

Telephone surveys in Europe: research and practice

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Abstrak

Telephone surveying is the most often applied mode of data collection in Europe. That implies a need for methodological knowledge on this topic. However, technical conditions are changing rapidly and the challenge for survey researchers to stay up-to-date is immense. For instance, landline and mobile phone coverage have extremely changed in the last time. Along with the rising number of so-called "mobile-onlys", this particular field of telephone survey research becomes more and more important. This book concentrate on the latest developments and trends in landline and mobile phone surveys in Europe.