

# **Collecting Interviewer Observation Data via a Mobile Survey: Lessons Learned**

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The National Survey of Family Growth (NSFG) is a face-to-face, national survey that is targeted to collect 25,000 interviews from 2011 to 2015. After each interview is conducted, interviewers complete an interviewer observation survey. In past cycles of data collection, interviewers completed the interviewer observations via paper-and-pencil while the respondent completed a self-administered section of the interview on their laptop and then at a later time, transferred the responses to a Blaise instrument. Transferring data from paper to computer not only introduces a risk for increased measurement and processing error, but also increases the interviewers' administrative time. To reduce error and increase interviewers' efficiency, the management team proposed to shift the paper-and-pencil interviewer observation survey to a mobile survey to be completed on the interviewers' smartphones.

This paper will discuss the development, implementation, management and outcomes of the mobile interviewer observation survey for the purpose of collecting interviewer observation data. Specifically, we will discuss the various mobile survey platforms (e.g. Blaise IS, Open Data Kit and Illume) that were explored, developed and tested. Additionally, we will discuss the methodological and logistical issues that were encountered during development and implementation of questionnaires using the various platforms.