Mobile usability on household survey on Blaise 5

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Presentation Overview

• Implementing web mode in mixed mode survey design in the Statistics Finland
• Mobile usability on Blaise
• Demo – video demonstration of mobile friendly household survey questionnaire
• Reflective thoughts and future challenges – questions from the audience
Mixed Mode Data Collection program: Areas of focus

- New data collection system
- Developing and testing mixed mode questionnaires
- Change management: e.g. Blaise 4 >> Blaise 5
- Reorganizing data collection processes
- Developing statistical methods for mixed mode surveys
Implementation schedule of mixed mode data collection in some major social surveys

<table>
<thead>
<tr>
<th>Date</th>
<th>Survey Description</th>
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<tbody>
<tr>
<td>1/2017</td>
<td>Adult Education Survey</td>
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<td>3/2017</td>
<td>Use of ICT Survey</td>
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<td>4/2018</td>
<td>Use of ICT Survey</td>
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<td>9/2017</td>
<td>Leisure Survey</td>
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<td>6/2018</td>
<td>System testing for interviewers</td>
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<td>10/2018</td>
<td>Consumer survey, technical pilot</td>
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<td>2/2019</td>
<td>Labour Force Survey, pilot 1</td>
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<td>Use of ICT Survey</td>
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<td>Quality of Work Survey</td>
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<td>Use of ICT Survey</td>
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<td>1-3/2019</td>
<td>Travel Survey</td>
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<td>3/2019</td>
<td>SILC pilot?</td>
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<td>5/2019</td>
<td>Production, current data collection system (Blaise 4/5)</td>
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<td>2020-&gt;</td>
<td>Production, new data collection system (Blaise 5)</td>
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New data collection system - pilot stage – some Blaise 5

New data collection system - production stage – full Blaise 5
Principles to follow on mixed mode design

• Mobile first
  • mobile respondents are taken into account broadly in a survey process and designing self-administered questionnaires

• Respondent first & usability
  • rounds of usability and pre-testing in a development phase

• Harmonization of data collection
  • In a survey level – processes and common solutions
  • In a Blaise level – e.g. layout practises and standardized data model level programming
Some known challenges in mobile survey designs

• Grid questions
  • Not easily scalable to mobile screen size
• Horizontal scrolling
  • The structure of mobile web-page is not easily understandable if the content exceeds the client width
• Lack of left and right handed usability
  • If controls are aligned only to left or right it can be hard for respondent to select the option with the opposite thumb while using only one hand to operate smartphone
Re-designing survey structure and layout

- Use of buttons with auto-enter instead of radio-buttons
  - Better and faster flow of the questionnaire
- Simplifying question structure
  - Merging and transforming grid questions when possible
- Adding visual elements to aid the respondent
  - Highlighting important parts of the question text
  - Answer button selection color
- Using only one CAWI-layout for all screen sizes
  - Elements are scaled to fit the screen by the client width (Respondent screen width)
Basic layout (desktop view)
Basic layout (mobilephone view)

Household background information

This survey concerns the person John Smith and the persons belonging to the same household.

Who is now responding to the survey?

Select the response from the button and press the arrow keys below if necessary.

- John Smith
- Other household member
Simplifying questions with visual clues: changes to question structure
Check box questions re-design

- Question of multiple choices
- Proceed with forward-button

Redesign

Did you work during last year (201x)?
You can choose multiple options.

- Yes: as an entrepreneur, farmer or self-employed
- Yes: as a family worker in a business or a farm owned by another household member
- Yes: as an employee or on a scholarship
- No: not in labour marker during last year?

Household background information
You answered in the previous question that the names are not up-to-date.
Select the person or persons whose data you want to change and press the arrow key.

- John Smith
- Jane Smith
- Mary Smith
- Axel Smith
EU-SILC household survey demo

- EU Statistics on Income and Living Conditions
- Indicators: Poverty threshold, AROPE-indicator
- FI-SILC: Combination of register data and survey, we don’t ask about incomes
- FI-SILC: HH sample, selected respondent model, hh composition is done in the beginning of interview/web questionnaire
- New set of questions to figure out the eligibility of household in the target population
  - Previously done in a non-structured manner by interviewer when they contact hh
Current CATI-questionnaire (Blaise4)

Household’s background information

1. Was Heidi a member of your household on 31 December 2016?

The term household refers to persons who live and share meals or use their income together.

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1. Jussi 030914A1234
Demo

• EU-SILC mobile household survey demo
Thank you!

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