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Nota di contenuto	Improving Survey Response: Lessons learned from the European Social Survey; Contents; Preface and Acknowledgements; List of Countries; 1 Backgrounds of Nonresponse; 1.1 Introduction; 1.2 Declining Response Rates; 1.3 Total Survey Quality and Nonresponse; 1.4 Optimizing Comparability; 2 Survey Response in Cross-national Studies; 2.1 Introduction; 2.2 Harmonization Models; 2.3 Contactability; 2.4 Ability to Cooperate; 2.5 Willingness to Cooperate; 2.5.1 Social environment and survey culture; 2.5.2 Households and individuals; 2.5.3 Survey design; 2.5.4 Interviewers 2.5.5 Interviewer-respondent interaction: why people cooperate 2.6 Nonresponse Bias; 2.6.1 What is nonresponse bias?; 2.6.2 Combating and adjusting for nonresponse bias; 2.7 Ethics and Humans; 3 The

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
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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
