



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

# Script Writer – The compilation of Script Generation

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SRO/TSG



# Introduction

- Using Blaise 5 for interviewer-administrated surveys pose unique technical challenges...
  - Clear and Concise Interviewer Training (CATI, and CAPI)
    - Round Robin Script
      - simulate a genuine interviewer administrated session
  - Rapidly Channing landscape (data model)
    - Complex Data models can require hundreds of pages of scripts
  - No out of the Box solution for Script Generation
  - Created an in house utility to address project requirements.
    - Utilized Blaise APIs such as Meta, DataRecord, DataLink, and SessionData



# Overview

- SW facilitates the creation of interviewer training scripts
- Users enter training annotations (Notes)
- The output includes only the user's path through the survey instrument
  - Ideal for a training script
- HTML output can be imported into MS Word



# Background

- Arduous Process of hand edits prior to SW
- Vital Utility
- Script Writer Version 4.8
  - Developed ~10 years ago
  - Limitation: Does not work with Blaise 5



# Why do we need this?

1. Complex Data Models
2. Scripts can be hundreds of pages
3. Scripts could be required in multiple languages
4. Huge time savings
5. Script consistency between projects



# The Process

- Modify the Resource Database
  - F6 Notes application called
- Deploy the data model
- Populate Project Specific Information to the Project Table
- Launch Script Writer
- Select your data model
- Click on Script Gen to Launch Data Entry Program (DEP) Application
- Record notes by pressing F6 Key
- Exit your data model
- Call out to External Application (SRO Parser Application)
- Script Editor window - Modify notes if needed inside
- Generate Script
  - Select a different language if you wish to output a script in another language.
- Modify script as needed and use for training sessions.



# DEMO

- Video Demo (to large to post on IBUC site)



# Closing Remarks

- Deeper Insights into Basie APIs
- Collaboration with Blaise Team
  - Timely Bug Resolution



# THANK YOU

- CBS Blaise Team (Key Support)
- Gina-Qian Cheung (Project Requirements and Structure)
- Youhong Liu (Developed Previous 4.8 version)
- Mark Simonson (Developed SRO Parser App)
- Jennifer Arrieta (Key Testing Resource)
- Many Others working together to bring the project to a successful conclusion.



# Questions?



## Contact Information

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