Challenges of Developing and Supporting Multimode Survey Instruments

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Overview

- Brief history of multimode surveys at Mathematica
- Lessons learned
- Wrap-up
Evolution of multimode surveys at Mathematica

- Paper and pencil
  - High Speed Data Entry

- CATI

- CAPI

- CAWI

- Drawbacks
  - Survey data stored in different locations
  - Expensive to combine data
  - Different authoring tools for each mode
First Steps

- One instrument, different datasets (CATI & CAPI) or (CATI & Paper)
  - Managing the sample
  - Still need to combine data but easier

- CAWI comes into the picture
  - Standalone
  - Problems merging the data
  - Managing sample in different packages

- There has to be a better way to do multimode survey!
Real-time, one Centralized database

- NSRCG’s 2003 survey (CATI/CAWI/CADE)
  - No data to pass between databases
  - Learned a lot
    - Managing the survey
    - Security - Internal to Mathematica
  - Successful, but with growing pains
    - Not the savings we were hoping for
      - Initial setup issues
      - Programming cost
    - Browser wars
    - Communication between groups
    - Limited success with CADE
Success - Real-time one centralized database

- Used on multiple surveys
- Still learning
- Blaise software constantly improving
- Lowered programming costs, but needs to be even more efficient
CAWI: One size doesn’t fit all

- Different needs
  - Web only
  - Multimode (CAWI/CATI)
  - Quick and dirty
  - Customizable
  - Cost

- Three packages
  - Web only
    - Opinio
    - WebSurv
  - Multimode (CAWI/CATI)
    - Blaise IS
Support Issues

- Web dominates
- Multiple authentication processes
- Around the clock support
- Triaging the issue
  - Multiple Browsers
  - External
Blaise Single instrument for CATI/CAWI

- **Disadvantages**
  - Complexity of code
  - Different ways to ask questions by mode
  - Updating an instrument, CATI/CAWI both unavailable
  - Call Scheduler issues

- **Advantages**
  - Less redundant coding
  - Cost savings
  - No merging of data
  - Case locking
Conclusion

- **Success!** Real-time one centralized database CATI/CAWI
  - Different survey management
  - Still discovering items
  - Some success with CADE
  - Cost

- **Future**
  - CATI/CAWI/CAPI with real-time one centralized database
    - Testing successful
    - Issues with Wireless network coverage

- **Growth in use of mobile devices**
Conclusion (continued)

- **Blaise NG**
  - Expecting great things!
    - Easier to design
    - Decrease programming cost
    - Better case management
    - Program once for all modes
Questions / For More Information

- Questions?
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