

# Using audit trails to monitor respondent behaviour in an Audio-CASI questionnaire

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26/09/2007





# Overview

- › The EVS survey
  
- › Monitoring respondent behaviour :
  - duration on each field
  - replay, review and correct
  - item non-answer



## The EVS survey

- › EVS = « Événements de Vie et Santé »
- › Deals with relationships between tragic life events and health
- › Around 1 hour of face to face interview followed by 6 minutes of ACASI questionnaire dealing with :
  - Sexual behaviour
  - Alcohol consumption
  - Drug use

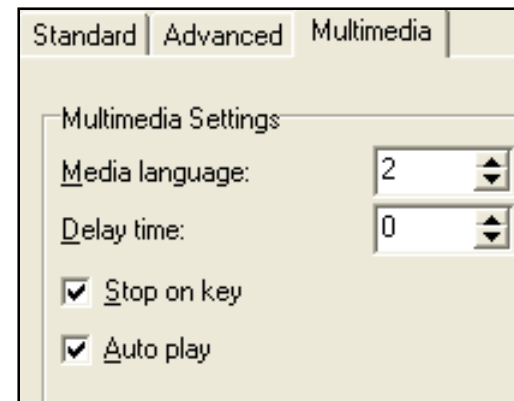


## The EVS survey (2)

- › Performed by INSEE and DREES
- › Data collection from November 2005 to January 2006
- › First ACASI experience at INSEE
- › Adt files for 9000 complete surveys

# Blaise options for the ACASI questionnaire

- › Stop on key / Auto-play
- › Auto-enter
- › 1 language only
- › Locking system





## Subjects studied with the help of the adt files

- › Duration on each field
- › Replay, review and correct
- › Item non-answer
- Describe respondent behaviour according to :
  - age (18 to 75 years old), sex, nationality, academic level of the respondent
  - question characteristics



## Questions characteristics

- › Duration of the sound file
  
- › Form :
  - closed-ended
  - open-ended
  
- › Content :
  - facts
  - feelings
  - numbers
  - dates



## Duration on each field Results

- › 70 % answer before the end of the question file
- › Average response time by question : 15.1 s
- › Characteristics affecting the chance to get a response time in the upper quartile for a question :
  - duration of the sound file  $\geq 20$  s
  - open-ended questions
  - questions asking for facts
  - increasing age
  - low academic level
  - foreigners



## Replay, review and correct Definitions

- › Someone **replays** a question file when:
  - we have a “Mediastart” action in the adt file,
  - this action occurs at least 2 seconds after the previous one when several are recorded in a row.
  
- › Someone **reviews** an answer when:
  - the field has already a value when it is entered,
  - at least 1 second is spent on the field
  - the field has always the same value when it is left.



## Replay, review and correct Definitions (2)

- › Someone **corrects** an answer when:
  - the field has already a value when it is entered,
  - the field has a different value when it is left.
  
- › Indicators at the variable level :

$$\text{Replaying intensity} = \frac{\text{Number of replays of the sound file associated with the variable}}{\text{Number of ACASI forms where the variable is read at least once}} \times 100$$

$$\text{Reviewing intensity} = \frac{\text{Number of variable reviews}}{\text{Number of ACASI forms where the variable is read at least once}} \times 100$$

$$\text{Correcting intensity} = \frac{\text{Number of variable corrections}}{\text{Number of ACASI forms where the variable is read at least once}} \times 100$$



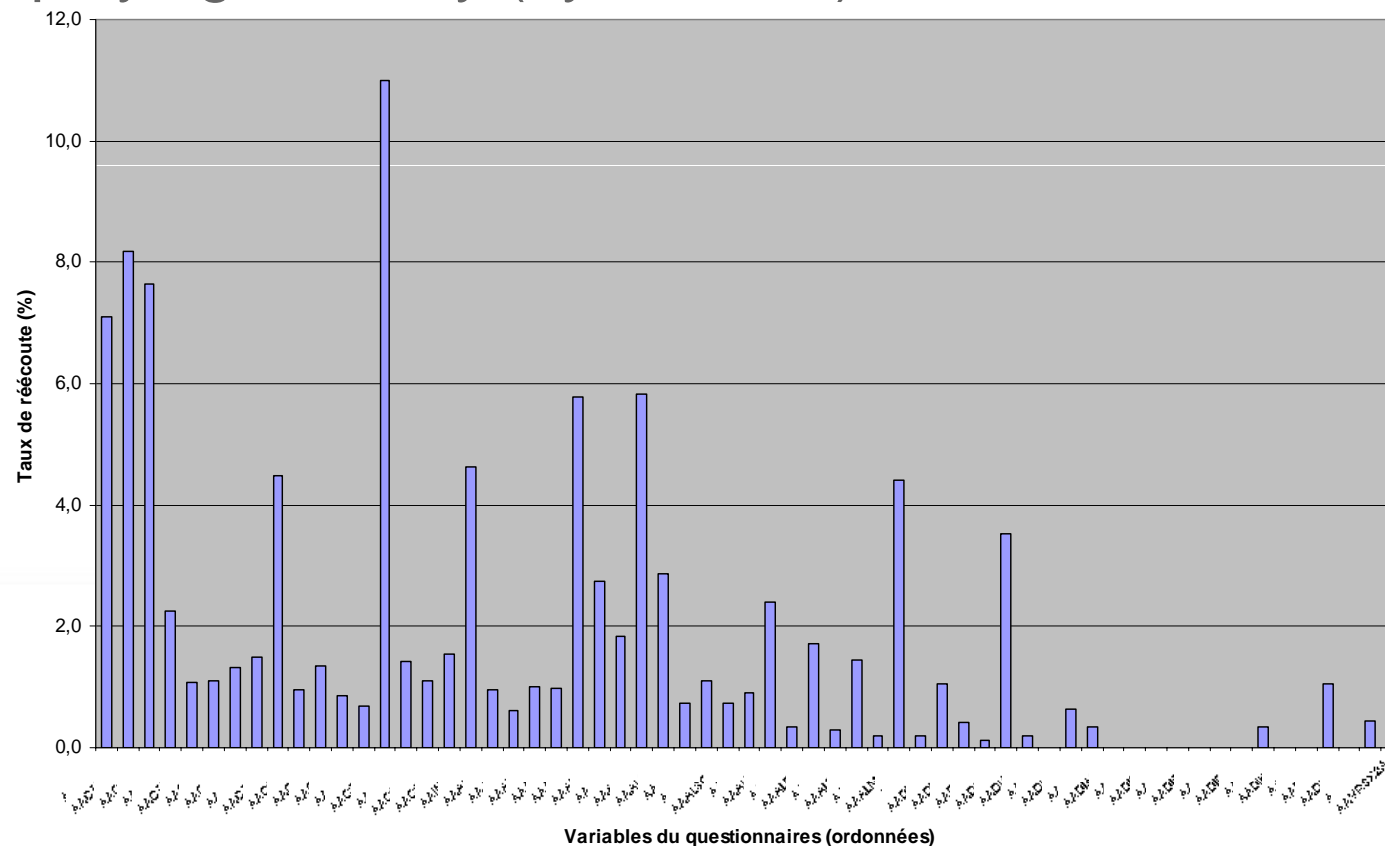
## Replay, review and correct Results

- › At the form level : at least one...
  - ... replay: 24.5%
  - ... review: 16.9%
  - ... correction: 15.4%
  
- › 60 % of the forms have none of the three



# Replay, review and correct Results (2)

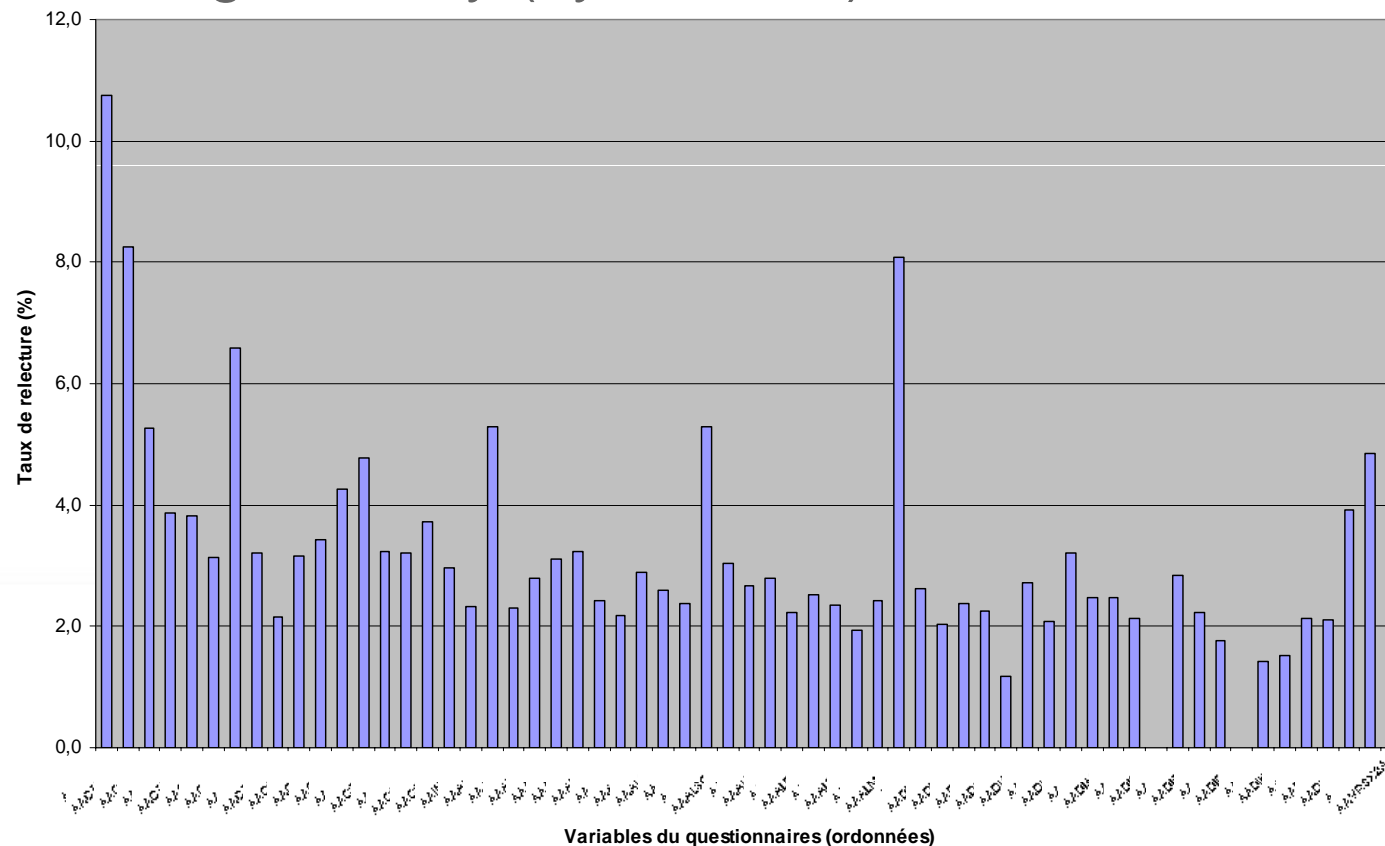
## › Replaying intensity (by variable)





# Replay, review and correct Results (3)

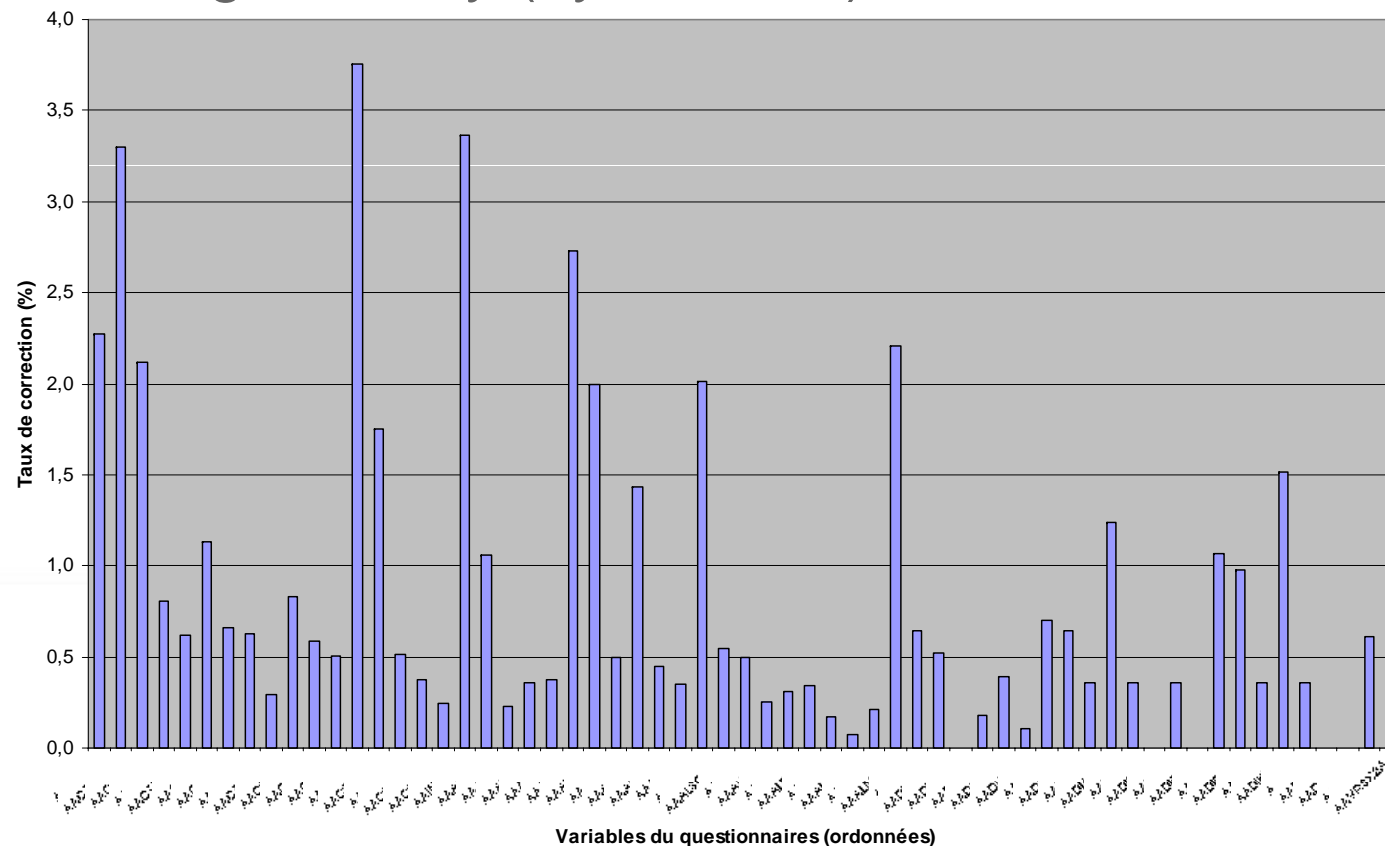
## › Reviewing intensity (by variable)





# Replay, review and correct Results (4)

## › Correcting intensity (by variable)





## Replay, review and correct Results (5)

- › Characteristics affecting the chance to have a question replayed, reviewed or corrected :
  - open-ended questions
  - increasing age
  - low academic level
  - foreigners



## The item non-answer issue Results

- › Among forms where at least 2 questions have been read : interruption rate is 2.2%.
- › Most happen at the very beginning of the questionnaire
- › Age, academic level and nationality still have a significant influence



## Conclusion

- › Adt files are able to tell a lot about respondent behaviour.
- › The results here are quite comforting from the survey's manager point of view
- › Help the over 55 and the foreigners



# Any questions ?

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Thanks for your attention