The following table lists the common survey modes and some dimensions, in which they differ.

Complete the table by filling in the main characteristics of survey modes into the respective cells.

	self-administrative modes		personal interview	
	pen&paper (PAPI)	**online (CASI)**	**face to face (CAPI)**	**telephone (CATI)**
Costs	costs for printing and posting (invitation letter, questionnaire, reminders), digitalizing and editing is needed afterwards	low cost, can increase in cost if you have to recruit in another sample, provide equipment for respondents without internet	highest costs, personnel costs for interviewers (wages and travel expenses)	medium high costs
Common sampling strategies	use maps to draw a sample voter's lists / registry data (people might not live there anymore → undercoverage)	Mailing lists (if available, f.e. company) Access panel (recruitment ideally by other mode, f.e. phone)	Random Route Sample Interview either immediately or later second step: typically "kish selection grid" to select an individual within the household	Random Digit Dialing lists: well-maintained registers in some countries second step: typically "birthday method" to select an individual within the household
Representativeness		not everyone has internet hard to build probability samples → recruitment has to take place in another survey mode Probability vs non-probability sample (problematic because based on self-selection) high nonresponse might cause bias	usually good (assuming that random route procedure works well)	good for locally dispersed groups, coverage is country-specific, but not everyone might be in the telephone book → undercoverage mobile phone belongs to one person but landline telephones to a whole household mobile numbers could be used by different people
	requires reading	requires reading		

	self-administrative modes		personal interview	
	pen&paper (PAPI)	**online (CASI)**	**face to face (CAPI)**	**telephone (CATI)**
response rates	rather low	lowest	highest	second highest, has decreased over time
Implications for questionnaire design	avoid filters feasible for sensitive questions visual support possible pleasant and consistent layout (layout might clarify, but can also distract) break offs are particularly easy: keep it short and interesting! visual risk of primacy effects	filters possible feasible for sensitive questions visual support possible very flexible interface pleasant and consistent layout (Don't do too much, just because it is possible. E.g. photos can lead to unpredictable associations.) break offs are particularly easy: keep it short and interesting! self-explanatory questionnaire is particularly important respondent is in control of timing visual risk of primacy effects (technical problems)	filters possible not recommended for sensitive questions reactive survey situation: two communication channels, oral and visual interviewers: direct communication possible, they can answer question, clarify, show pictures, but also influence answers →interviewer training!! (questions have to be read as worded in the questionnaire, explanations / probing should not lead respondents into one direction) visual: risk of primacy effects	filters possible not recommended for sensitive questions reactive survey situation: one communication channel, oral interviewers can answer questions, but also influence answers oral risk of recency effects