

JARINE KONGSRI : EFFECTS OF PRE-NOTIFICATION AND FOLLOW-UP OF
MAILED QUESTIONNAIRES ON RESPONSE RATE AND DATA QUALITY.

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The purposes of this research were to compare response rates and data quality of mailed questionnaires among respondents who were contacted by different pre-notification and follow-ups. The sample were 420 teachers from Public Secondary Schools in Bangkok Metropolis. 6 random assignment groups in this experiment were : (1) pre-notification contacts group (2) once follow-up contacts before deadline group (3) twice follow-up contacts before deadline group (4) once follow-up contacts after deadline group (5) twice follow-up contacts after deadline group and (6) neither pre-notification nor follow-up contacts group which served as a control group. Chi-square test and One-way analysis of variance were used as the tests statistics with .05 level of significance.

Major findings of the research were as follows :

1. The response rates of mailing questionnaires by different respondent contacts were significantly different. The response rates from follow-up contacts before and after deadline group were higher than the group with neither pre-notification nor follow-ups, but other groups were not significantly different. Data quality of mailing questionnaires by different respondent contacts were not significantly different.
2. The response rates and data quality of mailing questionnaires between follow-up before deadline groups that received once and twice were not significantly different.
3. The response rates and data quality of mailing questionnaires between follow-up after deadline groups that received once and twice were not significantly different.