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*Guidelines For  
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*Mixed-mode surveys have*

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*become a standard at many statistical institutes.*

*However, the introduction of multiple modes in one design goes with challenges to both methodology and logistics.*

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*Mode-specific  
representation and  
measurement differences  
become explicit and demand  
for solutions in data  
collection design,  
questionnaire design, and*

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*estimation. This is especially true when surveys are repeated and are input to long time series of official statistics. So how can statistical institutes*

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*deal with such changes? What are the origins of mode-specific error? And how can they be dealt with? In this book, the authors provide answers to these questions, and much*

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*more. Features Concise  
introduction to all the  
key elements of mixed-mode  
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*surveys Suitable for  
survey managers and survey  
statisticians alike An  
overview of mode-specific  
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*adjust them*

*Bringing together the  
results of more than 300  
new design studies, an  
understanding of people,  
knowledge of hardware and  
software capabilities, and*



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*the author's practical experience gained from 45 years of work with display-based systems, this book addresses interface and screen design from the user's perspective. You*

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*theoretical framework --  
what Gernsbacher calls the  
Structure Building  
Framework -- for  
understanding language  
comprehension in  
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*processing in general.  
According to this  
framework, the goal in  
comprehending both  
linguistic and  
nonlinguistic materials is  
to build a coherent mental*



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*representation or  
"structure" of the  
information being  
comprehended. As such, the  
underlying processes and  
mechanisms of structure  
building are viewed as*

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*general, cognitive  
processes and mechanisms.  
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*questionnaires. WILLEME. SARIS, PhD, is Emeritus Professor in Methodology of the University of Amsterdam and the Universitat Pompeu Fabra, Barcelona. He is Laureate of the 2005 Descartes Prize for "Best Collaborative*

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*contribution to the methodology of  
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*and was senior researcher  
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