



University of  
Zurich<sup>UZH</sup>

IKMZ – Institute of Communication and Media Research

**The IKMZ Speaker Series presents:**

## **The Swiss Household Panel mixed mode experiment -**

**Sample composition and measurement issues**

**Dr. Oliver Lipps**

**FORS**

**Swiss Centre of Expertise in the Social Sciences**

**Monday, October 1, 2018**

**16:15-17:15**

**Room AND 4.06**

### Abstract

The next refreshment sample of the Swiss Household Panel (SHP\_IV) is scheduled to start in 2020. While until now, the dominant mode of interview has always been telephone interviewing, concerns regarding increasing costs and decreasing response rates have prompted the SHP to explore alternative modes of interviewing. A promising alternative mode is online interviewing (CAWI). To test the ways in which offering web as an alternative mode affects response rates, sample composition and measurement, the SHP mounted a two-wave pilot study in preparation of its fourth refreshment sample, incorporating a mixed mode experiment over two waves (2018 and 2019). This talk provides an overview of the first wave of the two-wave pilot for the SHP\_IV and covers the design, fieldwork and first results of the first wave in terms of response rates, sample composition and measurement quality.

### Bio

Dr. Lipps is senior researcher and head of the Methodological Research Programme at FORS - Swiss Centre of Expertise in the Social Sciences - Lausanne and member of the Swiss Household Panel (SHP) team. In addition, he is also lecturer in survey methodology and survey research at the Institute of Sociology at the University of Bern and at the Swiss Summer School in Lugano. His research interests focus on unit and item nonresponse in cross-sectional and especially longitudinal designs, effects due to interviewers, incentives, mode, and language proficiency/acclturation issues, and income imputation methods. He uses data from, e.g., the Survey of Health, Ageing and Retirement in Europe (SHARE), the European Social Survey (ESS), the Swiss Household Panel (SHP), and the Cross National Equivalent File (CNEF). He is also interested in substantive issues such as health and subjective well-being.

