



BlaiseIS Sample Management

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Sample Management for Web Surveys

- Limited sample management functionalities with web survey data collection tools
- Web survey data sample management is becoming more complex
 - E.g., mixed/multi mode, weekly diaries



Our Challenge

- Large scale web survey data collection (400k+ respondents)
 - As part of mixed mode data collection project (including Ftf SAQ and decentralized phone)
- Need for BlaiseIS Sample management
 - Wanted to incorporate into our existing sample management system (SurveyTrak)



Key Components - Overview

- 1) Link the SurveyTrak database with BlaiseIS
- 2) Create email functions
- 3) Monitor/control sample
- 4) Manage/integrate web contact attempts with other contact efforts such as call records
- 5) Manage survey status and store key BlaiseIS paradata variables in SurveyTrak for production monitoring

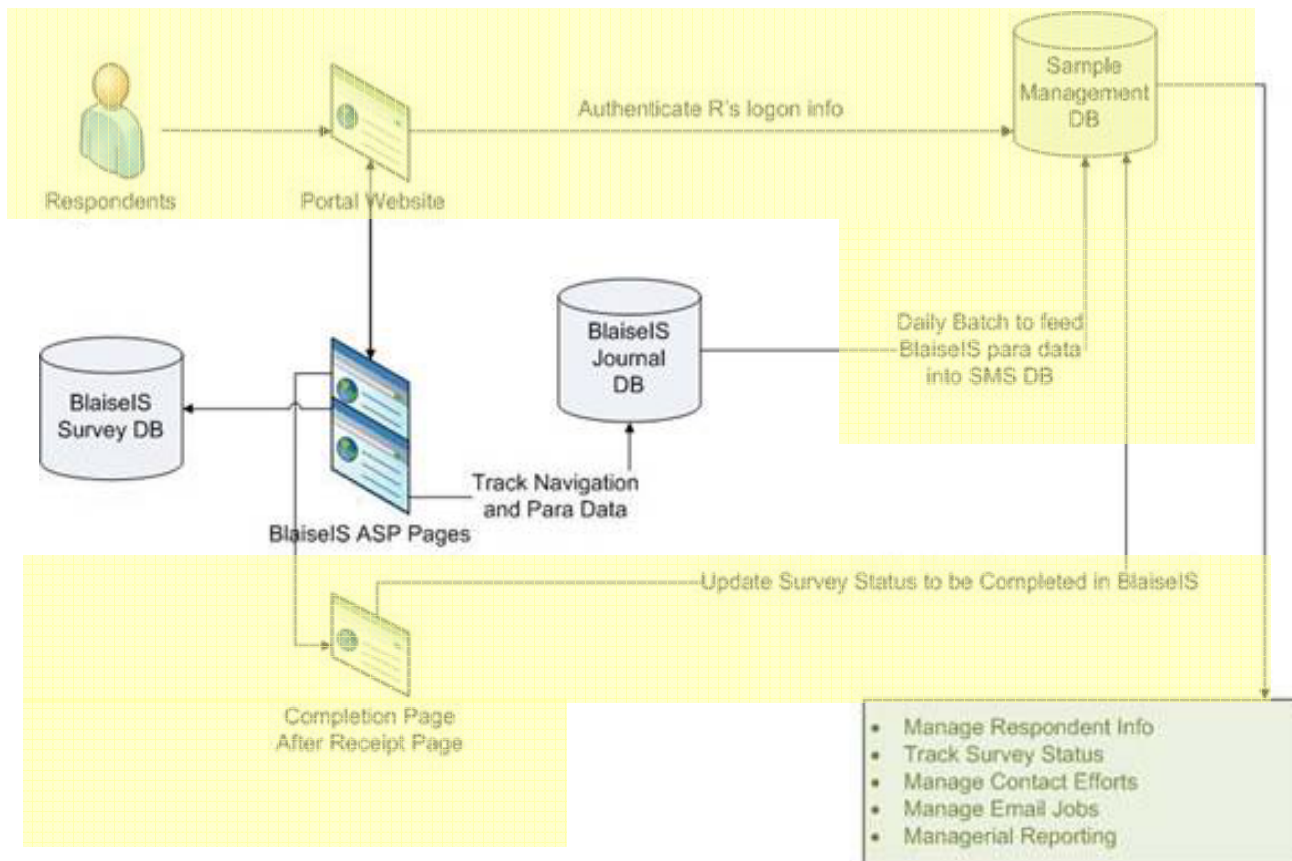


Link the SurveyTrak Database with BlaiselS

- Parallel preload
- Authentication
- Route to BlaiselS start-up page
- Determine survey completion
- Capture BlaiselS paradata
 - See paper by Ostergren and Liu, IBUC 2010



Link the SMS Database with BlaiseIS



Create Email Functionality

Two modules (using C#.Net applications)

- Send Emails
 - Used the SMTP Client object of the .Net Mail Namespace
- Check for Bouncebacks
 - Used IMAP programming with .NET Sockets Namespace



Send Email Module

- Scheduled job using Email templates
- Sent based on criteria in SurveyTrak
- Stored procedure outputs a record set
- C#.Net program sends emails
- Emails include various information and functions

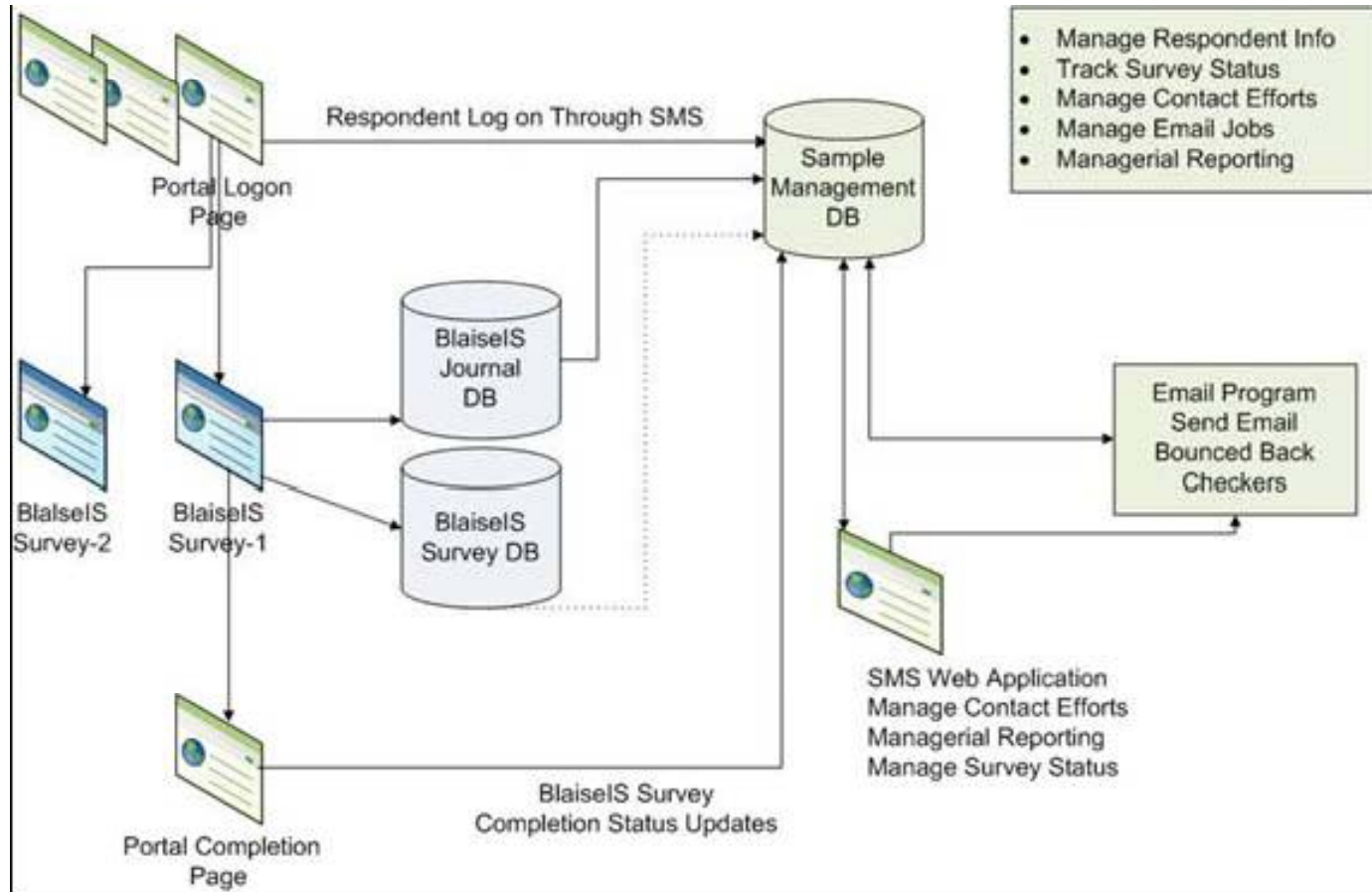


Bounceback Checker Module

- Catch the bounced back emails that result from our email sending module
- Record the bounce back in the SurveyTrak database
 - Use pre-determined classifications (i.e., based on reasons an email might bounce back)
- Inform project and production managers of the bounced-back email
- If possible, launch resend efforts



Vision





Thank You!

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