

ANSWERING METHODS/MAILING METHODS/SENDING FORMATS/RESPONSE RATES
BOONCHOB SARATAPHUN : EFFECTS OF ANSWERING METHODS, MAILING METHODS
AND SENDING FORMATS ON MAILED QUESTIONNAIRE RESPONSE RATES. THESIS
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The purpose of this research was to compare questionnaire response rates of different answering methods, mailing methods and sending formats. Four hundred names were randomly selected by means of two-stage stratified random sampling from a population of 84,893 public secondary school teachers in the country in 1991. The sample was randomly divided into 8 groups. After two and three weeks period of mailing questionnaires to the subjects, the Z-test was applied as the statistical testing at .05 level of significance.

Results of the research were as follows ;

1. The response rates of answered by checking were significantly higher than that of answered by coding both at the second and the third week period.
2. There was no significant differences in mailing methods between regular mailings and registered mailings both at the second and the third week period.
3. There was no significant differences in sending formats between folding questionnaires and envelope enclosures both at the second and the third week period.
4. At the third week period, the response rates of answered by checking was significantly higher than that of answered by coding when send by folding questionnaires. The other response rates were not significantly differences.
5. At the second week period, the response rates at answered by checking and regular mailings or registered mailings and sending format by folding questionnaires or envelope enclosures were significantly higher than that of answered by coding and regular mailings and sending formats by folding questionnaires. At the third period, the response rates of answered by checking and regular mailings and sending format by folding questionnaires were significantly higher than that of answered by coding and regular mailings or registered mailings and sending format by folding questionnaires. The other response rates were not significantly differences.