

Lesson learned on preparing and managing multiple modes survey data collection

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Preparing for and managing the collection of surveys using multiple modes of collection and ensuring the resulting dataset is of appropriate quality is challenging for all survey organizations. Our goal is to program one instrument that works both for interviewer-administered and self-administered surveys. However, developing one instrument for multi-mode surveys poses nontrivial challenges for question design (i.e. how the question is asked), instrument design (i.e. layout) and programming (i.e. complex code). In this presentation, we will discuss the challenges in designing and implementing multi-mode survey instruments from a methodological and technological perspective. We will also share our strategies for addressing these challenges and best practices that we developed during this process