Using audit trails to monitor respondent behaviour in an Audio-CASI questionnaire

Annapolis – 12th IBUC

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Overview

› The EVS survey

› Monitoring respondent behaviour:
  - duration on each field
  - replay, review and correct
  - item non-answer
The EVS survey

- EVS = « Événements de Vie et Santé »

- Deals with relationships between tragic life events and health

- Around 1 hour of face to face interview followed by 6 minutes of ACASI questionnaire dealing with:
  - Sexual behaviour
  - Alcohol consumption
  - Drug use
The EVS survey (2)

› Performed by INSEE and DREES

› Data collection from November 2005 to January 2006

› First ACASI experience at INSEE

› Adt files for 9000 complete surveys
Blaise options for the ACASI questionnaire

› Stop on key / Auto-play

› Auto-enter

› 1 language only

› Locking system
Subjects studied with the help of the adt files

› Duration on each field

› Replay, review and correct

› Item non-answer

→ Describe respondent behaviour according to:
   • age (18 to 75 years old), sex, nationality, academic level of the respondent
   • question characteristics
Questions characteristics

› Duration of the sound file

› Form :
  – closed-ended
  – open-ended

› Content :
  – facts
  – feelings
  – numbers
  – dates
Duration on each field

Results

› 70 % answer before the end of the question file
› Average response time by question : 15.1 s
› Characteristics affecting the chance to get a response time in the upper quartile for a question :
  – duration of the sound file ≥ 20 s
  – open-ended questions
  – questions asking for facts
  – increasing age
  – low academic level
  – foreigners
Replay, review and correct Definitions

› Someone **replays** a question file when:
   – we have a “Mediastart” action in the adt file,
   – this action occurs at least 2 seconds after the previous one when several are recorded in a row.

› Someone **reviews** an answer when:
   – the field has already a value when it is entered,
   – at least 1 second is spent on the field
   – the field has always the same value when it is left.
Replay, review and correct Definitions (2)

› Someone **corrects** an answer when:
  - the field has already a value when it is entered,
  - the field has a different value when it is left.

› Indicators at the variable level:

\[
\text{Replaying intensity} = \frac{\text{Number of replays of the sound file associated with the variable}}{\text{Number of ACASI forms where the variable is read at least once}} \times 100
\]

\[
\text{Reviewing intensity} = \frac{\text{Number of variable reviews}}{\text{Number of ACASI forms where the variable is read at least once}} \times 100
\]

\[
\text{Correcting intensity} = \frac{\text{Number of variable corrections}}{\text{Number of ACASI forms where the variable is read at least once}} \times 100
\]
Replay, review and correct Results

› At the form level: at least one…
  – … replay: 24.5%
  – … review: 16.9%
  – … correction: 15.4%

› 60 % of the forms have none of the three
Replay, review and correct

Results (2)

› Replaying intensity (by variable)
Replay, review and correct
Results (3)

› Reviewing intensity (by variable)
Replay, review and correct
Results (4)

› Correcting intensity (by variable)
Replay, review and correct Results (5)

- Characteristics affecting the chance to have a question replayed, reviewed or corrected:
  - open-ended questions
  - increasing age
  - low academic level
  - foreigners
The item non-answer issue
Results

Among forms where at least 2 questions have been read: interruption rate is 2.2%.

Most happen at the very beginning of the questionnaire.

Age, academic level and nationality still have a significant influence.
Conclusion

› Adt files are able to tell a lot about respondent behaviour.

› The results here are quite comforting from the survey’s manager point of view

› Help the over 55 and the foreigners
Any questions?

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Thanks for your attention