
The Challenge in Balancing Data Collection Innovations, Remaining Practical, and Being Cost-Effective

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MATHEMATICA
Policy Research

Overview

- **Background**
- **Benefits of Built-In Capabilities of Blaise**
- **Areas We Are Exploring Using Blaise**
- **Conclusions**

Question?

Background

- **Cutting Budgets, Expecting Quality**
 - Global Recession
 - Rapidly evolving technologies
- **Smarter, Faster, Cheaper**
 - Not alone - IBM
- **Remaining Competitive and Capable**
 - Unbiased, reliable & timely data
 - Designing with reusable potential
- **How can Blaise help**

Benefits of Built-In Capabilities of Blaise

■ Actions

- **Predefined actions**
- **Custom**
 - Calling Manipula/Maniplus
 - COM

■ Events

- **Calling other programs by COM**
 - SQL2Blaise

■ Datalink

- **Pros and Cons**
 - Centralize database
 - Success on the web

Benefits of Built-In Capabilities of Blaise II

- **Multi-mode**
 - Writing once
 - Mode difference
- **Many ways to expand**
 - Limited to your own thinking
 - Our own “OnLoad”

Areas We Are Exploring Using Blaise

- **Real-Time Processing Using the Blaise Datalink Component and SQL Databases**
 - Survey data
 - Blaise 5
- **Blaise on Mobile Devices**
 - iPhones, iPads, and Android-enabled devices to tablets and e-book readers
 - Bring Your own Device (BYOD)
 - Write once for all modes
- **ISMS – Integrated Survey Management System**

ISMS – Integrated Survey Management System

■ What the ISMS does

- Fully integrates Blaise CATI with the SMS
- Removes all or almost all management data from the Blaise CATI questionnaire

■ Benefits

- Reduce duplication of management data across multiple systems
- Eliminate overnight syncing and reconciliation processes
- Provide real-time access to updated sample and contact information in both Blaise and the SMS
- Simplify sample release process

How ISMS will work

- **Access to cases**

- Interviewers access cases by using Blaise
- The Blaise Call Scheduler delivers cases

- **Entry, exit, and contact update screens are in the ISMS**

- First action in Blaise is to turn control over to the ISMS
- Once the respondent is on the phone control is turned over to Blaise to complete the questionnaire
- Contact information screens allow for live updating and viewing of information
- Blaise returns control to the ISMS at completion or break-off from questionnaire
- ISMS decides status codes, creates history records, and passes the necessary status and appointment information to Blaise for exiting

How ISMS will work II

- **Tied into Survey Management System (SMS)**
 - A centralized standard system used on projects to manage, track, and report on all phases of data collection
 - Locating
 - Receipting and document processing
 - Case management – search, view, update
 - Sample release – CATI, CAPI, and CAWI
 - Administrative functions
 - Reporting

ISMS Screens

MainWindow ? ! Respondent 10025444 Michael211 LTest211 1:36 PM

Interviewer Group: TEST DAYS
Days Since Left Msg: TEST DAYS
Sample Member: Michael211 LTest211
Telephone Number: 4080000211
Call Center Dial Prefix: 10,1
Current Address: 211 Main St

Princeton, NJ 08542
Final Status: 0000 - Untouched



1. AUTO DIAL 2. MANUAL DIAL 3. QUICK EXIT
 4. RESPONDENT CALLING IN

Contact Start Date/Time	Contact End Date/Time	Logical Status	Current Status	Interviewer Time	Interviewer Notes	Appointment Date	Phone# Attempted
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ISMS Screens (cont'd)

MainWindow

  Respondent 10025444 Michael211 LTest211 1:37 PM

You should have received a letter from... Each person's participation is voluntary, but very important and all answers will be held in strict confidence.

1. BEGIN INTERVIEW 3. WANTS MORE INFORMATION 5. HUNG UP DURING INTRODUCTION
 2. DID NOT RECEIVE OR DOES NOT RECALL THE LETTER 4. NOT A GOOD TIME 6. SUPERVISOR REVIEW

The letter explained... Can we begin now?

1. BEGIN INTERVIEW 2. WANTS ANOTHER LETTER 4. NOT A GOOD TIME
 3. WANTS MORE INFORMATION 5. HUNG UP DURING INTRODUCTION

May I read the letter to you and then we can begin?

1. YES, READ THE LETTER FROM HARD COPY 2. NO, WANTS ANOTHER LETTER FIRST 3. HUNG UP DURING INTRODUCTION

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Conclusions

- **Striving to be innovative, practical, and cost-effective**
 - Proper Planning with Innovative ideas
 - Can't be resistant change
 - Build flexible & dynamic systems
 - Can be expense
- **Look outside**
 - IBM
 - Technology trends
 - Kodak
 - Not kept up
- **Great expectations for Blaise**
 - Don't be the next Kodak, be IBM

Tablets and Smartphones *(cont'd)*

■ **Functionality**

- Review case load and daily assignments
- Update status information
- Update or enter new address information
- Using Google Maps to get directions from their current location or map multiple assignments
- Enter appointments

■ **Security**

- Used an encrypted mobile configuration file to lock down the iPads' settings
- No PII is stored on device
- Glenn Jones will be presenting “Mobile Device Data Collection and its Security Attack Surfaces” Thursday afternoon at the session on Going Mobile: Ensuring Security of New Data Collection Platforms

Questions?

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