Chapter 7

Choosing the Method of Data Collection

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SUGGESTIONS FOR FURTHER READING

On survey quality and data collection

On practical aspects of surveys


On interviewer issues

For the USA-situation
INTERNET RESOURCES

General introduction

On general survey methods

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

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

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