Andrew L. Hupp

DESIGNING AND IMPLEMENTING A WEB COMPONENT

© 2018 Regents of the University of Michigan
Background & Design

- 2018 first year offering web as a mode during main data collection
- Web offered to a subset of respondents (N=2,247)
- Modes are sequential
  - Web first -> non-responders followed up by phone
  - Phone is available from release, not actively called
- Sample released over time by replicate
Background & Design

- Methodological experiments
  - Interval timing between reminders (short v. long)
  - Timing of switch from web -> phone

- Authenticated links in emails, not authenticated in letters

- Once contact has been established, reminder follow-ups are based on last activity rather than a prescribed time
  - Contact defined in the instrument
    - More broad than just clicking link and accessing instrument
  - Data pulled back to the management system via API call
  - Respondents may never hear from us after initial invitation
Background & Design
Web Data Collection

• Data collection began May 2018
• Completed Iws: 1,246
• Current RR: 60% (1a – 72.5%, 1b – 66.2%, 2 – 59.7%, 3 – 53.2%)
• Avg. iw length: 120.85 min (121.13 self, 104.77 iwer)
• Suspends: 1,228 (77.0 % ≤ 1, 88.8% ≤ 2)
• Mode switch requests: 148
  – 142 web -> phone
  – 5 web/phone -> web
  – 4 web or phone -> ftf
Web Data Collection

Devices used to attempt login

PC: 75.1%
Tablet: 16.7%
Smartphone: 8.2%

Devices used to complete web

PC: 85.8%
Tablet: 11.1%
Smartphone: 3.1%
Web Data Collection

Browsers used to attempt login

- Chrome: 68.2%
- Safari: 17.5%
- Firefox: 5.3%
- IE: 17.5%
- Opera: 8.3%

Browsers used to complete web

- Chrome: 61%
- Safari: 17.5%
- Firefox: 8.3%
- IE: 11.2%
- Opera: 8.3%
Challenges/Lessons Learned

• Issues with switching modes of administration
  – Best practices: Allow missing on web/Requiring responses on phone
  – Differences in web/phone routing
    • Resetting questions/sections

• Pulling and updating information
  – Clearing data everywhere if Blaise data has been reset

• Timeouts and Links to other instruments
  – Timeouts help keep data secure
  – Issues with pop-up warning time about to expire
  – Instruments linked together would inherit the previous instrument’s ID in the audit trail (using start survey event, switch to GoToURI event)
Challenges/Lessons Learned

• **Survey access**
  – A good login app is valuable
    • Controls access to instrument
    • Detects device/browser information to provide useful feedback (e.g. mobile optimization (or not), browser supported by interviewing software etc.)
    • Captures communication used to attempt login
    • Blocks related lines
      – Due to project specific rules
      – If interviewer is attempting case block web access (management system keeps case from being delivered to interviewer if case is active on web)
  – **Need to test!**
    • Discovered that during switches from phone -> web, the interviewer layout set was being displayed to web respondents
    • Phone timeout is inherited when switching from phone -> web
Challenges/Lessons Learned

• With a complex project with new systems it can be difficult as a project manager when something goes wrong.
QUESTIONS
INSTITUTE FOR SOCIAL RESEARCH • SURVEY RESEARCH CENTER
SURVEY RESEARCH OPERATIONS
UNIVERSITY OF MICHIGAN