

# Multi Topic Implementation at Statistics Norway

TRANSITION AND CHALLENGES

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Statistics Norway

# Agenda

Introduction

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Implementation

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Lessons learned

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Wishlist to the Blaise team

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# Introduction

- CATI functionality used since 2005
- Blaise 5 used for web surveys since 2015
- Blaise 5 used for multi-mode web and CATI in single-topic mode
- Multi Topic mode pilot started in September 2024

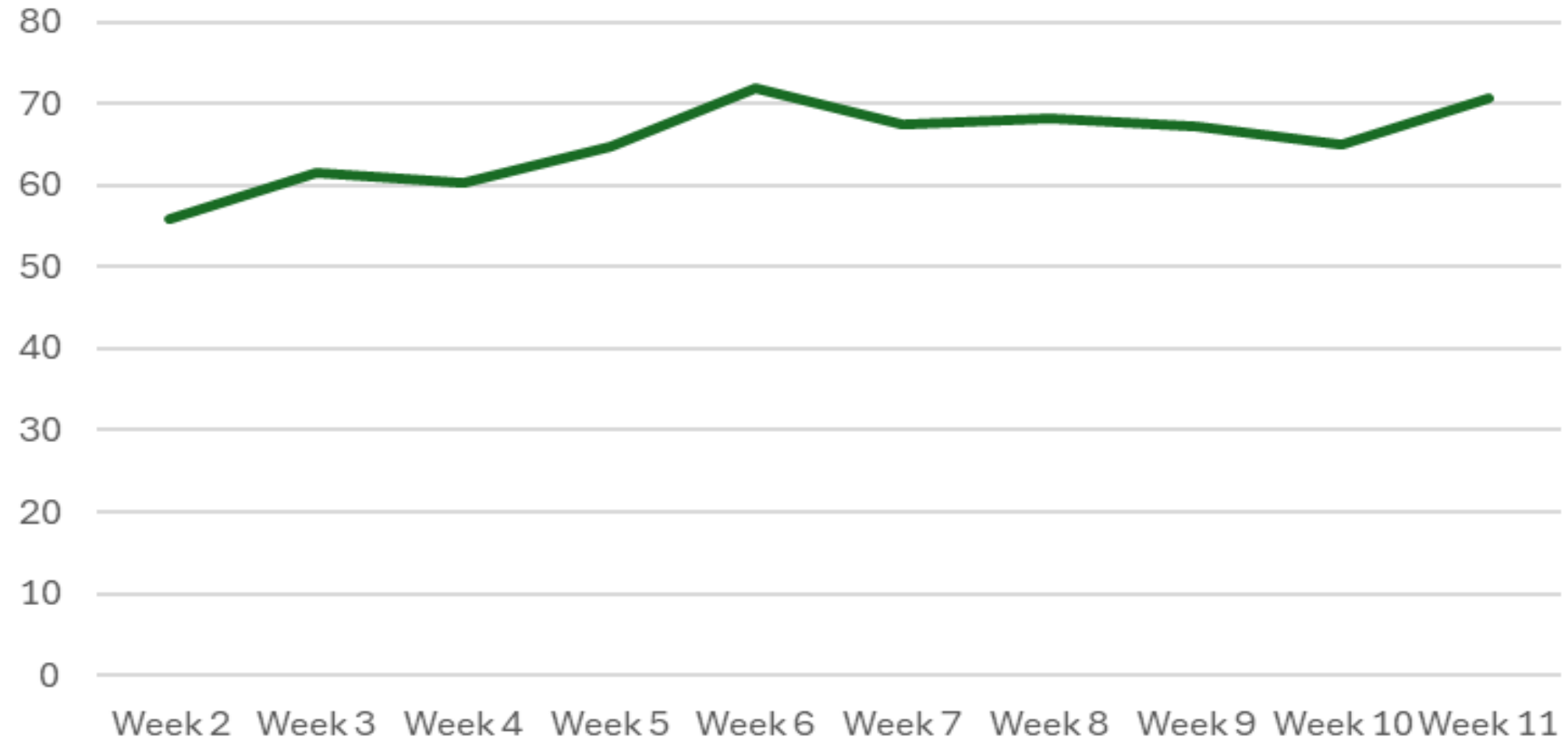


# Advantages of Multi Topic

- Separation of survey data and personal data
- Less work for supervisors when reallocating interviewers between surveys
- Easier to move cases between CATI and web
- Less reliance on groups
- Avoids “empty daybatches”
- Improved interviewer efficiency?



# % Hours used i Blaise

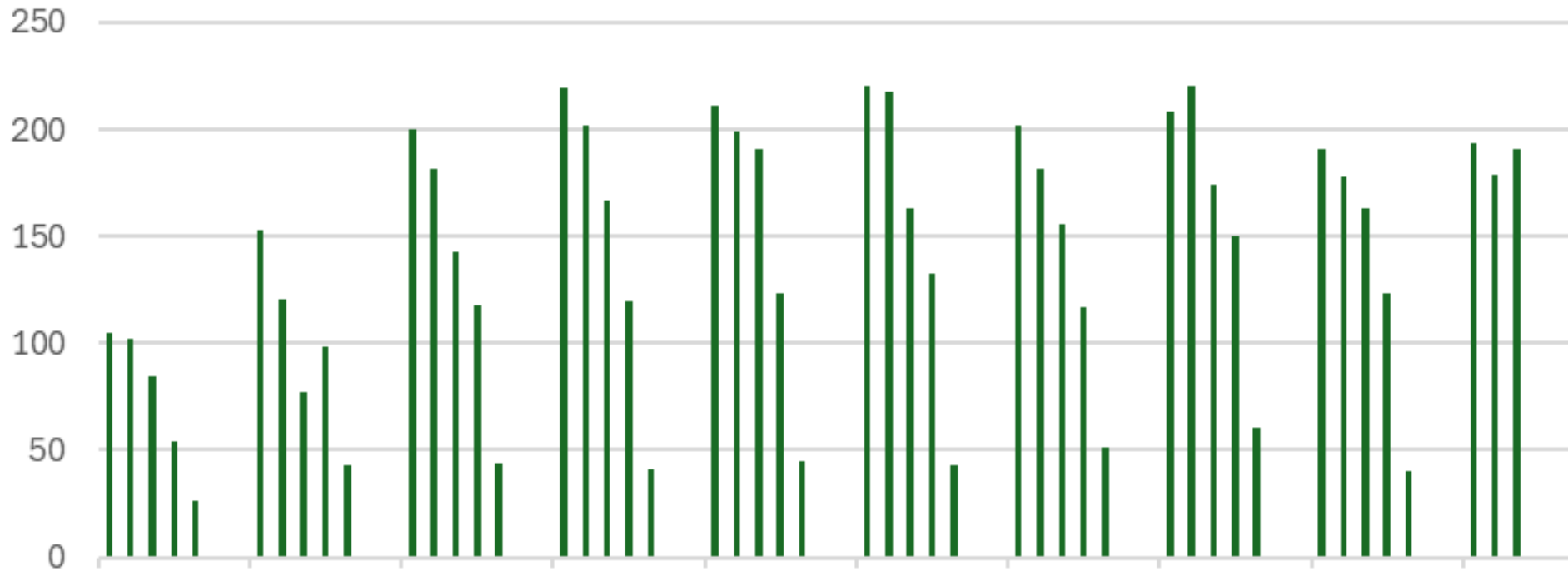


# Challenges

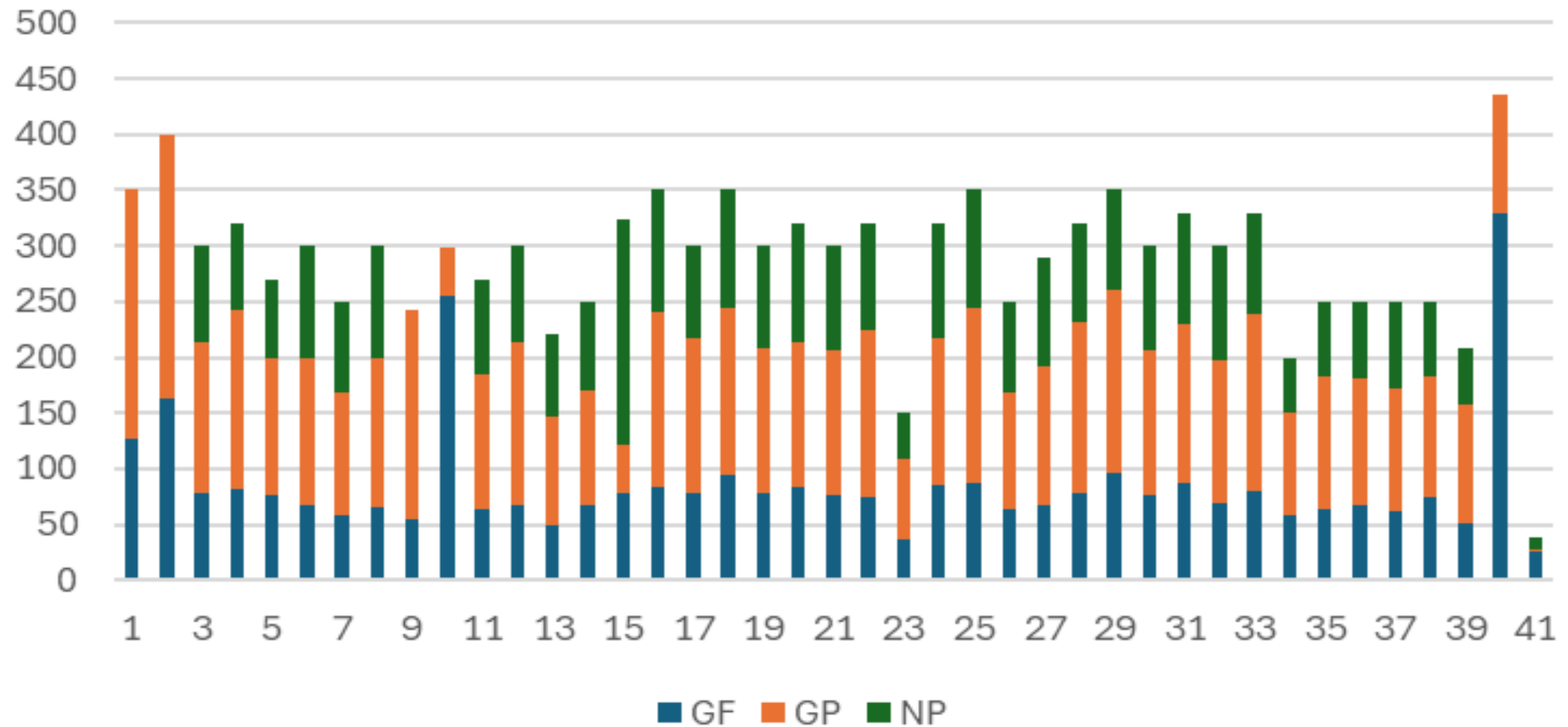
- Surveys differ in structure and methodology
- Our data collection process is not linear
- Interviewer workload is not evenly distributed throughout the week
- Response rate targets are often optimistic and too ambitious
- Some surveys need to be prioritized on specific days (e.g., after reminders have been sent)



## Interviewer hours



## Sub-samples divided into periods



# Week 1

- Labour Force Survey and Omnibus Survey
- Both CATI-only
- Efficiency slightly lower than expected due to Multi Topic being new to the interviewers
- The system functioned as anticipated



# Week 2

- Housing Panel Survey added alongside the other two
- Housing Panel is a multi-mode survey
- Some technical issues (unrelated to Multi Topic)
- System worked as expected



# Week 3

- New survey: EU-SILC
- Interviewer training posed challenges
- The "EU-SILC skill" did not work as expected
- A direct link to EU-SILC was used instead



# Week 4

- All interviewers were trained on EU-SILC
- EU-SILC skill was assigned to all interviewers
- A bug caused interviewers to receive only EU-SILC appointments
- Due to limited daytime interviewers, the issue was not discovered until the next morning
- The survey was reinstalled without startup conditions



# Week 5 and Beyond

- The system worked as expected, but...
- Ongoing challenges with workload distribution and survey prioritization
  - Weighted workload resulted in zero → no respondents delivered
  - Tried milestones, but did not work as expected
  - Tried appointment and random delivery → respondents were distributed based only on survey count

# Our Solution

	Hours from field managers	% of hours	Workload from Blaise	% of workload	factor
Survey A	60	42,9	541215	30,6	<b>140</b>
Survey B	30	21,4	452151	25,5	<b>83</b>
Survey C	50	35,7	777777	43,9	<b>81</b>
Total	140	100	1771143		

To calculate the adjustment factor for each survey, we divide % of hours by % of workload and multiply by 100.

*Example calculation:*

For Survey A:  $(42.9 \div 30.6) \times 100 = 140$

- Need to avoid zero (or very low) workloads
- Calculate a daily weight factor for each survey based on workload and interviewer hours (from field managers)
- Appears to be working

# Remaining Challenges

- Interview Duration Bias

  - Longer interviews take up more system time

  - More appointments required for longer interviews

- Workload must not be low or zero

  - Using milestones to address this

  - Current strategy: 100% milestone set on Day 1



# Suggestions for Improvement

- Allow direct input of desired workload percentage in the dashboard (e.g., in Case Delivery Options)  
→ Would simplify things for supervisors

	% of workload
Survey A	30,6
Survey B	25,5
Survey C	43,9
Total	100

# Modify Random/Appointment Algorithm

- Select randomly from all available cases in the daybatch, instead of randomly from all surveys



# Thank you!

