

## Chapter 7

### Choosing the Method of Data Collection

Edith D. de Leeuw

*Department of Methodology & Statistics, Utrecht University/Methodika*

#### SUGGESTIONS FOR FURTHER READING

##### **On survey quality and data collection**

Biemer, P.P., & Lyberg, L.E., (2003). *Introduction to Survey Quality*. New York: Wiley (especially Chapter 5 & 6).

##### **On practical aspects of surveys**

Czaja, R., & Blair, J. (1996). *Designing surveys: A guide to decisions and procedures*. Thousand Oaks, CA: Sage (Pine Forge Press series in research methods and statistics). An updated and revised version has been published in 2005. This second edition includes many practical aspects of Internet surveys too.

Dillman, D.A., (2007), *Mail & Internet Surveys, second edition*. New York: Wiley (discusses visual design, establishment surveys and mixed mode too)

Gwartney, P.A., & Tarnai, J. *Managing the survey process*. Jossey-Bass/Wiley (in print)

##### **On interviewer issues**

Japac, L. (2005). *Quality issues in interviewer surveys*. Department of Statistics, Stockholm University

##### **For the USA-situation**

Groves, R.M., Fowler jr., F.J., Couper, M.P., Lepkowski, J.M., Singer, E., & Tourangeau, R. (2004). *Survey Methodology*. New York: Wiley (especially Chapter 5).

## INTERNET RESOURCES

### General introduction

Fritz Scheuren (2004). "What is a survey." Webpage of the American Statistical Association Survey Research Methods Section:

<http://www.amstat.org/sections/SRMS/index.html>

### On general survey methods

Webpage Australian Statistical Office at <http://www.sch.abs.gov.au/> (sections seminars and survey design news).

Webpage of Statistics Canada, especially section on data collection at <http://www.statcan.ca/english/edu/power/ch2/first2.htm>

### Survey methodology and statistics

All articles of the Journal of Official Statistics are available (without cost) at their website <http://www.jos.nu>

The website has search functions on keywords and author.

### Best practices

The website of the British Market research Society has a very informative and practical section on standards and guidelines

[www.mrs.org.uk/standards/guidelines.htm](http://www.mrs.org.uk/standards/guidelines.htm)

The German Zentrum fuer Umfragen, Methoden, und Analysen has a practical online How to series (in German) at

[http://www.gesis.org/Publikationen/Berichte/ZUMA\\_How\\_to/index.htm](http://www.gesis.org/Publikationen/Berichte/ZUMA_How_to/index.htm)

### Access panels

ESOMAR <http://www.esomar.org>

(go first to professional standards and then to codes and guidelines) has published guidelines on Internet research with a special section on access panels, including 25 questions to assess the quality of an access panel