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# CONVERTING THE SURVEY TO MIXED MODE DATA COLLECTION



# Optimum user experience **versus** Consistency

- Optimal screen design and layout
- Modify question wording
- Adapting instructions for self-completion

## Goal

Minimize mode effects

Maintain longitudinal data continuity



# Challenges and Issues (1)

- Data Structure
- Changes must benefit all modes
- Performance and maintenance
- Blaise 5 development

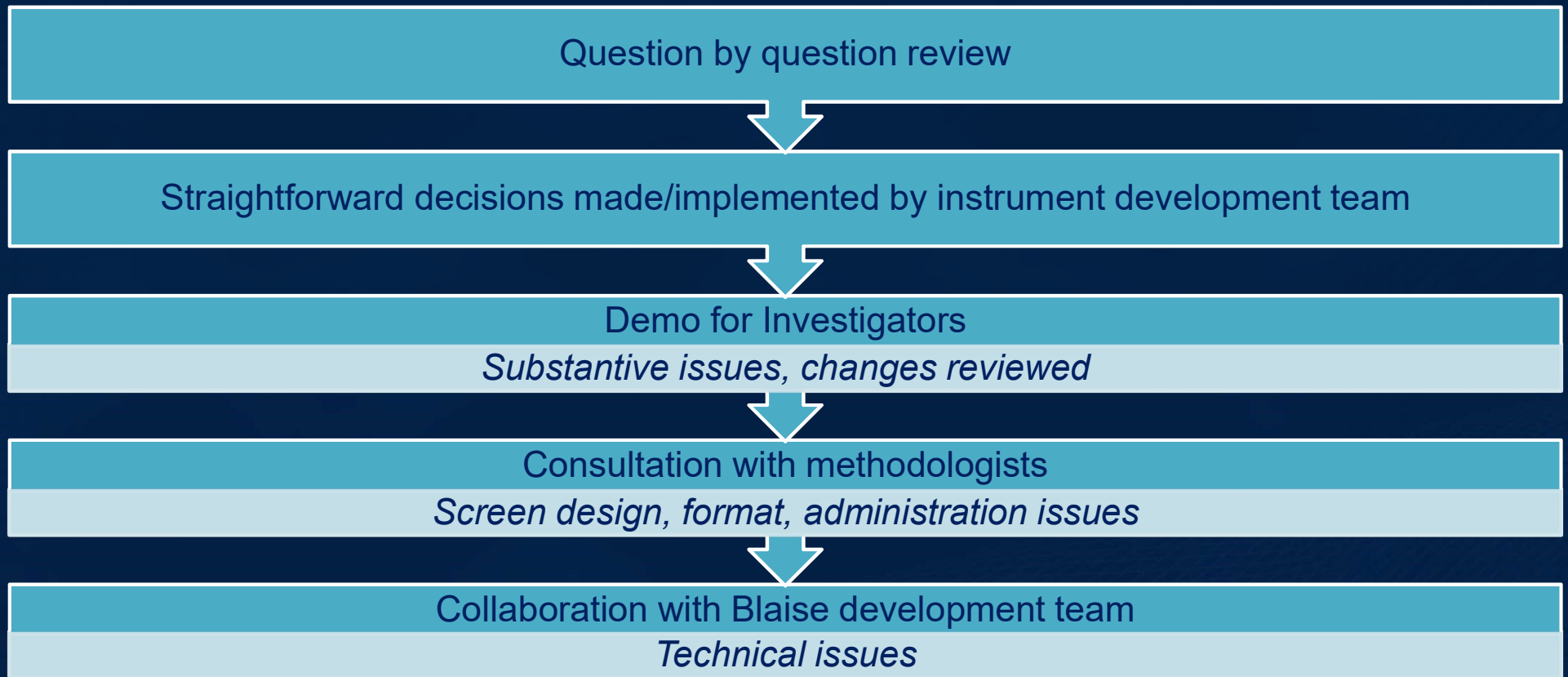


## Challenges and Issues (2)

What's appropriate for Interviewer administered is not always appropriate for self-completion.



# The Design Process



# Existing protocol and survey design

Adapting protocols to self completion and new systems to existing protocol. Some examples...

**Shared preload**

**Respondent  
type**

**New  
Spouse/partner**