

IBUC 2012 Paper Abstract

WebCATI (Part of NatCen's multi-mode approach)

NatCen have been developing its internal capabilities in offering a multi-mode solution to our clients. Increasingly more surveys are demanding a combination of different modes and more cost effective ways of gathering data. This paper focuses on the combination of CATI and CAWI using BlaiseIS.

Our objective was to use a single Blaise instrument to conduct a multi-mode survey between CATI and CAWI. Respondents are given the opportunity to fill in questionnaire on the web using BlaiseIS and for those respondents that failed to complete the questionnaire online, the CATI unit would follow-up with a reminder call with the option of completing the interview over the phone in CATI mode using the same instrument.

This system offers the respondent flexibility to fill in the questionnaire and has shown improved productivity. WebCATI works by the CATI instrument calling a web browser and passing parameters such as login details from the CATI sample to BlaiseIS instrument based on a value in the CATI questionnaire. Reconciling the data is a scheduled task as systems are not based on the same server.

This paper will describe:

- Data security challenges
- Passing parameters from DEP to BlaiseIS
- Case management and monitoring progress reports
- Training and usability issues for CATI interviewers

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