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 BlaiseIS

- Parallel preload
- Authentication
- Route to BlaiseIS start-up page
- Determine survey completion
- Capture BlaiseIS 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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