

Chapter 15

IVR: Interactive Voice Response

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SUGGESTIONS FOR FUTURE READING

This chapter focused on IVR and sources of survey error. The books listed below provide greater detail on survey errors in general.

Biemer, P., Groves, R., Lyberg, L., Mathiowetz, N., & Sudman, S. (Eds.) (1991). *Measurement errors in surveys*. New York, NY: Wiley.

Groves, R. (1989). *Survey errors and survey costs*. New York, NY: Wiley

Lessler, J. and Kalsbeek, W. (1992). *Nonsampling errors in surveys*. New York, NY: Wiley.

INTERNET RESOURCES

Don A. Dillman, Glenn Phelps, Robert Tortora, Karen Swift, Julie Kohrell, and Jodi Berck. 2001. [Response Rate and Measurement Differences in Mixed Mode Surveys Using Mail, Telephone, Interactive Voice Response and the Internet.](#)

Also at homepage Dillman under available papers at <http://survey.sesrc.wsu.edu/dillman/>