

# GERMAN HOUSEHOLD SURVEYS: MODULARISATION & MIXED-MODE

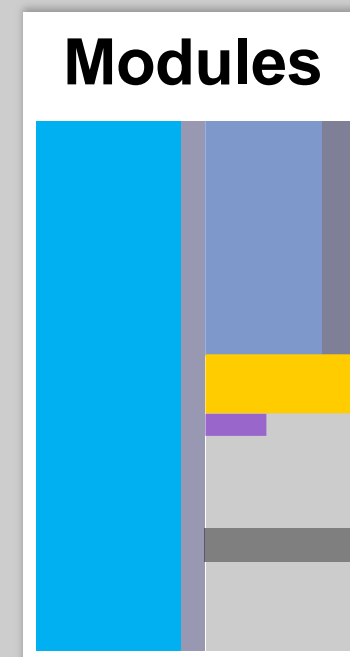
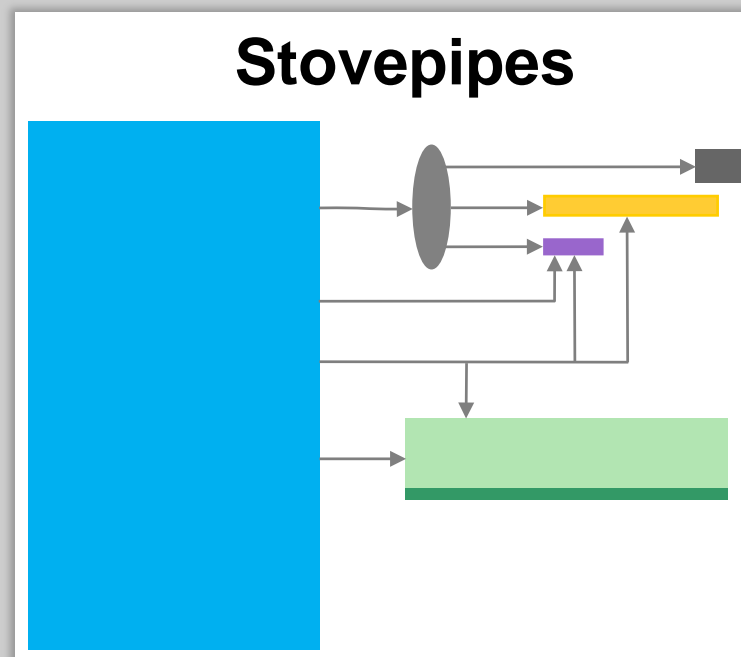
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# Structure

- 1 Background: Modernisation and modularisation of German household surveys**
- 2 Mixed-mode data collection**
- 3 Unimode vs. mode-specific design**

# 1 Background: Modernisation and modularisation of German household surveys



# 1 German household surveys

## Status quo – stovepipe model

- Several (nearly) independent surveys
- Different samples
- Different survey tools and modes
- Mandatory and voluntary surveys

## Modernisation – modularisation

- Common frame, sampling and data collection
- Core questionnaire and modules
- Implementation of all modes: CAPI, CATI, CAWI, PAP
- General requirements: household-concept, mainly mandatory

## 2 Mixed-mode data collection

**CATI**

**CAWI**

**CATI**

**PAP**

## 2 Data collection LFS 2013 by 37 NSIs

CAPI CATI	CATI	PAPI	CAPI CATI PAPI	CAPI	CATI PAPI	CAPI CATI CAWI	CAPI PAP	CATI CAWI	CAPI CATI PAP
AT	CH	BG	CZ	BE	MK	AU	DE	DK	NZ
CY	FI	EL	EE	IE	MT	NL			
ES	IS	HR	LT	TR	RS				
FR	LU	PL	SK						
HU	NO	RO							
IT	SE								
LV									
PT									
SI									
UK									
US									

- Diversity in mixed-mode data collection in the NSIs
- Mainly interviewer-assisted
- Only three countries applied CAWI

## 2 Mixed-mode perspectives (I)

### Why do we implement mixed-mode data collection?

- Improvement of data quality
- Increasing of response rate
- Cost reduction
- Expectation of respondents (online surveys)

### What is the challenge?

- Introduction of different modes may lead to mode effects
  - Response behaviour can be influenced by the mode of data collection (e.g. CATI and PAP)

## 2 Mixed-mode perspectives (II)

### Main influences on response behaviour

- **Communication channel and interviewers**
  - **Visual/ verbal**
  - **Presence/ non-presence of an interviewer**
- **Interviewer-assisted vs. self-administered**
- **Sensitivity of questions/ items**
- **Complexity of concepts**
- **Insights of the ESSnet DCSS**
  - **Fact: Pure mode effects do exist and can be observed, but are manageable**
  - **Requirement: Prior to the field work, the design of the different survey tools should be controlled and tested**



## 2 Outline: Mixed-mode project

### Designing mode comprehensive survey tools

- Setting up sound methodology and standardisation in mixed-mode data collection
- Development of guidelines for German Official Statistics

### IT-requirements

- In the conceptual phase
- In the phase of production

### Mode strategies

- For the first wave of a panel
- In context of follow-up waves

# 3 Unimode vs. mode-specific design

**Unimode**

**Mode-specific**

## 3 Two major approaches

**Ultimate goal: To convey the same concepts while using different modes**

**Possible approaches:**

### **Unimode**

Survey elements  
designed identically  
across all modes

### **Mode-specific**

Survey elements  
optimized separately  
for each mode

# 3 Survey elements

Welcome page	Question wording	Answering categories	Chart lists
Question order	Filter questions	„Don't know“ option	Explanations & Instructions
Navigation	Edit checks	Error messages	Final page

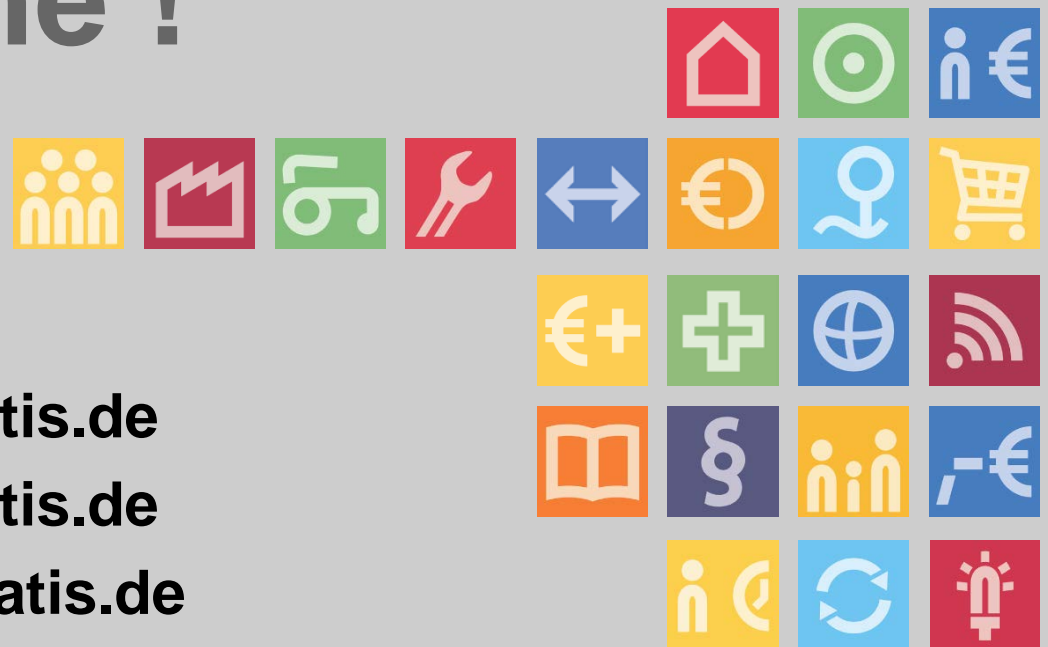
# 3 Survey elements

Unimode		Mode-specific	
Welcome page	Question wording	Answering categories	Chart lists
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# 3 Tailored mixed-mode design

Unimode		Mode-specific	
Welcome page	Question wording	Answering categories	Chart lists
Question order	Filter questions	„Don't know“ option	Explanations & Instructions
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# Questions, comments, suggestions ... are welcome !



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