

## Modes of administration for surveys

Online	
Pros	Cons
<ul style="list-style-type: none"> <li>• Respondents can take any time from any device</li> <li>• Free or low cost software</li> <li>• Flexible design including skip logic</li> <li>• Minimal data entry</li> <li>• Quick data collection process</li> <li>• Can be anonymous</li> <li>• Lower risk of social desirability bias</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to online users</li> <li>• No opportunity to clarify or gain detail</li> <li>• High rate of non-completion</li> </ul>

SMS	
Pros	Cons
<ul style="list-style-type: none"> <li>• Can use free web-based polling software if administering in person</li> <li>• Convenient for cell phone users</li> <li>• Minimal data entry</li> <li>• Quick data collection process</li> <li>• Can be anonymous</li> <li>• Lower risk of social desirability bias</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to cell phone users</li> <li>• Requires SMS survey software if sent out to phone numbers</li> <li>• Very few question types</li> <li>• No opportunity to clarify or gain detail</li> <li>• High rate of non-completion because questions sent one at a time</li> </ul>

In-Person	
Pros	Cons
<ul style="list-style-type: none"> <li>• High response rate</li> <li>• Many types of questions</li> <li>• Moderate speed of data collection</li> <li>• Opportunity to clarify or gain detail</li> <li>• More likely to be completed in full</li> </ul>	<ul style="list-style-type: none"> <li>• Limited to people at that location</li> <li>• May not be convenient for respondents</li> <li>• Requires staff time for administration and data entry</li> <li>• Lack of anonymity</li> <li>• Higher risk of social desirability bias</li> </ul>

Mail	
Pros	Cons
<ul style="list-style-type: none"> <li>• Can potentially reach all people in an area or draw a representative sample</li> <li>• Many types of questions</li> <li>• Can be anonymous</li> <li>• Lower risk of social desirability bias</li> <li>• More likely to be completed in full</li> </ul>	<ul style="list-style-type: none"> <li>• Lower response rate</li> <li>• May not be convenient for many respondents</li> <li>• Postage is costly</li> <li>• Requires staff time for mailing and data entry</li> <li>• Slower data collection process</li> <li>• No opportunity to clarify or gain detail</li> </ul>

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Phone	
Pros	Cons
<ul style="list-style-type: none"><li>• Can potentially draw a representative sample</li><li>• Moderate speed of data collection</li><li>• Opportunity to clarify or gain detail</li><li>• More likely to be completed in full</li></ul>	<ul style="list-style-type: none"><li>• Questionable coverage due to cell phones and Do Not Call list</li><li>• May not be convenient for many respondents</li><li>• Fewer types of questions types</li><li>• Often need to outsource administration and data entry</li><li>• Lack of anonymity</li><li>• Higher risk of social desirability bias</li></ul>