Exercise: Recruitment strategy

We will discuss the same scenarios as this morning. Now, the task is to go more in-depth and think about
1. What sampling frames will you use
2. What mode sequence will you use for invitations/reminders
3. What modes do you use for survey administration
4. How will you prevent or reduce coverage and nonresponse errors
5. Are costs and timing a concern. Are there ways to make the survey more timely or cheaper without increasing Total Survey Error very much?

Scenario 1
A researcher would like to know to what extent neighbours in high-rise flats (over 8 floors tall) in Utrecht help eachother out. She suspects that people help eachother mainly if they have the same ethnic and socio-economic background.

Scenario 2
A researcher would like to monitor the effect of introducing smart boards (electronic white boards) in Dutch vocational schools (MBO - where students are trained in a profession after high school). The researcher intends to investigate vocational schools that are very open to working with electronic audiovisuals, and schools not open to it. The budget for this study is limited, so he can monitor about 25 schools. He is interested in the effects and opinions of both students and teachers.

Scenario 3
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 4
For the upcoming 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 5
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.