

## **Class Exercise week 2: Mode and survey error/bias**

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Every (survey) research project starts with two things:

1. A research question
2. A population for which you want to answer the research question.

Given a question and population, there may still be several different ways to set up a survey. The choice for the survey mode is one of the first decisions that have to be taken early in the process, and they will shape many decisions that you take later in the process (on sample design, fieldwork strategy, nonresponse conversion, and also the questionnaire etc.). What specific mode you choose, largely depends on practical aspects like the budget or time you have for your survey

Read the scenarios below. Each scenario includes a research question and population. Please write down:

- What TSE components you worry most about
- What you can do in your design – especially when it comes to the survey mode for inviting respondents and administering the survey – to minimize TSE.

### **Scenario 1**

A researcher would like to know to what extent neighbours in high-rise flats (over 8 floors tall) in Utrecht help each other out. She suspects that people help each other mainly if they have the same ethnic and socio-economic background.

### **Scenario 2**

A researcher would like to do a survey among homosexual muslims in the region of Utrecht to find out how the families of these men and women deal with this.

### **Scenario 3**

For the next elections for the European parliament, a market research firm with offices in all EU countries would like to do a pan-EU survey among the EU electorate to a) predict the outcome of the election in every country and b) compare the attitudes of people in different countries towards the European Parliament.

### **Scenario 4**

A researcher would like to do a survey among elderly people (age 70+) who group in shopping centres (malls) in the USA during the day. She is interested to find out why those elderly people choose to convene in malls, and not in any different place.

### **Scenario 5**

A researcher would like to better understand how patients who developed Covid-19 in the spring of 2020 (March-May) in Italy are now recovering from their illness. There is no central registry of patients in Italy; these are kept at hospitals, and if you want to reach these patients it is necessary to collaborate with individual hospitals in Italy. In the survey you want to ask questions about physical and mental wellbeing, as well as the effects Covid-19 has had on relations with household members (children, partner).