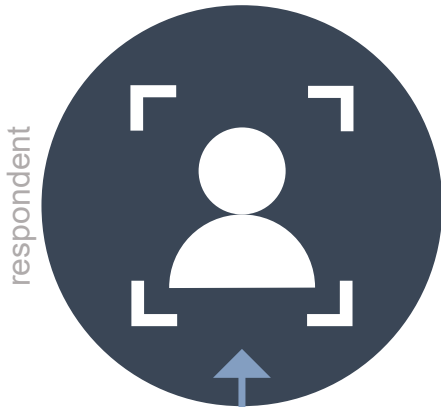


survey correspondence: the basics

* maximizing survey participation requires careful attention to how the researcher interacts with the respondent—from recruitment materials to the survey itself. when developing survey correspondence, consider the following three principles, based on social exchange theory.



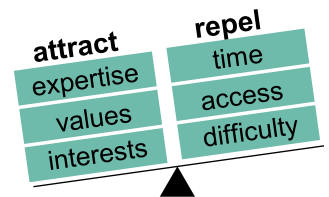
respondent

what's in it for me?

1 **WIIFM**

optimize the survey process to appeal to respondents

- who** is the respondent?
- what might **attract** the respondent?
- what might **repel** the respondent?
- maximize attractive and minimize repelling aspects of the survey process



2 **appreciation**

recognize the respondent has something you need



researcher

3 **trust**

cultivate trust in the research process

- who** is the researcher?
- what are the researcher's **credentials**?
- will the researcher maintain **confidentiality**?
- will the researcher **follow through** on promises?