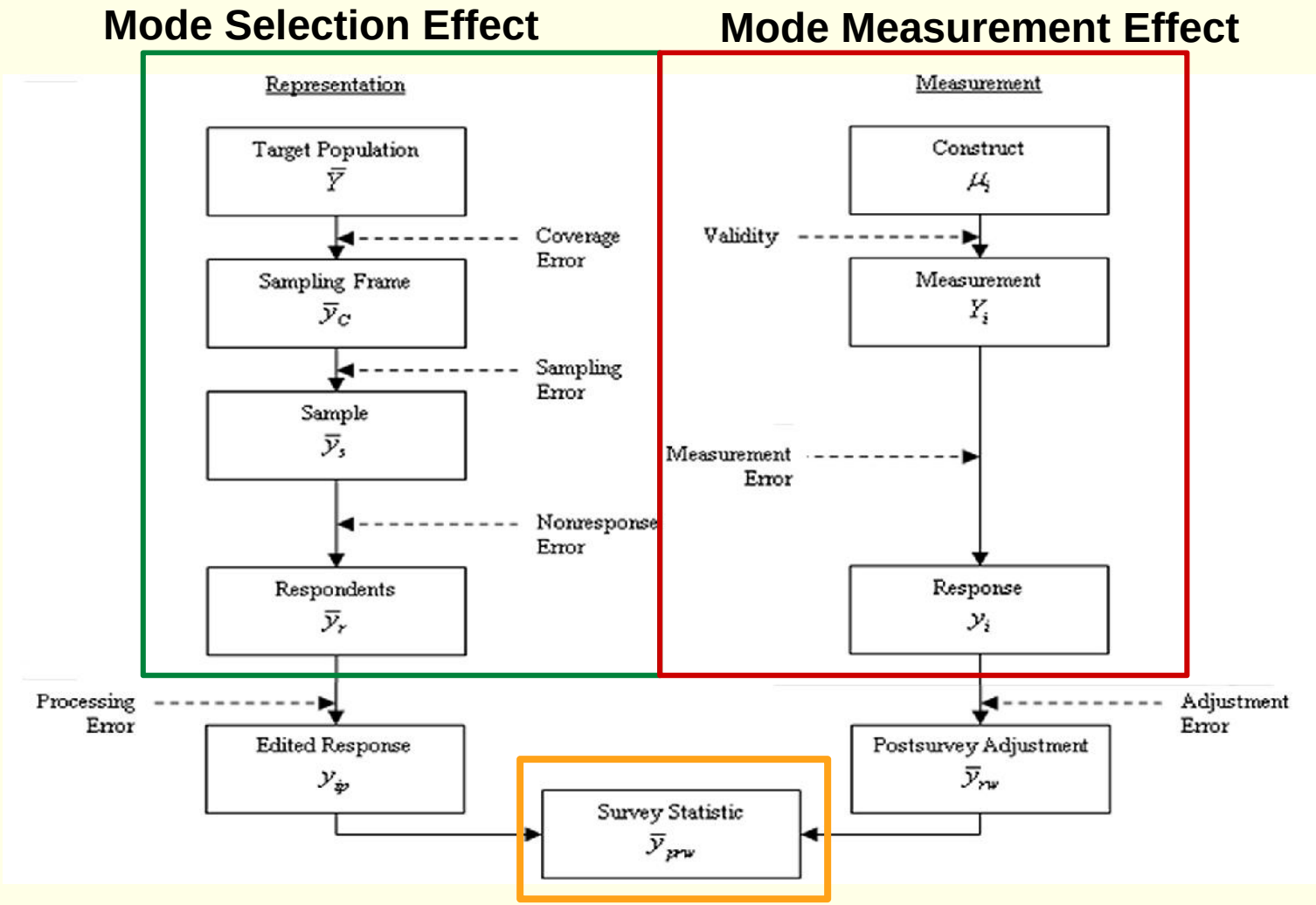
Wanted Mode Selection and Unwanted Measurement Effects



Wanted Mode Selection and Unwanted Measurement Effects

I. Design Equivalent Questionnaires
AVOID Unwanted Differential
Question Format Effects
Most (cost and time) Efficient Strategy

II. Estimate
(1)Wanted Mode Selection Effects
(2) **Unwanted** Mode Measurement Effects

III Adjust ONLY for
Unwanted Mode Measurement Effect


thank you
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Follow-up Readings

- Introduction to mixed-mode:
  - Edith **de Leeuw** (2018). Mixed-Mode: Past, present, future. Survey Research Methods, 12,2, 75-89. Available at https://ojs.ub.uni-konstanz.de/srm/article/view/7402
- Overview survey modes and mixed mode design:
  - Edith de Leeuw & Necj **Berzelak** (2016). Survey Mode or Survey Modes? In: Christof Wolf, et al (eds), The Sage Handbook of Survey Methodology https://www.researchgate.net/publication/305386094_Survey_Mode_or_survey_modes_On_mixed_mode_surveys
- Edith de Leeuw et al (2016) How to design and implement Mixed Mode surveys in cross national surveys: overview and guideline. https://www.researchgate.net/publication/342746632_How_to_Design_and_Implement_Mixed_Mode_Surveys_in_Cross_National_Surveys_Overview_and_Guideline?showFulltext=1&linkId=5f047a59a6fdcc4ca4530d71
DOI: 10.13140/RG.2.2.19016.96004

Follow-up Readings

- Overview on push-to-the-web methodology:
  - Don A. Dillman (2017). The promise and challenges of pushing respondents to the web in mixed-mode surveys. Survey Methodology (Statistics Canada), June 2017, vol 43, no 1, pp 3-30. Available at https://www150.statcan.gc.ca/n1/pub/12-001-x/2017001/article/14836-eng.pdf
- Analysis of Mixed-Mode surveys:
  - Joop **Hox**, Edith de Leeuw, Thomas Klausch (2017) Mixed Mode Research: Issues in Design and Analysis. In: Paul Biemer, et al (eds). Total Survey Error in Practice (chapter 23). New York: Wiley. Available at https://www.researchgate.net/publication/313585673_Mixed-Mode_Research_Issues_in_Design_and_Analysis
  - Webinar (EMOS, 2020).Mode effect in mixed mode surveys: slides and recording at https://emos2020events.ec.unipi.it/305-2/

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- Edith **de Leeuw** (2018). Mixed-Mode: Past, present, future. Survey Research Methods, 12,2, 9999-10013. doi:10.18148/srm/2018.v12i2.7402 At www.surveymethods.org https://ojs.ub.uni-konstanz.de/srm/article/view/7402/6582
- Edith de **Leeuw**, Joop, Hox, & Anja Boeve, A. (2016). Handling Do-Not-Know answers. Exploring new approaches in online and mixed-mode surveys. *Social Science Computer Review*, *34*, 116-132.: https://www.researchgate.net/publication/276596592_Handling_Do-Not-Know_Answers_Exploring_New_Approaches_in_Online_and_Mixed-Mode_Surveys
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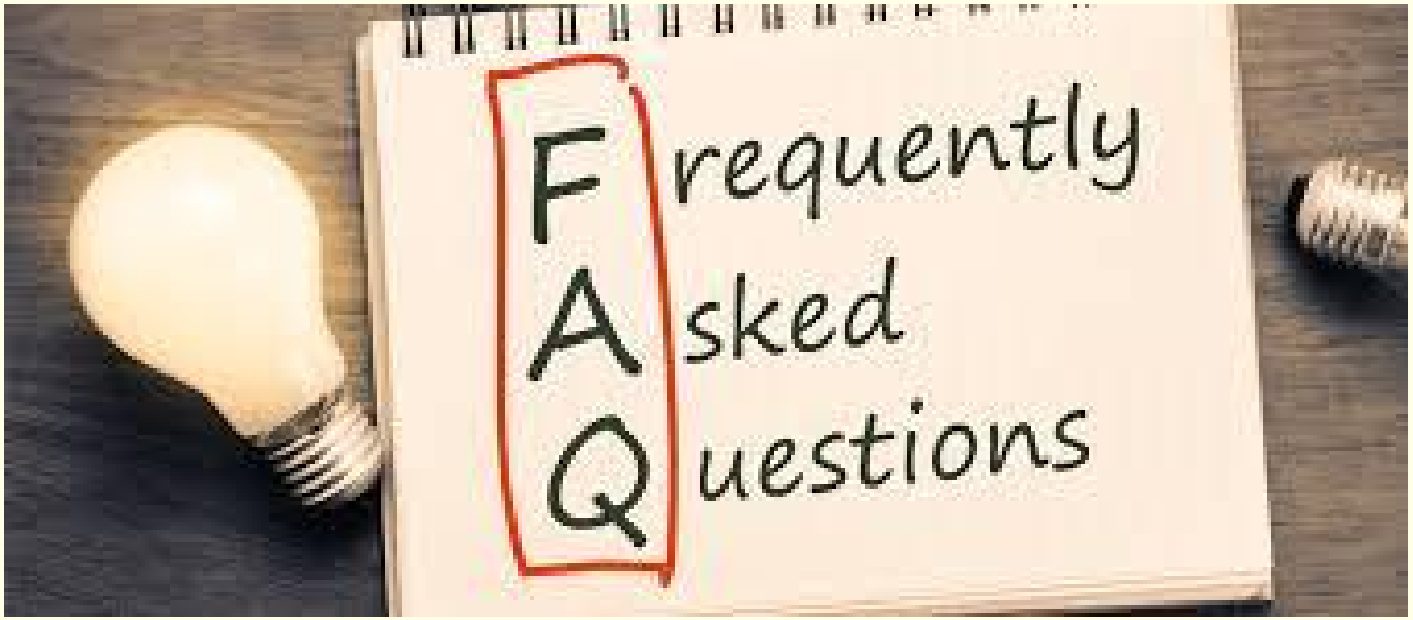
- Section on adaptations of ongoing surveys to the lockdown policy, In special issue of Survey Research Methods, Vol 40, no2. available at https://ojs.ub.uni-konstanz.de/srm/issue/view/221
  - E.g. Share, Understanding Society, SOEP, PSID
- Roger **Tourangeau** (2017). Mixing Modes: Tradeoffs among Coverage, Nonresponse, and Measurement Error. In: Paul Biemer et al (eds). Total Survey Error in Practice. New York: Wiley.

Appendix



On Mixed Mode Surveys

FAQ 1: On Coverage

- Internet coverage increasing over years
  - Countries differ in internet penetration
    - International comparative surveys
      - Different modes or mode mixes in different countries
- But, even with high coverage in a country
  - Digital divide between subpopulations
    - Differences in age, education, gender…
      - Couper, 2008
    - Declining over time, but bias still exists
      - Mohorko et al, 2013 Sterret et al, 2017
- Solution: *Concurrent* mixed mode survey
  - Different modes for different parts of population
    - E.g., online and mail. Example German GESIS-panel

FAQ 2: NonResponse

- Nonresponse is increasing over countries and time
- Consequences:
  - Smaller realized samples (smaller N!) and **higher costs** per completed
  - Respondents and nonrespondents may differ on key variables: **nonresponse bias**
- Solution: Sequential mixed-mode approach
  - Different modes in sequence, most affordable first
    - American Community Survey
      - Online, mail, telephone (CATI), face-to-face (CAPI)
    - Statistics Netherland Mixed-Mode experiments and production
      - Examples Online, CATI, CAPI, see also presentation Luiten
    - UK Understanding Society Innovation panel experiment
      - CAWI, CAPI (earlier CATI, CAPI)

FAQ3: Offer Choice?

- Researcher's viewpoint
  - Offer mode choice is client centered, respondent friendly
- Respondent's viewpoint is different
  - Increased cognitive burden
    - Two decisions to make instead of one
      - From "will I participate" to "will I participate + what method do I want to use"
      - Two decisions harder task than one
      - Simplest thing is opt-out
    - More concentrated on choice, not on survey
      - Distracts from message and arguments on why to cooperate
        - Weakens saliency
  - Respondents postpone, procrastinate, and quit

FAQ4: No Choice Offer but Use Adaptive Design

- Dutch Survey of Consumer Sentiments (SCS)
  - Ongoing cross-sectional CATI survey
  - Uses para-data from previous data collection
  - Uses demographics from registers
    - Logistic regression contact and cooperation response propensity (Luiten & Schouten, 2013)
  - Experiment with concurrent mixed mode next wave
    - Mail survey to those with low propensity to respond, web to those with high propensity (middle group given choice)
      - Cost considerations important, respondent burden important
    - Follow-up nonrespondents with CATI (sequential)
  - Maintain level of response (high prop: 31% low prop 35%: in reference survey 38 vs 18%)
  - Better representatively (R-indicators) on key variables SCS (sex, age, ethnicity, etc)

https://www.cbs.nl/NR/rdonlyres/1071A190-B552-4758-94C3-B9E29CD584DE/0/2013x11Luitenpub.pdf

FAQ 5: No Choice Offer but Push to the Web

- Further pushing to the web (Millar & Dillman, 2011)
- Use E-mail augmentation of postal contacts
  - Requesting a response to online survey by paper mail is burdensome
  - Prenotification by paper mail has advantages
    - Can send an incentive
    - Emphasize legitimacy
  - Combine email and postal (e-mail augmentation)
    - Postal advance letter (prenotification)
    - Supportive e-mail message following the first postal contact
      - To decrease burden and time for respondent (just click on URL)
      - Show that researchers care about respondents (show regard)
  - This results in response rate equivalent to mail-only

FAQ6: Coverage,Nonresponse, and Costs

- Sequential Mixed-Mode Approach
  - May be more effective than giving respondents a choice
- Concurrent 2.0 tailor / use adaptive design
  - When preferred mode is known (previous study)
  - When propensity is known/special groups
- Mixed mode needs multiple contacts (e.g. reminder) but accelerated scheme reminders with online
  - Schedule shorter than old/traditional (1978) Dillman's mail-only schedules
- Reduce costs?
  - Depends on initial single mode strategy and specific mix
    - If single mode is online, mixed-mode more expensive
    - If single mode face-to-face ,mix with online first less expensive

FAQ 7: How to handle Do-not-Know or Refuse-to-Answer categories

- Avoid doing one thing in one mode and another in another mode
- Design equivalent versions
  - Keep stimulus (that is question and answer categories) the same across modes
  - Present instructions and explanations similarly across modes (avoid superfluous long texts)
- Make an informed choice, based on
  - What is important in your study
  - What is your reference mode
- May lead to different choices in different surveys
  - Two examples

FAQ 7a: Example Do-not-Know

- Reference survey was interview
  - Standard practice was:
    - Not offer Do-Not-Know, and friendly probe after spontaneous do-not-know
  - Change to online survey as major mode
    - Decision: No explicit do-not-know option online
    - But question could be skipped (NOT mandatory)
    - Followed by friendly probe (based on interviewer texts as used in original interview survey)
      - Wine (2006) https://www.rti.org/pubs/TSM2006_Wine_paper.pdf
  - Approach proved successful in experiments
    - De Leeuw et al (2016). Handling do-not-know answers: Exploring new approaches in online and mixed-mode surveys. Social Science Computer Review. DOI:10.1177/0894439315573744.

FAQ 7b: Example Refuse to Answer

- Reference survey was (mixed-mode)interview
  - Standard practice was:
    - CAPI (Computer-Assisted Personal Interviews)
    - CASI (Computer-Assisted-Self-Interview) module for part with sensitive questions
  - Change to CATI (Computer Assisted Telephone Interview) from interviewers home
    - Problem CASI module had explicit response option ‘refuse to answer’ to avoid social desirability bias
  - Decision: Also read out during telephone interview
    - Details: Will et al (2020) COVId-19 lockdown during fieldwork: Challenges and strategies in continuing the ReGES study. doi:10.18148/srm/2020.v14i2.7753

FAQ 8: Avoid Long Grids

- Online often grid (matrix) questions
  - Has disadvantages (e.g., straight-lining, satisficing)
  - Context effects: questions & answers may influence each other
- Interviews are sequential: one question at time
- Mobile (cell phone) surveys also often sequential
  - Furthermore, longer grids difficult on small screen
- Question format source of difference between modes & devices
- All modes sequential, one question at a time?
  - Takes longer in online self-administered web surveys
  - Having to click next many times, may add to response burden
- Potential solution Auto Advance (carrousel)-format

Example: Auto Advance-Format

- **H**orizontal **S**crolling **M**atrix format (HSM or Carrousel with Auto-Advance)
  - One question at a time
  - Same response options all questions (replaces grid)
  - Next question appears automatically: Auto advance

1. In hoeverre bent u het eens met de volgende uitspraken? Het gaat om uw eigen mening, om wat u vindt.

De toegang tot ons land wordt nu beperkt met een aantal maatregelen. In de toekomst moeten we strengere maatregelen nemen wat betreft toegang tot ons land.

helemaal mee eens	mee eens	beetje mee eens	neutraal	beetje mee oneens	mee oneens	helemaal mee oneens
○	○	○	○	○	○	○

<< 1 2 3 4 5 >>

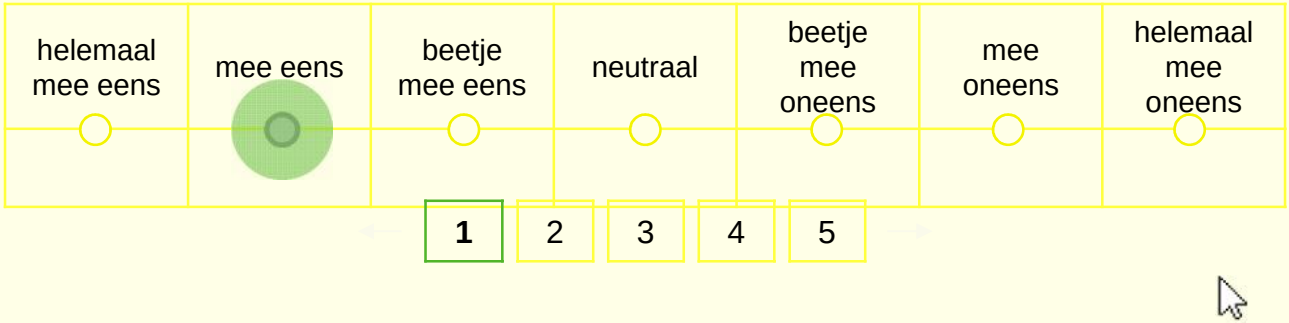
« Vorige Volgende »

Looks Like This

Auto Advance HSM Example

1. In hoeverre bent u het eens met de volgende uitspraken? Het gaat om uw eigen mening, om wat u vindt.

De toegang tot ons land wordt nu beperkt met een aantal maatregelen. In de toekomst moeten we strengere maatregelen. In de toekomst moeten we strengere maatregelen nemen wat betreft toegang tot ons land.

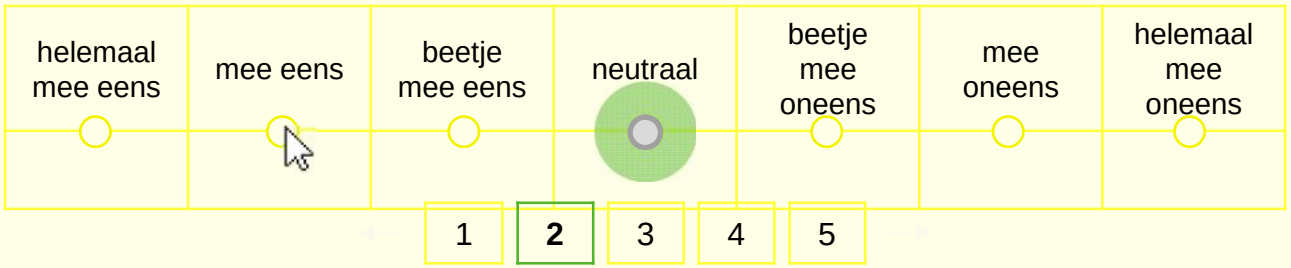


Looks Like This

Auto Advance HSM Example

1. In hoeverre bent u het eens met de volgende uitspraken? Het gaat om uw eigen mening, om wat u vindt.

Als immigranten bewust lange tijd werkloos zijn, moeten ze het land uitgezet worden.

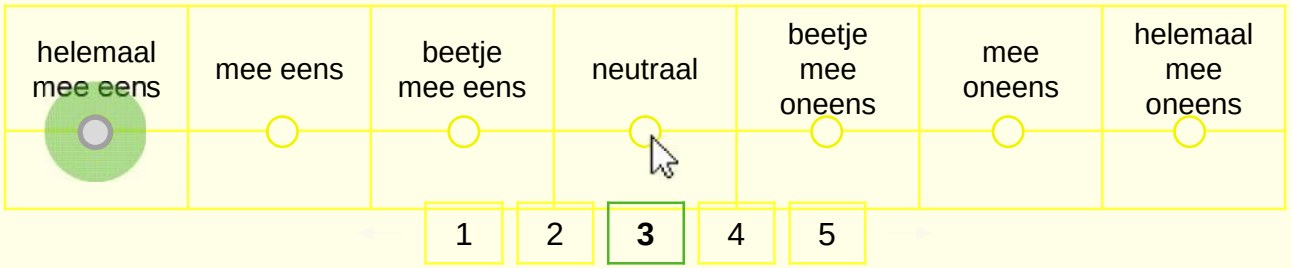


Looks Like This

Auto Advance HSM Example

1. In hoeverre bent u het eens met de volgende uitspraken? Het gaat om uw eigen mening, om wat u vindt.

Alle immigranten moeten dezelfde rechten krijgen als elke Nederlandse burger.



Adaptation Grids: Project Under Construction…

- Much research and development still needed
- A current example (ESRA 2019)
- Ipsos MORI Mobile friendly grids at ipsos.uk/demogrids

- **Lucy Lindley:** more development work needed to maximize accessibility and experience for respondents: ipsos.uk/demogrids