

Implementation of Multimode-CMA at the Survey Department of Statistics Denmark

2025

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Introduction

DST Survey

We do 50-70 surveys annually.

Our customers are:

Universities, governmental institutions, NGO's, etc...

Data collection is 90 pct. outsourced

The last 10 pct. is multimode CAPI surveys which we collect ourselves using Blaise and Case Management

Our field-interviewers

- 250 people
 - Retired school teachers, nurses, social workers etc. — all resourceful people
 - Average age 72
 - The oldest one is 86, the youngest is 52

At DST:
Three supervisors

Two 'developers' for CMA and questionnaires (Us 😊)



Implementation of CMA in 2023/2024

We had a simple old-fashioned system for CAPI and needed something stable, efficient and **multi-mode-friendly**.

We started working on CMA in 2023, and we have **successfully** conducted two large multimode data collections since.

We got excellent help from the Blaise Team to modifications and issues.

Implementation of CMA in 2023/2024

Survey til visning: **By/Sogn:** **Søg:**








Liste med alle cases:

	Seneste kontaktforsøg	Adresse	Postnr	By/Sogn	Navn	Køn	Alder	Ekstra info 1	Ekstra info 2
	21-1-2025, 11:00:00	Kongensgade 1	1301	København	Arne Beck	M	40	Evt. supplerende info om din case	Evt. supplerende info om din case
	21-1-2025, 10:00:00	Kanalvej 5	1301	København	Karina Magnussen	K	18	Evt. supplerende info om din case	Evt. supplerende info om din case
	21-1-2025, 10:00:00	Storetorv 10	1301	København	Thomas Møller	M	67	Evt. supplerende info om din case	Evt. supplerende info om din case
	22-1-2025, 17:00:00	Æblevej 3	1301	København	Pauline Magnussen	M	56	Evt. supplerende info om din case	Evt. supplerende info om din case
	23-1-2025, 10:40:10	Ladegårdsgade 5	1301	København	Arne Ladegård	K	67	Evt. supplerende info om din case	Evt. supplerende info om din case
	23-1-2025, 10:54:00	Kongensgade 3	2750	Ballerup	Anne-Marie Jørgensen	K	21	Evt. supplerende info om din case	Evt. supplerende info om din case
		Strandvej 10	2750	Ballerup	Pauline Ladegård	K	38	Evt. supplerende info om din case	Evt. supplerende info om din case
med responde	21-1-2025, 10:00:00	Pærevej 8	2750	Ballerup	Pauline Frederiksen	K	69	Evt. supplerende info om din case	Evt. supplerende info om din case
		Storetorv 1	2750	Ballerup	Lene Ladegård	K	58	Evt. supplerende info om din case	Evt. supplerende info om din case
		Storetorv 2	2750	Ballerup	Anders Jørgensen	K	40	Evt. supplerende info om din case	Evt. supplerende info om din case
		Vestergade 8	3200	Helsingør	Thomas Magnussen	K	18	Evt. supplerende info om din case	Evt. supplerende info om din case

5 : 50

Vælg visningsrækkefølge:

Resp_ID1:	AB1149				
Navn:	Arne Ladegård	Status:	Uploadet	Telefon:	12345678 / 87654321
Adresse:	Ladegårdsgade 5	Aftale:		Nyt telefonnummer:	
Postnummer:	1301	Seneste resultat:	100:Gennemført interview	Antal kontaktforsøg(#KF):	2
Sogn:	København	Seneste kontaktforsøg:	23-1-2025, 10:40:10		

Two data collections completed

A group of diverse children, including boys and girls of various ethnicities, are running happily down a school hallway. They are all carrying backpacks and have their arms raised in the air, suggesting a joyful or energetic moment. The hallway has large windows on the right side, and the lighting is bright and natural.

- Survey among children (age 11-17) placed outside their homes (foster care, institutions etc...). CAWI, CATI, CAPI
- Survey among elderly people (age 67+) living in care facilities. CAPI

We only use CAPI when the target groups are specifically hard to reach and/or interview....

Before the first launch...

Focus groups with interviewers

- The interviewers had training in CMA, did exercises and had time at home to practise
- The interviewers provided feedback

We took their feedback and modified CMA to meet their needs e.g.

- Appointment button
- Adding columns/splitting up columns
- Modification of the detail template

Needs we could not meet:

- **Only** performance or visual issues – **not the functions of CMA**
 - Scrolling with the mouse
 - Performance
 - Finding a text size that works for the whole screen (13" screen)

Before launching a survey...

A day of training the interviewers:

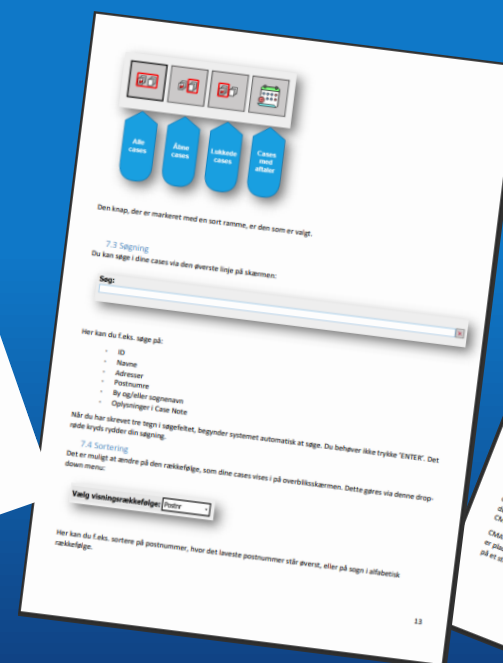
- We create test data similar to the sample
- We made a detailed manual and exercises simulating all scenarios
- Training with practical exercises
- Optional practice at home

3. Kontaktforsøg



- Du besøger Pauline Frederiksen fra Ballerup og et lille barn åbner døren og fortæller dig, at hendes forældre ikke er hjemme, men at Pauline altid er hjemme om morgenen.
 - Registrer kontaktforsøget og lav en bemærkning.
- Du besøger Karina Magnussen på 18 år fra København, der er ingen der åbner døren.
 - Registrer et kontaktforsøg på Karina.

TIP:
Punkt 4.2 i
manualen



The experience with CMA so far

Interviewers: useful, effective, easy to use and helpful in their fieldwork

Us:

- Reliable and stable
- Enhances the efficiency of CAPI surveys
- Reducing reliance on paper and postal distribution to interviewers
- Prevents the circulation and mishandling of physical materials containing personal information.
- Transferring respondents between interviewers during fieldwork is efficient, eliminating the risk of mix-ups and duplicates.
- Communication between interviewers and the supervisors is facilitated by having a common and updated source of information.

Modifications

CAWI status

- Data is collected in CAPI and CAWI simultaneously
- We needed to update CMA with the CAWI response as often as possible in order to prevent unnecessary contact attempts
- To motivate the interviewers to show that their contact attempts has resulted in a CAWI response

The Blaise Team made a script to show the CAWI status and to close to case in CMA. It updates every 15 minutes.

Attempts data model

Our surveys with special populations will always need a survey specific attempts data model and customized columns and detail templates

Our biggest challenge in CMA...

CMA is perfectly designed to avoid this problem, but....

Our interviewers occasionally conducts interviews and registers contact attempts on the wrong respondent...

They mark the wrong row/respondent on the case overview, and continues from there without noticing that they are interviewing the wrong respondent.

To avoid this we enlarged the text size on the pop-up and gave careful instructions to the interviewers.

“All pop-ups in CMA is for you”

Storøstov 8	3220	Tievildeleje	Thomas Jensen	M	18
Blaise 5 Manipula					
<p>Er du sikker på du vil starte et interview for "Anders Jensen, Ladegårdsgade 5, 9900, Frederikshavn"?</p> <p>Yes No</p>					
Æblevej 5	3200	Helsingø	Karina Mikkelsen	M	25
Kongensgade 3	4160	Herlufmagle	Anne-Marie Jensen	M	25
Ladegårdsgade 5	9900	Frederikshavn	Anders Jensen	K	25
Kongensgade 2	4160	Herlufmagle	Arne Pedersen	M	38
Strandvej 5	2750	Ballerup	Pauline Ladegård	K	38
Pærevej 2	3770	Allinge	Lene Mikkelsen	K	38
Strandvej 1	5380	Dalby	Rune Ladegård	M	38

What's next for us....

Implementing the dashboard and phasing out the Admin Tool...

Thank you

Any questions?