Brtnikova, M., Crane, L. A., Allison, M. A., Hurley, L. P., Beaty, B. L., & Kempe, A. (2018). A method

for achieving high response rates in national surveys of U.S. primary care physicians. *PLoS

ONE*, 1–13. https://doi-org.ezproxy.southern.edu/10.1371/journal.pone.0202755

- In the majority of the 13 questionnaires, the email group's survey response rates were

  higher than the mail group.

- Survey reminders have some success in increasing survey responses.

- The highest number of completed internet questionnaires was received between the first

  and second email invitations (Fig 2). The number of completed online questionnaires

  declined with every additional emailed survey reminder: while the first emailed survey

  had a nearly 20% response rate, the 8th survey reminder accomplished only an additional

  one percentage point of response.

Rethinking Response Rates: New Evidence of Little Relationship Between Survey Response Rates and

Nonresponse Bias. (2019). *Evaluation Review*, *43*(5), 307–330. https://doi-

org.ezproxy.southern.edu/10.1177/0193841X18807719

- The results suggest slight or limited relationship between **survey** nonresponse bias

  and **response rates**.

- the pursuit of high **response rates** lengthens the fielding period, which can create other

  measurement problems.

Trespalacios, J., & Perkins, R. (2016). Effects of Personalization and Invitation Email Length on Web-

Based Survey Response Rates. *TechTrends: Linking Research & Practice to Improve

Learning*, *60*(4), 330–335. https://doi-org.ezproxy.southern.edu/10.1007/s11528-016-0058-z

- Sending a personal or impersonal email with low or high level of survey information did not differ response rates significantly.

- Personalization might produce an opposite effect when the sender is unknown to the user.

- Personalization and survey information included in the invitation email did not have an effect on web-based survey response rates, a high response rate was obtained supporting the role of a combination of different variables implemented in the web-based survey.