CONVERTING THE SURVEY TO MIXED MODE DATA COLLECTION
Optimum user experience versus Consistency

- Optimal screen design and layout
- Modify question wording
- Adapting instructions for self-completion

Goal

Minimize mode effects
Maintain longitudinal data continuity
Challenges and Issues (1)

• Data Structure
• Changes must benefit all modes
• Performance and maintenance
• Blaise 5 development
Challenges and Issues (2)

What’s appropriate for Interviewer administered is not always appropriate for self-completion.
The Design Process

- Question by question review
- Straightforward decisions made/implemented by instrument development team
- Demo for Investigators
  - Substantive issues, changes reviewed
- Consultation with methodologists
  - Screen design, format, administration issues
- Collaboration with Blaise development team
  - Technical issues
Adapting protocols to self completion and new systems to existing protocol. Some examples...

Shared preload

Respondent type

New Spouse/partner