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European Social Survey; 3.1 Introduction; 3.2 What is the European Social Survey?; 3.2.1 Aims, history and philosophy; 3.2.2 Content; 3.2.3 Participating countries; 3.2.4 Organization and structure; 3.3 ESS Design and Methodology; 3.3.1 The central specification; 3.3.2 Quality and optimal comparability; 3.3.3 Sampling designs, procedures and definitions of the population; 3.3.4 Fieldwork and contracting; 3.4 Nonresponse Targets, Strategies and Documentation; 3.4.1 Background; 3.4.2 Requirements and guidelines; 3.4.3 Definition and calculation of response rates; 3.4.4 Contact forms; 3.5 Conclusions; Appendix 3.1 A Contact Form as Used in ESS 3; 4 Implementation of the European Social Survey; 4.1 Introduction; 4.2 Basic Survey Features; 4.2.1 Survey organization, administration mode and sample; 4.2.2 Sample size, number of interviewers and length of fieldwork period; 4.2.3 Survey costs; 4.3 Practical Fieldwork Issues; 4.3.1 Interviewers; 4.3.2 Information and incentives; 4.4 Summary and Conclusions; 5 Response and Nonresponse Rates in the European Social Survey; 5.1 Data and Definitions; 5.2 Response and Nonresponse Rates in ESS 3; 5.2.1 Rate of ineligibles; 5.2.2 Response rate; 5.2.3 Structure of nonresponse; 5.3 Response Rate Changes Over Time; 5.3.1 Overview; 5.3.2 Response rate trends for specific countries; 5.4 Response Rate Differences and Fieldwork Efforts; 5.4.1 Response rate differences across countries and fieldwork efforts; 5.4.2 Change in response rates over time and change in fieldwork efforts; 6 Response Enhancement Through Extended Interviewer Efforts; 6.1 Introduction; 6.2 Previous Research on Contactability; 6.2.1 Factors in establishing contact; 6.2.2 Who is hard to contact?; 6.2.3 Call patterns and strategies; 6.3 Previous Research on Cooperation; 6.3.1 Covariates of cooperation; 6.3.2 Causes of cooperation and noncooperation; 6.3.3 Attitudes towards surveys and reasons for refusal; 6.4 Sample Type and Recruitment Mode in the ESS; 6.4.1 Sampling issues; 6.4.2 Recruitment mode; 6.5 Establishing Contact in the ESS; 6.5.1 Introduction; 6.5.2 Noncontact rates; 6.5.3 Ease of contact and number of calls

Sommario/riassunto

High response rates have traditionally been considered as one of the main indicators of survey quality. Obtaining high response rates is sometimes difficult and expensive, but clearly plays a beneficial role in terms of improving data quality. It is becoming increasingly clear, however, that simply boosting response to achieve a higher response rate will not in itself eradicate nonresponse bias. In this book the authors argue that high response rates should not be seen as a goal in themselves, but rather as part of an overall survey quality strategy based on random probability sampling and aim
