



Die Total-Design Methode (German Edition)

Christian Gust

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Studienarbeit aus dem Jahr 2003 im Fachbereich Soziologie - Methodologie und Methoden, Note: 1,3, Technische Universität Dresden (Soziologie), Veranstaltung: Vorlesung: Methoden der Empirischen Sozialforschung I, Sprache: Deutsch, Abstract: „It would be most unfortunate if surveying of Businesses and other Establishments stays

the same as it has in the last Decades of the 20th Century. It would be equally unfortunate if we were to declare a new Era for use of only the new Web and IVR Methods, and forget the Knowledge we already have for obtaining Responses using traditional mail and telephone Methods. The obvious Implication is that designing and implementing establishment Surveys is going to become more complex, requiring a wider Range of methodological Skills and Knowledge than at any Time in our Past.”¹ Unlautere Verkaufsmethoden, Angst vor Kriminalität, zunehmender Egoismus und höhere Mobilität, Freizeitverhalten, Datenschutz - Aspekte die veranschaulichen, wie durch gesellschaftliche Einflüsse Feldsituationen auf drastische Weise verändert werden können. Die Folge sind allgemein sinkende Ausschöpfungsraten nicht nur bei mündlichen Interviews, ebenso bei von Interviewern nicht beeinflussten schriftlichen Interviews (vgl. Anders 1985, S. 75ff). Forschungs- und Methodenprobleme, wie auch Institutsprobleme stehen diesen Feldsituationen gegenüber. Beide wirken zusammen ursächlich, mittel- oder unmittelbar als Komplex auf durchzuführende Umfragen. Das Resultat ist die Begünstigung von nonresponse oder geringe Teilnahmebereitschaft bei postalischen Befragungen. „Wer einen Fragebogen samt freundlichem Anschreiben ohne weitere Maßnahme verschickt, wird selten Rücklaufquoten über 20% erzielen.“ (vgl. Diekmann 2000, S. 441) Als empirischer Beleg dafür dienen zwei postalische Befragungen (1996 und 1998), die bei der ZUMA2 durchgeführt wurden. Die Rücksendequote betrug bei vergleichbaren Populationen 13,6% und 13,1%. Wissenschaftlichen Ansprüchen genügen diese Quoten heute nicht mehr. Unzulänglichkeiten im Design oder der Befragungsinstrumente sind einige der Ursachen dafür, dass Personen an schriftlichen Befragungen nicht teilnehmen. Don Dillman untersuchte dies in Experimenten und erbrachte dafür Nachweise. Die Gestaltung von Fragebögen und die Ausführung stellt er in seinem Buch „Mail and Telephone Surveys. The Total Design Method“ (1978) dar. [...]

1 Aus dem Abstract Comparisons of the Total Design Method (TDM), A Traditional Cost-Compensation Model, and Tailored Design von Don A. Dillman, Washington State University

2 Zentrum für Umfragen, Methoden und Analysen e.V.

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