

THE DEPARTMENT OF EDUCATIONAL PSYCHOLOGY'S RESEARCH METHODS,
MEASUREMENT, & EVALUATION (RMME) PROGRAMS AND THE DEPARTMENT OF
STATISTICS AT THE UNIVERSITY OF CONNECTICUT PRESENT:

RECENT LESSONS ON MIXING MAIL AND WEB DATA COLLECTION MODES IN HOUSEHOLD SURVEYS

KRISTEN OLSON, UNIVERSITY OF NEBRASKA-LINCOLN

Survey designs are increasingly incorporating self-administered modes – namely mail and web – to counter decreasing response rates and increasing costs in interviewer-administered surveys. In this talk, I will cover recent research related to mixing modes of self-administered data collection in household surveys, with a focus on designing for survey participation. I will explore theory for why sample members may select one self-administered mode over another, how modes affect response rates, representation and costs, and design decisions related to recruitment materials for mixed-mode surveys.



Kristen Olson, Ph.D. is the Leland J. and Dorothy H. Olson Professor in Sociology and Director of the Bureau of Sociological Research at the University of Nebraska-Lincoln. She is also the Editor-in-Chief of the Journal of Survey Statistics and Methodology. Dr. Olson's research focuses on mixed-mode surveys, questionnaire design, interviewer effects, the intersection of nonresponse and measurement errors, and within-household selection in self-administered surveys. She is a fellow of the American Statistical Association, the American Association for the Advancement of Science, and the Midwest Association for Public Opinion Research. She has an M.S. in survey methodology from the University of Maryland and a Ph.D. in survey methodology from the University of Michigan.

Colloquium Access Information:

Friday, 12/06/2024, 11am, ET

<https://tinyurl.com/rmme-Olson>

Meeting # 2863 522 0260

Password: RMMESTAT

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