

Experts Guiding the Way

There are many paths a study can take. Westat's world-class statisticians and methodologists guide the way, designing dynamic, multimode studies and systems that maximize survey response and representativeness, all while minimizing time and cost.



Trailblazers in Multimode Research



Multimode Data Collection

Every study is unique, and Westat sets a path that combines modes of data collection to offer convenience for respondents while minimizing nonresponse bias.



Survey Communication

We design tailored outreach strategies that capitalize on multiple modes of communication to encourage response, optimizing the number, sequencing, and content of contacts, and moving the study forward.



Fully Integrated

Westat develops seamless, fully harmonized multimode instruments that allow respondents to start in one mode and pick up in another. For example, if a respondent starts a survey online and has to stop, an interviewer can call them later and pick up at the exact question where they left off.



Innovations That Elevate Multimode Science



New Technologies

Sometimes there are unexpected curves in the path. We are advancing methodological science for new data collection modes like computer-assisted video interviewing (CAVI), which uses online conferencing platforms to connect with respondents when in-person interviewing is not possible.



Systems Integration

Our multimode manager (M3) software platform creates a robust integrated environment for conducting multimode surveys and managing complex, dynamic, and diverse survey processes.



Adaptive Design

Westat methodologists use adaptive design to drive respondent contacts, using model or rule-based approaches to gather real-time information and inform actions that improve the representativeness of the respondents, minimizing potential bias.



Our experts will guide you to
the right path for your project...



...using innovative methods to answer your important questions.



Learn more about Westat's **multimode research** and how we can guide the way to your project's goals.

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