

The ScriptWriter Tool:

An Application for Interviewer Training Script Development

Youhong Liu, Heidi Guyer
The 11th International Blaise Conference
Annapolis, Maryland
September 2007





Background

- Interviewer trainings conducted to familiarize data collection staff with instrument
- Training Focus:
 - Instruments and paths
 - Different languages
 - Tricky questions, code frames
 - General interviewing techniques
- Scripted Trainings



Before ScriptWriter

Options for creating training scripts:

- Screen shots with edits
- Cut and paste from instrument specification
- Create Word document while going through Blaise interview
- Edit Michigan Questionnaire Documentation System output
- Create skeletal scripts with only question numbers and responses



Option 1

- Create Script in Word while going through Blaise instrument

CS34

IWER: Do you have any other house or apartment where you live for 2 or more months of the year?

R: No.

CS39

IWER: Relatives can have important effects on your life, especially if...Let's begin with children and whether any are living with you...

- Press "ENTER"



Option 2: Edit MQDS Output

P003_

Description = EXPECTATIONS PRACTICE QUESTION

Let's try an example together and start with the weather. What do you think are the chances that it will be rain or snow tomorrow?

('100' means 'a 100 percent chance of rain or snow.' And you can say any number from 0 to 100.)

(00---10---20---30---40---50---60---70---80---90---100)

00 Absolutely no chance
100 Absolutely certain

0 - 100	Range
998	DON'T KNOW
999	REFUSED



Option 3: Limited (Excel)

Main Interview:

A006	Confirm R	1
A007	Living	1
A002	Willing	1
A008	Sex	2 Female
A155	Type	1 Self
A012	Language	1 English
A013	Eligible	1
X004	Mo born	5
A005	Day born	5
A067	Year born	1951
A166	Married	1
A167	Nursing home	5
A030	Living together	1
X004	Mo husband born	6
A005	Day husband born	6
A067	Year husband born	1949



Pre-ScriptWriter Issues

- High number of hours required.
- Updating scripts to reflect instrument updates, very time-consuming.
- Compromise in script robustness to produce within budget. Trainers had to “wing it”.
- Production of full scripts in multiple languages often not realistic.
- MQDS output frequently too large to allow editing within Word.



Goal

Business Need:

Create a tool that will allow users to easily generate training scripts.

Secondary Needs:

- Facilitate updates when data model changes
- Generate scripts in multiple languages
- Re-Use cases



System Introduction

ScriptWriter is used to create interviewer training scripts.

- Enter training notes in Blaise Dep
- .HTML output includes
 - Training annotations,
 - Question text,
 - Category listing
 - Responses
 - Only User's path instead of the all survey items.



Technology

- VB.Net
- BCP
- Access data base
- HTML



Program Components

- BlaiseScriptWriting.exe
- DEPSCRIPTGEN.exe
- Scripting.mdb



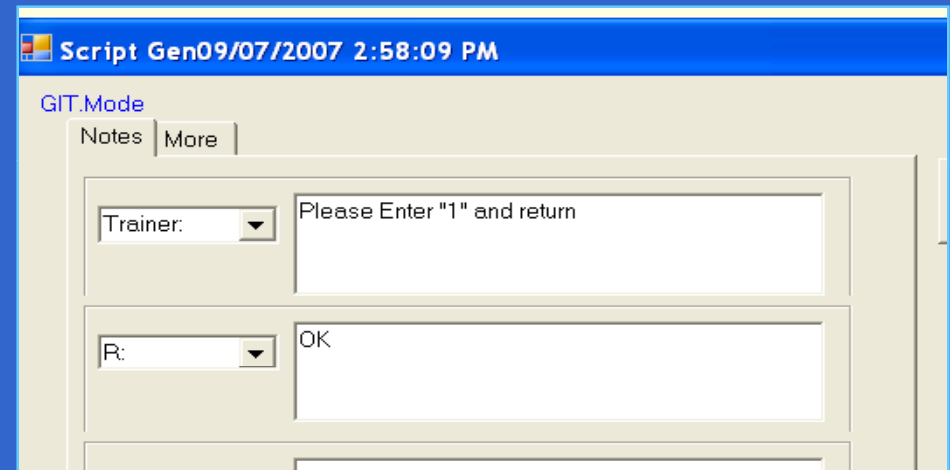
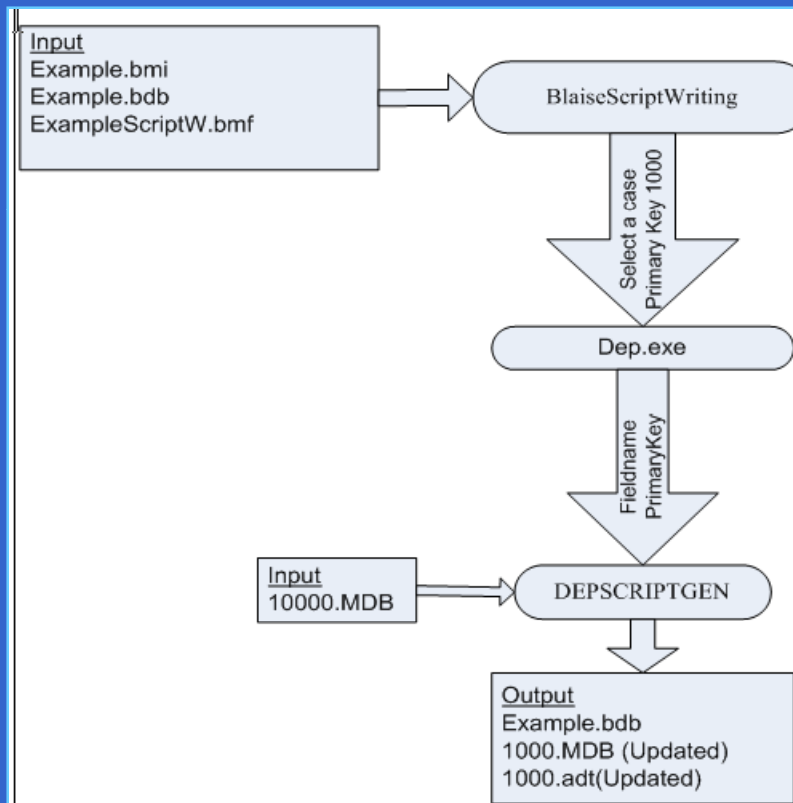
Data Model Files and Requirements

- Blaise data model files – BMI, BXI and BDM.
- Blaise database files - BDB and other related files.
- Blaise menu file – BMF.
- Other Support files



System Logic - 1

Generate adt and mdb File



DESCRIPTGEN Interface

adt and mdb Files Flow Chart



System Logic - 2

Editing Training Notes via BlaiseScriptWriting.exe

Script Editor

00006 GIT.GoodCit

Seq	Tag	Name	Value	Code
<input type="checkbox"/>	1	Intro	Intro	""Empty""
<input type="checkbox"/>	2	Intro	Intro	Continue 1
<input type="checkbox"/>	3	Ckpt_1	Mode	Telephone 5
<input type="checkbox"/>	4	VolStmt	VolStmt	1 1
<input type="checkbox"/>	5	Name	Name	WILLIAM SMITH William ...
<input type="checkbox"/>	6	Sex	Sex	Male 1
<input type="checkbox"/>	7	Age	Age	34 34
<input type="checkbox"/>	8	BirthYr	BirthYr	1972 1972
<input type="checkbox"/>	9	English	English	Yes 1
<input type="checkbox"/>	10	Name	Name	BARBARA SMITH Barbara...
<input type="checkbox"/>	11	Rel_R	RelToMainR	Husband 3
<input type="checkbox"/>	12	Sex	Sex	Female 2
<input type="checkbox"/>	13	Age	Age	33 33
<input type="checkbox"/>	14	BirthYr	BirthYr	1973 1973
<input type="checkbox"/>	15	English	English	Yes 1
<input type="checkbox"/>	16	Name	Name	""Empty""
<input type="checkbox"/>	17	A1	GoodCit	You want the definition of a... You wa...
<input type="checkbox"/>	18	A2	AttGovt	SomeTime 2
<input type="checkbox"/>	19	A3	Politics_Fol	National 2
<input type="checkbox"/>	20	A4	InfoSource	""Empty""

Notes | More

R: [dropdown] You want the definition of a good citizen? Add Custom Category

IWER: [dropdown] Repeat Question Probe

R: [dropdown] Oh, in that case I think it's someone who obeys the law.

IWER: [dropdown] Any other ideas? Save

R: [dropdown] Someone who votes in the elections.

Output parameters

Include Seq No. Data Model Language Default

Use Other Language Field from Access (DLNOTES)

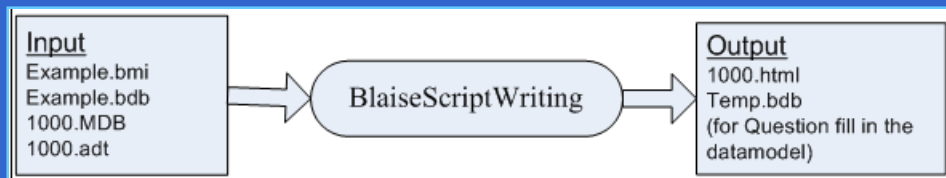
Output Html Back

Script Lite Exit

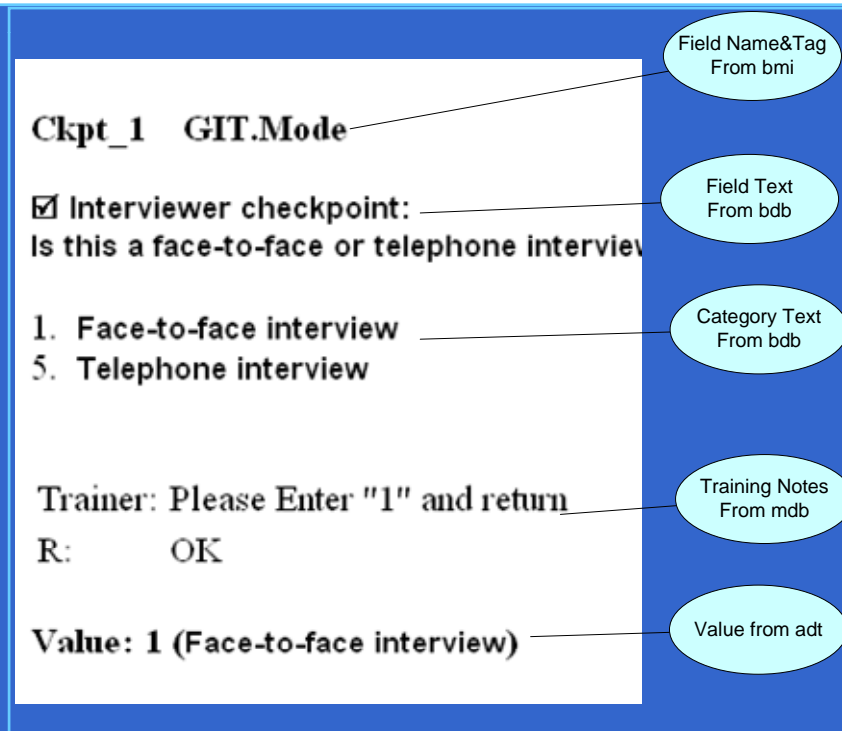


System Logic - 3

Generating Output Html File



Flow Chart: HTML Gen



Sample html output



System Logic - 4

Removing Duplicate Fields from Output

Script Editor

00006 GIT.GoodCit

Check to remove variables from the script output that are empty or duplicates.

Seq	Tag	Name	Value	Code	
<input checked="" type="checkbox"/>	Intro	Intro	**Empty**		
<input type="checkbox"/>	2	Intro	Continue	1	
<input type="checkbox"/>	3	Ckpt_1	Mode	Telephone	5
<input type="checkbox"/>	4	VolStmnt	VolStmnt	1	1
<input type="checkbox"/>	5	Name	Name	WILLIAM SMITH	William ...
<input type="checkbox"/>	6	Sex	Sex	Male	1
<input type="checkbox"/>	7	Age	Age	34	34
<input type="checkbox"/>	8	BirthYr	BirthYr	1972	1972
<input type="checkbox"/>	9	English	English	Yes	1
<input type="checkbox"/>	10	Name	Name	BARBARA SMITH	Barbara...
<input type="checkbox"/>	11	Rel_R	RelToMainR	Husband	3
<input type="checkbox"/>	12	Sex	Sex	Female	2
<input type="checkbox"/>	13	Age	Age	33	33
<input type="checkbox"/>	14	BirthYr	BirthYr	1973	1973
<input type="checkbox"/>	15	English	English	Yes	1
<input checked="" type="checkbox"/>	16	Name	Name	**Empty**	
<input type="checkbox"/>	17	A1	GoodCit	You want the definition of a...	You wa...
<input type="checkbox"/>	18	A2	AttGovt	SomeTime	2
<input type="checkbox"/>	19	A3	Politics_Fol	National	2
<input checked="" type="checkbox"/>	20	A4	InfoSource	**Empty**	



System Logic – 5

Script Lite

tblScriptLite

<i>Seq</i>	<i>FieldName</i>	<i>FieldTag</i>	<i>Code</i>	<i>CodeText</i>
2	GIT.Intro	Intro	1	Continue
3	GIT.Mode	Ckpt_1	5	Telephone
4	GIT.VolStmt	VolStmt	1	1
5	GIT.HHL.HHL[1].Name	Name	Joe Smith	JOE SMITH
6	GIT.HHL.HHL[1].Sex	Sex	1	Male
7	GIT.HHL.HHL[1].Age	Age	34	34
8	GIT.HHL.HHL[1].BirthYr	BirthYr	1972	1972
9	GIT.HHL.HHL[1].English	English	1	Yes
18	GIT.Intro	Intro		Continue
25	GIT.GoodCit	A1	Someone who votes in the elections and is aware of issues at the national and local level.	Someone who votes in the elections and is aware of issues at the national and local level.
26	GIT.AttGovt	A2	2	SomeTine



System Logic – 6

Importing the .HTML script Output into Microsoft Word

Finally, after users confirm that they have everything required from the ScriptWriter, the html file can be imported into Microsoft Word for further editing.



System Logic – 7

Translate Script Notes to the Other Language

In the mdb, a form is designed to translate the training notes to another language. The database can be delivered to a translator without ScriptWriter installed. Upon finishing the translation, the database can be copied back to output training script in the other language.



Conclusion

- User-friendly
- Flexible
- Time and resource savings
- Accuracy



Thank you!

- Youhong Liu: yliu@isr.umich.edu
- Heidi Guyer: hguyer@umich.edu