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15 Establishing a New Survey Research Call Center16 CATI Sample Management Systems; 17 Measuring and Improving Telephone Interviewer Performance and Productivity; 18 Telephone Interviewer Voice Characteristics and the Survey Participation Decision; 19 Monitoring Telephone Interviewer Performance; 20 Accommodating New Technologies: Mobile and VoIP Communication; PART V NONRESPONSE; 21 Privacy, Confidentiality, and Respondent Burden as Factors in Telephone Survey Nonresponse; 22 The Use of Monetary Incentives to Reduce Nonresponse in Random Digit Dial Telephone Surveys
23 The Causes and Consequences of Response Rates in Surveys by the News Media and Government Contractor Survey Research Firms24 Response Rates: How have they Changed and Where are they Headed?; 25 Aspects of Nonresponse Bias in RDD Telephone Surveys; 26 Evaluating and Modeling Early Cooperator Effects in RDD Surveys; References; INDEX

Sommario/riassunto

A complete and comprehensive collaboration providing insight on future approaches to telephone survey methodology Over the past fifteen years, advances in technology have transformed the field of survey methodology, from how interviews are conducted to the management and analysis of compiled data. Advances in Telephone Survey Methodology is an all-encompassing and authoritative resource that presents a theoretical, methodological, and statistical treatment of current practices while also establishing a discussion on how state-of-the-art developments in telecommunications have a
