

MacroEconometric Forecasting



Topic:
Administering surveys

Presented by Munisa Yashnarbekova



Surveys

- A **survey** involves interviews with a large number of respondents using a predesigned questionnaire.
- Four basic survey methods:
 - Person-administered surveys
 - Computer-assisted surveys
 - Self-administered surveys
 - Mixed-mode (hybrid) surveys



Advantages of Surveys

- Standardization
- Ease of administration
- Ability to tap the “unseen”
- Suitability to tabulation and statistical analysis
- Sensitivity to subgroup differences



Four Alternative Data Collection Modes

- **Person-administered:** an interviewer reads questions, either face-to-face or over the telephone, to the respondent and records his or her answers
- **Computer-administered:** computer technology plays an essential role in the interview work



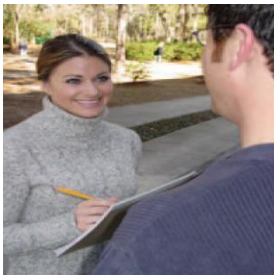
Four Alternative Data Collection Modes

- **Self-administered:** the respondent completes the survey on his or her own
- **Mixed Mode:** a combination of two or more methods

Person-Administered Surveys (Without Computer Assistance)



- A **person-administered survey** is one in which an interviewer reads questions, either face-to-face or over the telephone, to the respondent and records his or her answers.
- Primary administration method for many years until development of communications systems and advancement in computer technology



Person-Administered Surveys (Without Computer Assistance)



- Advantages:
 - Feedback
 - Rapport
 - Quality control
 - Adaptability

Person-Administered Surveys (Without Computer Assistance)



- Disadvantages:
 - Humans make errors
 - Slow speed
 - High cost
 - Interview evaluation: apprehensive they are answering the question “correctly.” Feel they are being “evaluated.” Especially a problem with sensitive topics such as hygiene, finances, political opinions, etc.

Computer-Administered Surveys



- A **computer-assisted survey** is one in which computer technology plays an essential role in the interview work.

Please tell us what made you decide to pick this MAGAZINE.
(Select only the most important reason)

It was recommended to me

I liked one of the stories on this cover

I usually read this magazine

I wanted to learn more about this magazine

I like the look of the cover



The image shows a computer-aided survey interface overlaid on the cover of People magazine. The magazine cover features a portrait of Charles Schulz, the creator of Peanuts, with the headline "YOU WERE A GOOD MAN, CHARLES SCHULZ!" and "1922-2000". The Peanuts characters are also visible at the bottom of the cover. The survey text is on the left side of the image, and the magazine cover is on the right.

Computer-Administered Surveys



- Advantages:
 - Speed
 - Error-free interviews
 - Use of pictures, videos, and graphics
 - Real-time capture of data
 - Reduction of “interview evaluation” concern in respondents

Computer-Administered Surveys



- Disadvantages:
 - Technical skills required
 - High set-up costs



Self-Administered Surveys

- A **self-administered survey** is one in which the respondent completes the survey on his or her own.
- Traditional “paper & pencil” survey



Self-Administered Surveys

- Advantages:
 - Reduced cost
 - Respondents control pace at which they answer
 - No interview-evaluation apprehension



Self-Administered Surveys

- Disadvantages:
 - Respondent controls the survey; do not send in on time, do not send in!
 - Lack of monitoring: no one to explain or encourage respondents
 - High questionnaire requirements...it must be perfect!



Mixed-Mode (Hybrid) Surveys

- **Mixed-mode surveys** use multiple data collection methods.
- It has become increasingly popular to use mixed-mode surveys in recent years.



Mixed-Mode (Hybrid) Surveys

- Advantages:
 - Multiple advantages to achieve data collection goal...
 - Example: May use online surveys to quickly reach portion of population with Internet access and may use telephone calling to reach those without Internet access.



Mixed-Mode (Hybrid) Surveys

- Disadvantages:
 - Mode affects response?
 - Additional complexity.

Ways to Gather Data



TABLE
9.2 Various Ways to Gather Data

Data-Collection Method	Description
In-home interview	The interviewer conducts the interview in the respondent's home. Appointments may be made ahead by telephone.
Mall-intercept interview	Shoppers in a mall are approached and asked to take part in the survey. Questions may be asked in the public area of the mall or in the mall-intercept company's facilities located in the mall.
In-office interview	The interviewer makes an appointment with business executives or managers to conduct the interview at the respondent's place of work.
"Traditional" telephone interview	Interviewers work out of their homes to conduct telephone interviews with households or business representatives.
Central location telephone interview	Interviewers work in a data-collection company's office using cubicles or work areas for each interviewer. Often the supervisor has the ability to "listen in" to interviews and to check that they are being conducted correctly.
Computer-assisted telephone interview	With a central location telephone interview, the questions are programmed for a computer screen that an interviewer reads to the respondent. Responses are entered directly into the computer program by the interviewer.
Fully computerized interview	A computer is programmed to administer the questions. Respondents interact with the computer and enter their own answers by using a keyboard, by touching the screen, or by using some other means.
Online or other Internet-based survey	Respondents fill out a questionnaire that resides on the Internet, or otherwise accesses it via the Internet, such as receiving an e-mail attachment, or downloads the file online.
Group self-administered survey	Respondents take the survey in a group context. Each respondent works individually, but they meet as a group; this allows the researcher to economize.
Drop-off survey	Questionnaires are left with the respondent to fill out. The administrator may return at a later time to pick up the completed questionnaire, or it may be mailed in.
Mail survey	Questionnaires are mailed to prospective respondents, who are asked to fill them out and return them by mail.

Person-Administered Surveys

In-Home Interview



- Key Advantages:
 - Conducted in the privacy of the home, which facilitates interviewer-respondent rapport

Person-Administered Surveys

In-Home Interview



- Key Disadvantages:
 - Cost per interview can be high
 - Interviewers must travel to respondent's home
- Comment:
 - Often much information per interview is gathered

Person-Administered Surveys

Mall-Intercept Interview



- Key Advantage:
 - Fast and convenient data collection method

Person-Administered Surveys

Mall-Intercept Interview



- Key Disadvantages:
 - Only mall patrons are interviewed
 - Respondents may feel uncomfortable answering the questions in the mall
- Comment:
 - Mall-intercept company often has exclusive interview rights for that mall

Person-Administered Surveys

In-Office Interview



- Key Advantage:
 - Useful for interviewing busy executives

Person-Administered Surveys

In-Office Interview



- Key Disadvantages:
 - Relatively high cost per interview
 - Gaining access is sometimes difficult
- Comment:
 - Useful when respondents must examine prototypes or samples of products



Person-Administered Surveys

Central Location Telephone Interview

- Key Advantages:
 - Fast turnaround
 - Good quality control
 - Reasonable cost



Person-Administered Surveys

Central Location Telephone Interview

- Key Disadvantage:
 - Restricted to telephone communication
- Comment:
 - Long-distance calling is not a problem

Computer-Administered Surveys

CATI



- Key Advantages:
 - Computer eliminates human interviewer error
 - Simultaneous data input to computer file
 - Good quality control

Computer-Administered Surveys

CATI



- Key Disadvantage:
 - Setup costs can be high
- Comment:
 - Losing ground to online surveys and panels

Fully Computerized Surveys (not online)



- Key Advantages:
 - Respondent responds at his or her own pace
 - Computer data file results

Fully Computerized Surveys (not online)



- Key Disadvantage:
 - Respondent must have access to a computer or be computer literate
- Comment:
 - Many variations and an emerging data collection method with exciting prospects



Fully Computerized Surveys Online Questionnaire

- Key Advantages:
 - Ease of creating and posting
 - Fast turnaround
 - Computer data file results

Fully Computerized Surveys Online Questionnaire



- Key Disadvantage:
 - Respondent must have access to the Internet
- Comment:
 - Fastest growing data collection method; very flexible; online; analysis available

Self-Administered Surveys

Group Self-Administered Survey



- Key Advantages:
 - Cost of interviewer eliminated
 - Economical for assembled groups of respondents

Self-Administered Surveys

Group Self-Administered Survey



- Key Disadvantage:
 - Must find groups and secure permission to conduct the survey
- Comment:
 - Prone to errors or self-administered surveys good for pretests or pilot tests



Self-Administered Surveys

Drop-Off Survey

- Key Advantages:
 - Cost of interviewer eliminated
 - Appropriate for local market surveys
- Key Disadvantage:
 - Generally not appropriate for large-scale national survey
- Comment:
 - Many variations exist with respect to logistics and applications



Self-Administered Surveys

Mail Survey

- Key Disadvantages:
 - Low response rates
 - Self-selection bias
 - Slow
- Comment:
 - Many strategies to increase response rate exist

Advantages and Disadvantages of Data-Collection Methods



TABLE 9.3 Major Advantages and Disadvantages of Alternative Data-Collection Methods			
Method	Major Advantages	Major Disadvantages	Comment
In-home interview	Conducted in privacy of the home, which facilitates interviewer–respondent rapport	Cost per interview can be high; interviewers must travel to respondent's home	Often much information per interview is gathered
Mall-intercept interview	Fast and convenient	Only mall patrons are interviewed; respondents may feel uncomfortable answering questions in the mall	Mall-intercept company often has exclusive interview rights for that mall
In-office interview	Useful for interviewing busy executives	Relatively high cost per interview; gaining access is sometimes difficult	Useful when respondents must examine prototypes or samples of products
Central location telephone interview	Fast turnaround; good quality control; reasonable cost	Restricted to telephone communication	Long-distance calling is not a problem
CATI	Computer eliminates human interviewer error; simultaneous data input to computer file; good quality control	Setup costs can be high	Losing ground to online surveys and panels
Fully computerized interview	Respondent responds at his or her own pace; computer data file results	Respondent must have access to a computer and be computer literate	Many variations and an emerging method with exciting prospects
Online questionnaire	Ease of creating and posting; fast turnaround; computer data file results	Respondent must have access to the Internet	Fastest-growing method; very flexible; online analysis available
Group self-administered survey	Cost of interviewer eliminated; economical for assembled groups of respondents	Must find groups and secure permission to conduct the survey	Prone to errors of self-administered surveys; good for pretests or pilot tests
Drop-off survey	Cost of interviewer eliminated; appropriate for local market surveys	Generally not appropriate for large-scale national surveys	Many variations exist with respect to logistics and applications
Mail survey	Economical; good listing companies exist	Low response rates; self-selection bias; slow	Many strategies to increase response rate exist



Choice of Survey Method

- In selecting a data collection mode, the researcher balances quality against:
 - The survey data collection time horizon:
 - telephone, online, mall intercept
 - The survey data collection budget: mail & new online such as Insight Express



Choice of Survey Method

- In selecting a data collection mode, the researcher balances quality against:
 - Incidence rate: Screen by online or telephone
 - Cultural/infrastructure considerations: Scandinavia; dislike strangers in homes. Canada is more open. In India, <10% have phones



Choice of Survey Method

- In selecting a data collection mode, the researcher balances quality against:
 - Type of respondent interaction required:
verbal only: telephone; static stimulus then can use mail or online; nonstatic; online/mall/personal

Reference and source



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