

## 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., 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.]