

Chapter 16

Mixed-mode Surveys: When and Why

Edith D. de Leeuw

Joop J. Hox

Department of Methodology & Statistics, Utrecht University

Don A. Dillman

Washington State University

SUGGESTIONS FOR FURTHER READING

Czaja, R. and Blair, J. (2005) *Designing surveys: A guide to decisions and procedures*. Thousand Oaks, CA: Sage, Pine Forge Press.

Dillman, D.A. (2007). *Mail and Internet surveys: The tailored design method, second edition with 2007 Appendix*. New York: Wiley.

De Leeuw, E.D. (2005). To mix or not to mix, data collection methods in surveys. *JOS, Journal of Official Statistics*, 21,2, 233-255 (also available on www.jos.nu)

INTERNET RESOURCES

Don Dillman's homepage at <http://www.sesrc.wsu.edu/dillman> contains a section with available papers. Especially the papers on visual design and mode comparisons are of interest for this chapter.

De Leeuw, E.D. (2005). To mix or not to mix: data collection modes in surveys. *Journal of Official Statistics*, 21, 2, 1-23. Available at www.jos.nu (Accessed January 2008).