



# SURVEY FUTURES

SURVEY DATA COLLECTION  
METHODS COLLABORATION

## Research Strand 6: Reducing and Evaluating Mode Effects



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# The Issue

- Increasing demand for practitioners to design multi-mode surveys
- How can we combine different modes of administration while minimising the risk of mode effects?

# RS6: Reducing and Evaluating Mode Effects

- a. Guidance on how to reduce measurement effects through effective questionnaire design
  - Jo d'Ardenne (NatCen)
- b. Guidance on how to identify effects of mode on measurement
  - Annette Jäckle (ISER)



# RS 6a: Practical resources on measurement effects are out-of date

- Campanelli *et al* (2013) literature review of what questionnaire features contribute to measurement effects
- NatCen translated this into a questionnaire review tool
- However both resources are out-of-date

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### Mode Effect Review Form: Transitioning CAPI questions to web & telephone formats.

#### 1.1.1 Risk Type: Interviewer effects

Interviewer effects cannot be mitigated against by a change in question wording. Therefore, we do not propose changes should be made to question wording as a result of these risks. A move to self-completion mode (e.g. to web from CAPI) could improve data quality by reducing socially desirable reporting and positivity bias. A move to a telephone mode (e.g. to CATI from CAPI) could do the opposite and increase socially desirable reporting and positivity bias.

Type of risk	Description	Is risk factor present?	Action
<b>A1. Fear of disclosure and socially desirable reporting</b>	Embarrassing, illicit or illegal behaviours are more likely to be reported in self-completion modes. Socially desirable responses are more likely in interviewer administered modes (e.g. drinking, voting, housework questions). Social convention also plays a role, as some topics are not generally discussed with unknown others (e.g health conditions, salary details). Answers may be more accurate in self-completion modes  See Tourangeau, Rips and Rasinski, 2000	Could there be negative consequences for the participant if the information was shared?  Could participants edit their answers to 'look good' in front of an interviewer?  Is the question something on a topic you would not normally discuss with strangers?	Cannot be ameliorated by a change in questionnaire design. However, it is worth flagging to clients that a move to web with these types of questions may improve accuracy of data collected from a measurement perspective.
<b>A2. Positivity bias on rating scales</b>	Responses in interviewer modes may have more 'positive' ratings compared to the same questions asked in a self-completion mode (e.g. Ye, Fulton and Tourangeau, 2011).	Is the question asking the participant to rate something on a scale e.g. satisfaction or levels of agreement with something? Include agree/disagree scales, fully labelled verbal scales (e.g. excellent-poor) or end point labelled scales (e.g. 0-10).	There is a lack of evidence about whether this effect can be ameliorated by a change in question design. Flag these questions as 'at risk' but no action to be taken.

# Aims and outputs

- To review literature review on measurement effects
  - Focus on literature published post the Campanelli *et al* review
- To update the questionnaire review tool
  - Based on the literature review and feedback from users
- Disseminate the literature review and the questionnaire review tool at a public event or via online training videos

# Discussion

- What would you find useful from RS6a:  
Guidance of reducing mode effects through  
effective questionnaire design?

