

Appendix B

Research Questions for Field Experiments

APPENDIX B

RESEARCH QUESTIONS FOR FIELD EXPERIMENTS

Table B-1. Research questions for field experiments

Research question	Outcome measures
What are the differences in response distributions by telephone and mail?	Means, response distributions, and variances.
Are there differences by mode once controlling for differences in nonresponse and coverage? Do mode effects differ by sociodemographic characteristics of the respondent?	Multivariate models.
Are there differences related to the type of question that is asked (e.g., behavioral, recall, attitudinal, and sensitive information)? Are there differences in the format of the question? - Open-ended questions - Number of response categories - Likert scales	Means, response distributions, and variances. Multivariate models.
Does the mode affect the correlation among scale and/or related items?	Correlations and cross-tabulations among selected items.
What are the processes associated with the mail survey? - Do mail respondents complete the survey in the presence of other respondents or nonrespondents? - Do respondents engage in other activities while filling out the questionnaire? - How often do respondents stop and start the mail interview?	Debriefing information.
Are mode effects related to the processes associated with the mail survey?	Multivariate models.
How often do respondents interact with interviewers? Are these interactions related to questions that exhibit mode effects?	Recording of interviews.
Are mode effects related to questions where respondents are likely to interact with an interviewer?	Multivariate models.