Further reading

**Title:** The Mode of Invitation for Web Surveys

**Explanation:** This study explores whether a survey invitation in another mode could be an alternative to the common e-mail invitation in a Web survey. Findings showed that a mailed (paper) letter was more effective than e-mail alone.

**Citation:** Bandilla, W, Couper, MP and Kaczmirek, L ‘The mode of invitation for web surveys’, Survey Practice 2012: Issue 5, Volume 3, pages 1-5.

**URL:** <https://www.surveypractice.org/article/3096-the-mode-of-invitation-for-web-surveys>

**Title:** The Impact of Between-Wave Engagement Strategies on Response to a Longitudinal Survey

**Explanation:** This paper presents new research measuring the impact of the design of between-wave keeping-in-touch mailings on response to the mailing and subsequent wave of a longitudinal survey.

**Citation:** Cleary A, Balmer N. ‘The Impact of Between-Wave Engagement Strategies on Response to a Longitudinal Survey’, International Journal of Market Research 2015: Issue 57, Volume 4, pages 533-554.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/3OXKX3U1BEU3WZM861L1C/pdf/10.2501/IJMR-2015-046>

**Title:** The promise and challenge of pushing respondents to the Web in mixed-mode surveys

**Explanation:** This paper describes the reasons this innovative mixing of survey contact and response modes was needed alongside historical and institutional barriers to mixing survey modes. This paper ends with a discussion of both the great promise and significant challenge presented by greater reliance on web-push survey methods.

**Citation:** Dillman DA. The promise and challenge of pushing respondents to the Web in mixed-mode surveys. *Survey Methodology*. Vol. 43(1), pp 3-30

**URL:** <https://www150.statcan.gc.ca/n1/pub/12-001-x/2017001/article/14836-eng.htm>

**Title:** The SAGE Qualitative Research Kit

**Explanation:** These books contain the essential, state-of-the-art tools for those engaging in qualitative research. Bringing together concise, practical texts by leading academics in the field, the Kit guides students and researchers through designing and carrying out research using the full range of qualitative methods, from focus groups and interviews to ethnography and discourse analysis.

**Citation:** Flick, U. (2017). The SAGE Qualitative Research Kit. SAGE Publications Ltd

**URL:** <https://us.sagepub.com/en-us/nam/the-sage-qualitative-research-kit/book243410>

**Title:** Usability Testing for Survey Research

**Explanation:** Usability Testing for Survey Research provides researchers with a guide to the tools necessary to evaluate, test, and modify surveys in an iterative method during the survey pretesting process.

**Citation:** Geisen, E. and Romano Bergstrom, J. (2017). Usability Testing for Survey Research. Morgan Kaufmann Publishers: Cambridge

**URL:** <https://books.google.co.uk/books/about/Usability_Testing_for_Survey_Research.html?id=hSqlCgAAQBAJ&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false>

**Title:** The effect of invitation design on web survey response rates

**Explanation:** This research reports results of an experiment of five design elements of web survey invitations – invitation mode, subject line, location of URL link, length of the invitation text, and survey time/effort estimate. There were significant effects of different design elements on response rates. The results suggest that some design elements of invitations may have similar effects across subsets of populations, while others may have different effects on different subsets of potential respondents.

**Citation:** Kaplowitz MD, Lupi F, Couper MP, Thorp L ‘The effect of invitation design on web survey response rates’, Social Science Computer Review 2012: Issue 30, Volume 3 pages 339-349.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/N0X1C8L52RO84LCY9DJSAV/pdf/10.1177/0894439311419084>

**Title:** Research Ethics in the Real World

**Explanation:** This book highlights the links between research ethics and individual, social, professional, institutional, and political ethics. It provides guidance for quantitative, qualitative, and mixed-methods researchers from all disciplines about how to act ethically throughout your research work.

**Citation:** Kara, H. (2018). Research ethics in the real world: Euro-Western and Indigenous Perspectives. Policy Press

**URL:** <https://policy.bristoluniversitypress.co.uk/research-ethics-in-the-real-world>

**Title:** Where Have the Respondents Gone? Perhaps We Ate Them All

**Explanation:** This article talks about the challenges of non-response to surveys and aims to stimulate debate by suggesting that a paradigm shift in theorizing nonresponse is needed. The author diagnoses the problem of non-response not only as an individual-level, survey-specific phenomenon, but as something larger and more collective.

**Citation:** Leeper, T. (2019). Where have all the respondents gone? Perhaps we ate them all. Public Opinion Quarterly, Volume 83, Issue S1, 2019, Pages 280–288

**URL:** <https://academic.oup.com/poq/article/83/S1/280/5520778>

**Title:** From Standardised to Targeted Survey Procedures for Tackling Non-Response and Attrition

**Explanation:** Recent decades have seen a shift away from surveys in which all procedures are standardised towards a variety of approaches (tailored, responsive, adaptive) in which different sample members are treated differently. This article provides a framework for targeted designs, discusses their objectives, reviews their development, and outlines possible future developments.

**Citation:** Lynn P. ‘From standardised to targeted survey procedures for tackling non-response and attrition.’ Survey Research Methods 2017: Volume 11, Number 1, pages 93-103.

**URL:** <https://www.understandingsociety.ac.uk/sites/default/files/downloads/working-papers/2017-01.pdf>

**Title:** Targeted appeals for participation in letters to panel survey members

**Explanation:** This study seeks to establish whether it can be advantageous to target different versions of a letter to different sample subgroups

**Citation:** Lynn, P ‘Targeted appeals for participation in letters to panel survey members’, Public Opinion Quarterly 2016: Issue 80, Volume 3, pages 771-782.

**URL:** <https://core.ac.uk/download/pdf/74374411.pdf>

**Title:** Surveying the general public over the internet using address-based sampling and mail contact procedures

**Explanation:** This paper shares results from two experiments in the United States designed to test potential methods for using postal mail to obtain survey responses over the Internet from address-based samples of general public households.

**Citation:** Messer BL, Dillman DA. ‘Surveying the general public over the internet using address-based sampling and mail contact procedures’, Public Opinion Quarterly 2011: Volume 75, Issue 3, pages 429-457.

**URL:** <https://www.jstor.org/stable/41288396?seq=1>