



INSTITUTE FOR SOCIAL RESEARCH • SURVEY RESEARCH CENTER
SURVEY RESEARCH OPERATIONS
UNIVERSITY OF MICHIGAN

Andrew L. Hupp

DESIGNING AND IMPLEMENTING A WEB COMPONENT



Background & Design

- 2018 first year offering web as a mode during main data collection
- Web offered to a subset of respondents (N=2,247)
- Modes are sequential
 - Web first -> non-responders followed up by phone
 - Phone is available from release, not actively called
- Sample released over time by replicate



Background & Design

- Methodological experiments
 - Interval timing between reminders (short v. long)
 - Timing of switch from web -> phone
- Authenticated links in emails, not authenticated in letters
- Once contact has been established, reminder follow-ups are based on last activity rather than a prescribed time
 - Contact defined in the instrument
 - More broad than just clicking link and accessing instrument
 - Data pulled back to the management system via API call
 - Respondents may never hear from us after initial invitation



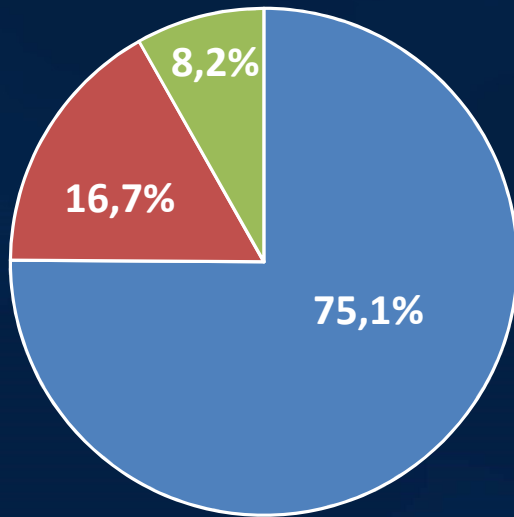
Web Data Collection

- Data collection began May 2018
- Completed Iws: 1,246
- Current RR: 60% (1a – 72.5%, 1b – 66.2%, 2 – 59.7%, 3 – 53.2%)
- Avg. iw length: 120.85 min (121.13 self, 104.77 iwer)
- Suspends: 1,228 (77.0 % ≤ 1 , 88.8% ≤ 2)
- Mode switch requests: 148
 - 142 web -> phone
 - 5 web/phone -> web
 - 4 web or phone -> ftf



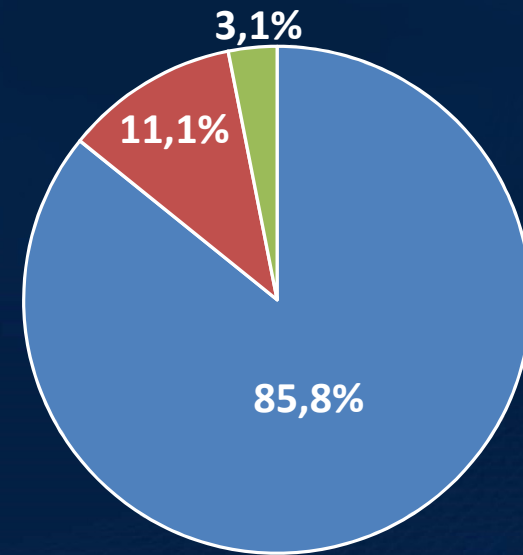
Web Data Collection

Devices used to attempt login



■ PC ■ Tablet ■ Smartphone

Devices used to complete web

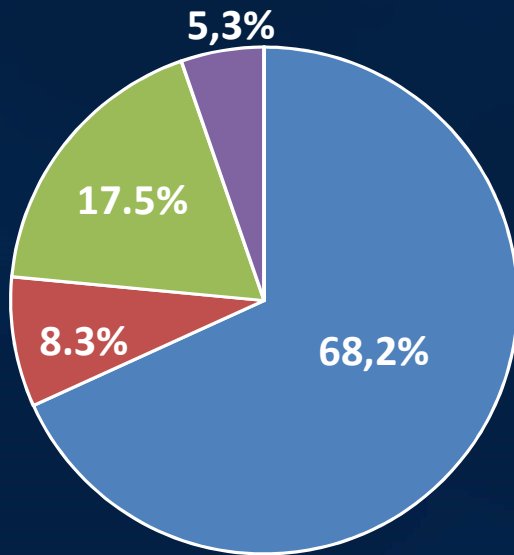


■ PC ■ Tablet ■ Smartphone



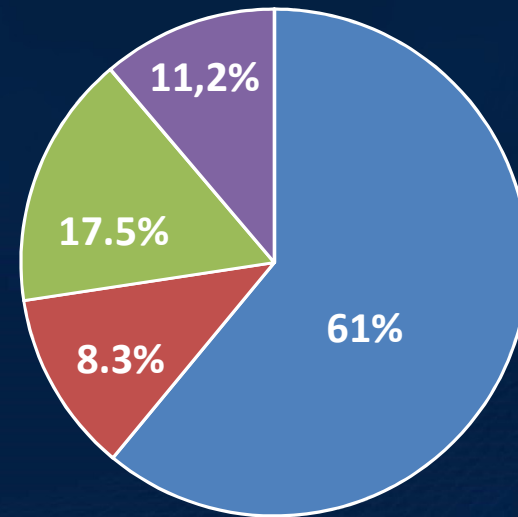
Web Data Collection

Browsers used to attempt login



Chrome IE Safari Firefox Opera

Browsers used to complete web



Chrome IE Safari Firefox Opera



Challenges/Lessons Learned

- Issues with switching modes of administration
 - Best practices: Allow missing on web/Requiring responses on phone
 - Differences in web/phone routing
 - Resetting questions/sections
- Pulling and updating information
 - Clearing data everywhere if Blaise data has been reset
- Timeouts and Links to other instruments
 - Timeouts help keep data secure
 - Issues with pop-up warning time about to expire
 - Instruments linked together would inherit the previous instrument's ID in the audit trail (using start survey event, switch to GoToURI event)



Challenges/Lessons Learned

- Survey access
 - A good login app is valuable
 - Controls access to instrument
 - Detects device/browser information to provide useful feedback (e.g. mobile optimization (or not), browser supported by interviewing software etc.)
 - Captures communication used to attempt login
 - Blocks related lines
 - Due to project specific rules
 - If interviewer is attempting case block web access (management system keeps case from being delivered to interviewer if case is active on web)
 - Need to test!
 - Discovered that during switches from phone -> web, the interviewer layout set was being displayed to web respondents
 - Phone timeout is inherited when switching from phone -> web



Challenges/Lessons Learned

- With a complex project with new systems it can be difficult as a project manager when something goes wrong.



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QUESTIONS



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