

Abstract

The questionnaire survey is a key tool for examining social phenomena, but like society as a whole, it is undergoing development and needs to be subjected to constant analysis in order to improve it. The approach of mixed modes of data collection can then be used to evaluate and compare individual modes at the level of measurement invariance in order to point out their degree of measurement accuracy and to evaluate similarity or difference. Through the analysis of political participation, preference and measurement accuracy for three different modes of data collection - CATI, CAWI and CAWI with sampling frame of social network Facebook, clear differences of individual modes were defined and the recommendation of their combination was stated in order to use the strengths they offer, while minimizing the errors associated with them.