

Survey Mode and Costs

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- 1 Presentations
- 2 Survey Mode
- 3 Costs and Budgeting
- 4 Preview of Next Time

1 Presentations

2 Survey Mode

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Presentations (2–3 minutes)

- What constructs are you trying to measure? How do you propose to do it?
- What's the status of your questionnaire?
- What do you need help with?

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Survey Mode

- Definition?

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Survey Mode

- Definition?
- Manner in which survey responses are collected
- Not necessarily related to sampling frame
- A survey can use multiple modes

Modes

- Personal interviewing
 - Traditional personal interviewing
 - Computer-assisted personal interviewing (CAPI)

- Self-administered
 - Paper-and-pencil
 - Computer-assisted self-interview (CASI)
 - Interactive Voice Response (IVR)
 - Telephone-Audio Computer Assisted Self-Interviewing (T-ACASI)
 - Web-based

- New modes
 - Web-based IVR or avatars
 - Mobile
 - SMS

Mixed Modes

- How can we combine modes?

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 - Multi-stage interview
 - Nonresponse
 - Sensitive questions
 - Paradata
 - Journals, logs, biometric data

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- How can we combine modes?
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- Why would we mix multiple modes?

Mode effects

- Data quality
- Response rates and biases
- Mode preferences

Think–Pair–Share: Interviewers

- What do interviewers add to an interview?
- What consequences do they have on an interview?

Questions about mode?

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Three Types of Costs

- Fixed costs
- Variable costs
- Incidental costs (contingencies)

Fixed Costs

- Regardless of sample size

- Examples
 - Cost of creating/finding/building frame
 - Sampling plan development
 - Staff salaries
 - Infrastructure
 - Questionnaire development
 - Interviewer training
 - Data cleaning and analysis
 - Lottery-style respondent incentives

Variable Costs

- Depends on sample size and response rate
 - 1 Per-attempt
 - 2 Per-interview

- Examples
 - Interviewer wage
 - Postage
 - Materials (e.g., questionnaires)
 - Travel time
 - Per-response respondent incentives

Incidental Costs

- Contingency planning (may not spend)

- Examples
 - Weather
 - Lost or stolen data or materials
 - Technology failures

Questions about survey budgeting?

An Example

- Telephone survey ($n = 1000$)
- Simple SRS telephone number sampling frame
- Interview takes 15 minutes
- Ten respondents paid 200kr (lottery)

Fixed costs

- Lottery (10 x 200kr): 2.000kr

Fixed costs

- Buying sampling frame: 0kr
- Sampling plan: 0kr
- Staff salaries (200kr/hour): $200 * 150 \text{ hours} = 30.000\text{kr}$
- Interviewer training:
 - Trainer (8 hours): 1.400kr
 - Interviewers (5 IWRs x 2 hours): 2.000kr
- Lottery (10 x 200kr): 2.000kr

Variable (per-attempt) costs

Variable (per-attempt) costs

- Interviewer salary (6min * 200kr/hour): 20kr/attempt
- No other costs

Variable (per-interview) costs

Variable (per-interview) costs

- Interviewer salary (15min * 200kr/hour):
50kr/interview
- Questionnaire materials: 25kr/interview

Incidental costs

Incidental costs

- Contingency for computer failure: 10.000kr

Add it all up

- Fixed costs: 33.400 kr
- Per-attempt costs: 20kr/attempt
- Per-interview costs: 75kr/complete IW
- Incidental costs: 10.000kr

Add it all up

Item	Cost	Sample Size	Response Rate	Subtotal
Fixed costs	35.400	–	–	35.400
Per-attempt	20	1000	???	???
Per-interview	75	1000	–	75.000
Budget Total w/o incidentals	–	–	–	???
Incidental costs	10.000	–	–	10.000
Budget Total w/ incidentals	–	–	–	???

Add it all up

Item	Cost	Sample Size	Response Rate	Subtotal
Fixed costs	35.400	–	–	35.400
Per-attempt	20	1000	1.00	20.000
Per-interview	75	1000	–	75.000
Budget Total w/o incidentals	–	–	–	130.400
Incidental costs	10.000	–	–	10.000
Budget Total w/ incidentals	–	–	–	140.400

Add it all up

Item	Cost	Sample Size	Response Rate	Subtotal
Fixed costs	35.400	–	–	35.400
Per-attempt	20	1000	0.50	40.000
Per-interview	75	1000	–	75.000
Budget Total w/o incidentals	–	–	–	150.400
Incidental costs	10.000	–	–	10.000
Budget Total w/ incidentals	–	–	–	160.400

Questions about survey budgeting?

Activity

- Estimate the costs of implementing your survey design
 - Fixed costs
 - Per-attempt costs
 - Per-interview costs
 - Incidental costs
 - Total budget

- Scenarios that might change the budget

- Work with each other as needed

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Agenda for next class

- Final week of questionnaire design
- Wrap up miscellaneous topics
- Structuring the survey interview

Assignment for next week

- What mode(s) will you use?
- What costs are associated with those modes?
- What implications does mode have for data quality in your project?

