

Minimizing errors in the questionnaire and monitoring the survey process

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I . Background

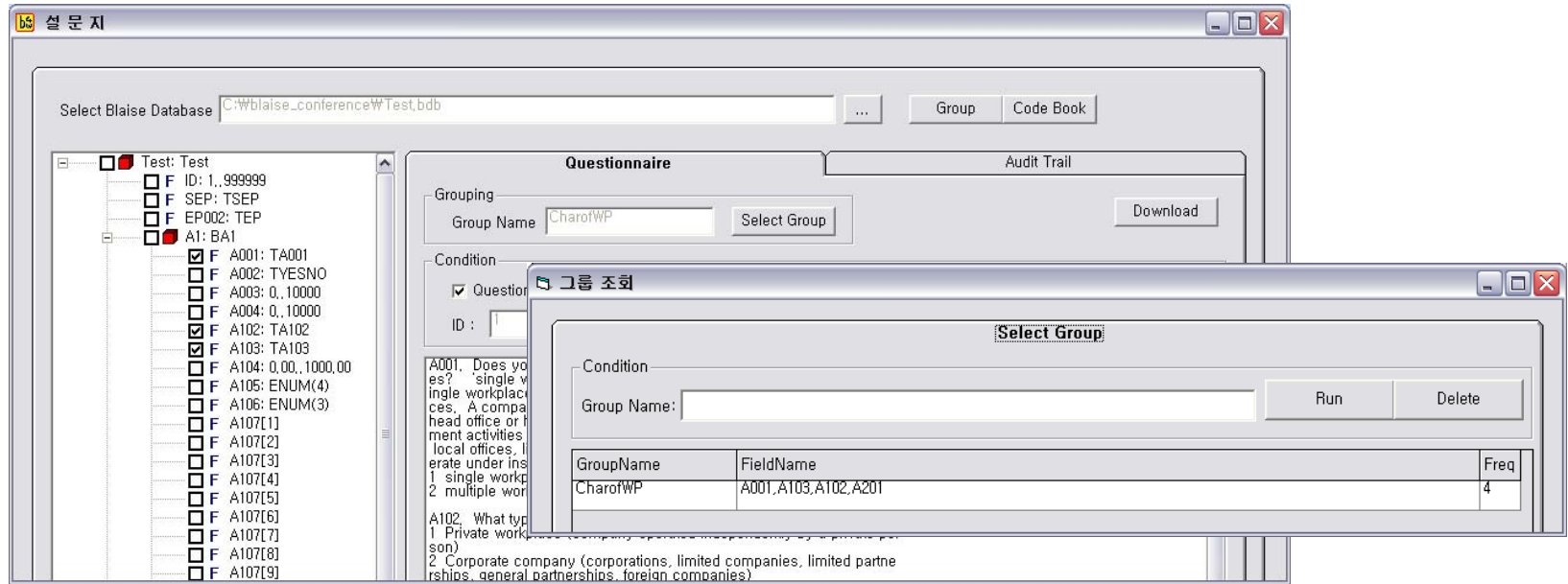
- ❖ The KLI decided to find ways to address the challenges experienced using CAPI (Computer Assisted Personal Interviewing).
- ❖ The time and effort to check for errors in the Blaise datamodel had to be reduced.
- ❖ The administration of the interview should be at least indirectly understood, to ensure better management and survey design.

II -1. Questionnaire Review Program

❖ Functions

- The entire content of a Blaise-programmed questionnaire, i.e., questions, logic, hard and soft errors can be downloaded onto paper format (.doc) for easier viewing and print out.
- Allows viewing of not only the Blaise survey but the responses.
- Can produce a codebook for the frequency of responses.

II-2. Questionnaire Review Program



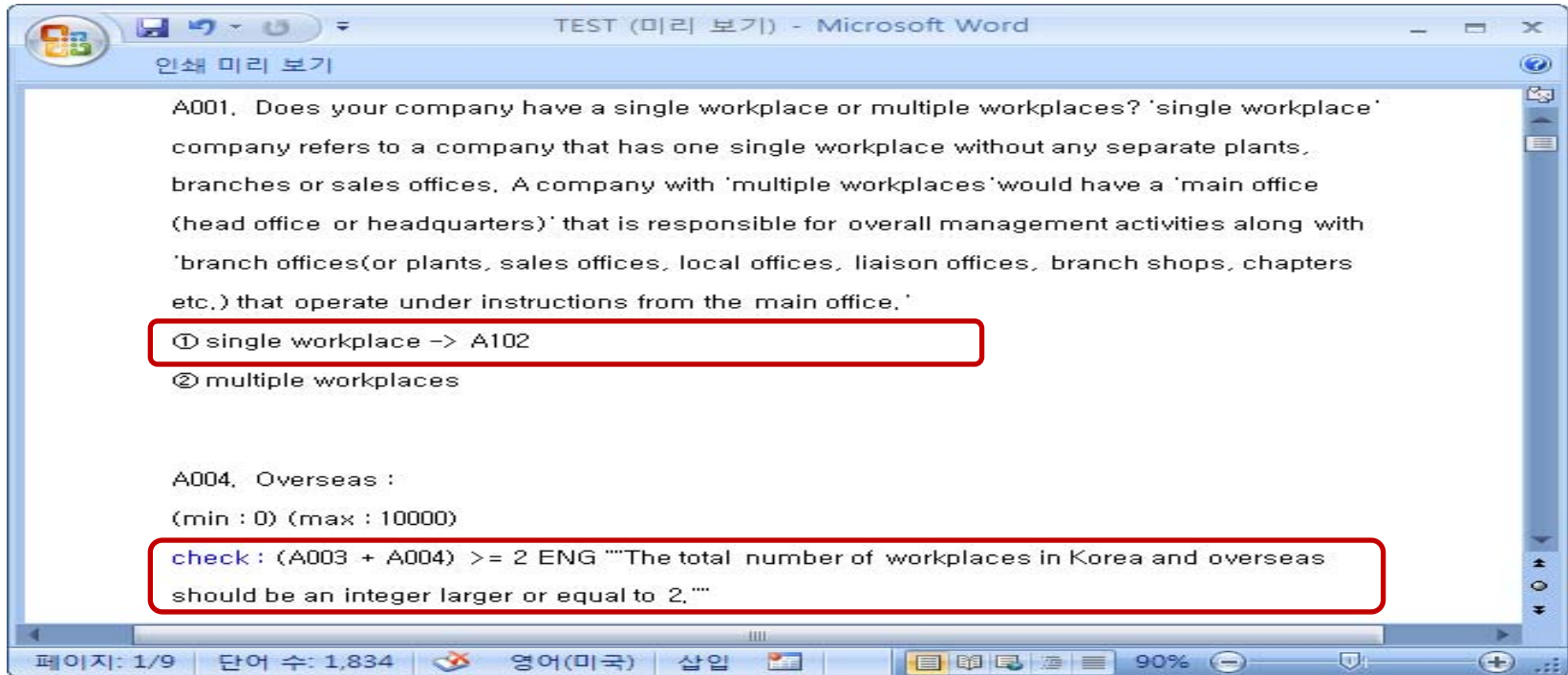
- ❖ Select the BDB file to be reviewed; select the query conditions on the right-hand side.
- ❖ Frequently used conditions can be placed under a "Group," for easier use.

II-3. Questionnaire Review Program

Query	Description
Questionnaire	To see the questions of the questionnaire only, without the responses
Hard/Soft	The Blaise program has "hard check" and "soft check" features. Hard check is for errors that should never happen, and soft check is for potential errors that need to be reviewed by the user. These two will be marked on the survey when this query condition is used.
Block name	When the survey is implemented on the Blaise program, certain chapters of the survey can be separated into blocks. This is the name for each block.
Box by group	To display each block in a separate box.
Responses Question	To see the responses.
Logic	To see the logic of the survey.

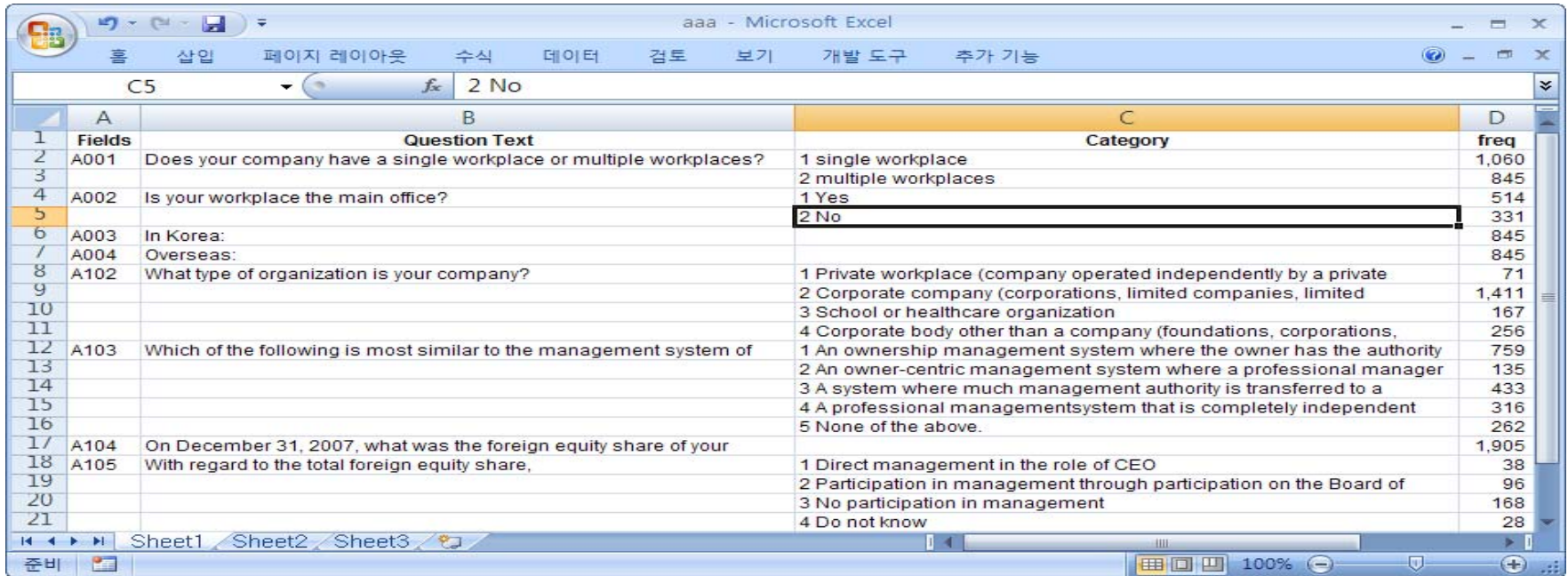
- ❖ The table shows the query conditions that can be used when converting to paper format.
- ❖ The user can view only the questionnaire together with the logic and errors, or the responses. And if the block function was used for data modeling, the block can be displayed.

II -4. MS-Word Format



- ❖ This is a screen capture of the DOC file downloaded from the program. It has been edited for easier viewing, reflecting the selected variables and query conditions.

II-5. Code Book



The screenshot shows a Microsoft Excel spreadsheet titled 'aaa - Microsoft Excel'. The spreadsheet contains a codebook table with the following data:

Fields	Question Text	Category	freq
A001	Does your company have a single workplace or multiple workplaces?	1 single workplace	1,060
		2 multiple workplaces	845
A002	Is your workplace the main office?	1 Yes	514
		2 No	331
A003	In Korea:		845
A004	Overseas:		845
A102	What type of organization is your company?	1 Private workplace (company operated independently by a private	71
		2 Corporate company (corporations, limited companies, limited	1,411
		3 School or healthcare organization	167
		4 Corporate body other than a company (foundations, corporations,	256
A103	Which of the following is most similar to the management system of	1 An ownership management system where the owner has the authority	759
		2 An owner-centric management system where a professional manager	135
		3 A system where much management authority is transferred to a	433
		4 A professional managementsystem that is completely independent	316
		5 None of the above.	262
A104	On December 31, 2007, what was the foreign equity share of your		1,905
A105	With regard to the total foreign equity share,	1 Direct management in the role of CEO	38
		2 Participation in management through participation on the Board of	96
		3 No participation in management	168
		4 Do not know	28

- ❖ The responses can be viewed using the finished BDB file. The codebook function was added for the data users.
- ❖ The survey content and frequency of the response are shown in excel format.

III-1. Audit Trail Analysis Program

❖ Functions

- Helps understand the response time for the overall survey. The user can gain indirect insight into the survey administration, and infer any challenges that might have occurred during the interview, or any cheating by the interviewer.
- Shows the number of response corrections for each variable, which can help future survey design and interviewer training.
- The date and time of the interviewer's visit can also be identified.

III-2. Audit Trail Analysis Program

The screenshot shows the 'Audit Trail Analysis Program' interface. The main window has a tree view on the left showing a hierarchy of survey items (e.g., INSA: INSA, F ID: 1, 999999, F TITLE: TTITLE, etc.). The central pane displays a list of audit trail records with columns for ID, QuestionTime, and QuestionTime E. A smaller window titled '세션시간보기' (Session Time View) is overlaid, showing a table of session data.

세션	필드명	시작시간	종료시간
174	8941	2008-09-25 오전 11:16:50	2008-09-25 오전 11:17:01
175	8941	2008-09-25 오전 11:47:59	2008-09-25 오전 11:48:19
176	8941	2008-09-25 오후 1:23:04	2008-09-25 오후 2:51:44
177	8941	2008-09-25 오후 5:25:12	2008-09-25 오후 5:27:20

- ❖ Using the BDB file, the user can understand the survey structure, response time, number of corrections and the date of the visit.

III-3. Audit Trail Analysis Program

Query	Description
Question time all	To calculate between the start time and end time of the survey
Response time ID	To add all the response time for each variable
Response time block	The time required for each block (when the "block" feature is used for the survey program)
Response time variable	Response time by variable
Adjust Frequency Variable	Number of corrections by variable

- ❖ The conditions that can be selected when analyzing an audit file is as above.
- ❖ The response time and number of corrections can be viewed in overall, by block as well as by variable.

IV. Conclusion

- ❖ The survey review program saves time and energy in reviewing how accurately the Blaise datamodel was designed; several convenient features were added in the course of program development.
- ❖ The audit file analysis program looks into the file that records the movements inside the computer; We can indirectly understand how the interview was conducted and ensure better supervision and better survey administration.
- ❖ It is hoped that the new programs will help us stabilize the current system and improve the quality of data.



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!!! Thank you very much for your attention !!!