

February 04, 2020, 2:00 to 3:30 p.m., room 104:

Prof. Dr. Michael Bosnjak

ZPID – Leibniz Institute for Psychology Information

Evidence-based Survey Operations

Evidence-based survey operations (EBSO) is an approach to the design, preparation, implementation, and post-processing of survey-based projects, requiring that all survey operations-related decisions, such as mode choice, the use of incentives, and fieldwork strategies, should be based on the best available evidence available in the area of survey methodology. The overall aim of this chapter is to (1) briefly describe the historical roots, mindset, and rationale of EBSO, and (2) to describe how EBSO can help in identifying promising solutions in decision call situations emerging while designing, preparing, implementing, and post-processing a survey-based project. Finally, (3) selected own research syntheses will be presented, pertaining to issues of evidence availability, representation and nonresponse in surveys.

Related literature (selection):

- Bosnjak, M. (2017). Mixed-mode surveys and data quality: Meta-analytic evidence and avenues for future research (pp. 11-25). In S. Eifler & F. Faulbaum (Eds.), *Methodische Probleme von Mixed-Mode-Ansätzen in der Umfrageforschung*. Wiesbaden: Springer Fachmedien.
http://dx.doi.org/10.1007/978-3-658-15834-7_1
- Bosnjak, M. (2018). Evidence-based survey operations: Choosing and mixing modes (pp. 319-330). In D.L. Vannette & J.A. Krosnick (Eds.). *The Palgrave Handbook of Survey Research*. Palgrave Macmillan, Cham.
https://doi.org/10.1007/978-3-319-54395-6_42
- Bosnjak, M., Dannwolf, T., Enderle, T., Schaurer, I., Struminskaya, B., Tanner, A., & Weyandt, K.W. (2018). Establishing an open probability-based mixed-mode panel of the general population in Germany: The GESIS Panel. *Social Science Computer Review*, 36(1), 103-115.
<http://dx.doi.org/10.1177/0894439317697949>
- Čehovin, G., Bosnjak, M., & Lozar-Manfreda, K. (2018). Meta-analyses in survey methodology: A systematic review. *Public Opinion Quarterly*, 82(4), 641–660.
<http://dx.doi.org/10.1093/poq/nfy042>
- Cornesse, C., & Bosnjak, M. (2018). Is there an association between survey characteristics and representativeness? A meta-analysis. *Survey Research Methods*, 12(1), 1-13.
<http://dx.doi.org/10.18148/srm/2018.v12i1.7205>
- Daikeler, J., Bosnjak, M., & Lozar-Manfreda, K. (2019). Web versus other survey modes: An updated and extended meta-analysis comparing response rates. *Journal of Survey Statistics and Methodology*, 1-27.
<http://dx.doi.org/10.1093/jssam/smz008>