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*Using Total Survey Error Frameworks to Study Mode Effect*

An increasing number of surveys at Statistics Canada have introduced electronic questionnaires as the primary mode of data collection. This change has raised questions regarding the potential differences in response outcomes due to collection mode. Definitions of mode and mode effect are proposed. The relationship between mode and the components of total survey error (TSE) is studied using a proposed extension of the Groves-Lyberg (2010) framework which includes an additional branch for collection. Relationships between the components of TSE and the stochastic mechanisms associated with the sampling process are examined. An example of how the framework was used to evaluate the effect of a change in sampling frame in the General Social Survey will be presented.