



Use of Blaise in Today's Survey Research Environment

International Blaise Users Conference

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Overview

- Dynamic survey research environment
- Key characteristics of survey research software
- Blaise in the survey research environment
- Summary

Dynamic survey research environment

- Increasing modes of data collection
- Activities included in interviewing
- Measures taken during interviewing
- Real time integration across modes
- Adaptive designs and reporting needs
- Quality control monitoring
- Security

Dynamic survey research environment

- CAPI
- CATI
- CAWI
- PAPI
- CASI
- ACASI
- IVR
- Mobile

Dynamic survey research environment

- Devices integrated with interviewing
- Mixed presentation modes
- Changing role of interviewer
- Mix of respondent and interviewer mediated
- Sequential, concurrent, or mixed
- Paradata

Complexities of the environment

- New technologies
- New techniques
- Quality
- Response rates
- Cost

Key characteristics of survey research software

- Fulfills core survey functions
- Rich set of features, tools and utilities
- Reliable performance and scalability
- Integration with other technology, products and applications
- Supports a secure data collection environment
- Availability of support

Key characteristics of survey research software

- Fulfills core survey functions
 - Question types
 - Authoring support
 - Represent complex data structures
 - Perform complex looping
 - Maintain data integrity
 - Capture metadata
 - Execute rules consistently

Key characteristics

- Rich set of features, tools and utilities
 - Deploy and execute the instrument
 - View case data
 - Audit trails
 - Data entry verification
 - User help
 - Core datamodel
 - Customizable screen layout
 - Multimedia support

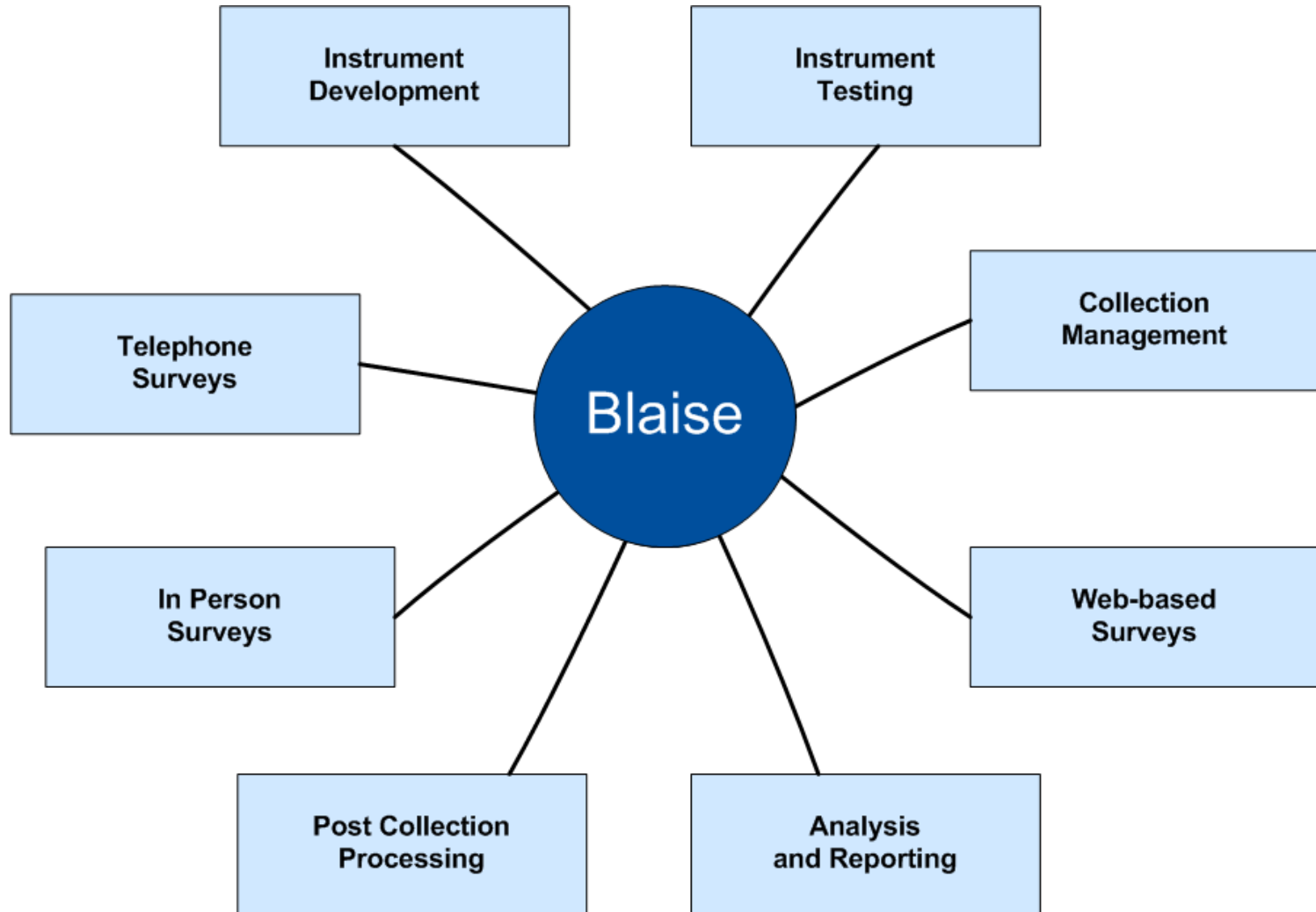
Key characteristics

- Reliable performance and scalability
 - Single user environment
 - Multiuser environment
 - Multi-tier architecture
- Integration with other technology, products and applications
 - Inter-operate with other systems
 - Data sharing
 - API

Key characteristics

- Supports a secure data collection environment
 - Legal and regulatory requirements
 - Security controls
- Availability of support
 - Technical support
 - Training
 - Significant user base
 - 3rd part support providers

Survey environment



Survey environment

- Extending and integrating Blaise
- Instrument development
 - Specification development and maintenance
 - SpecWriter
 - Customizable outputs
- Instrument testing
 - TestPartner
 - WesTest

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Survey environment

- Collection management
 - Integration with external management systems
- Telephone surveys
 - Blaise scheduler
 - Link to external systems
 - Browser-based access to Blaise
- In Person surveys
 - CAPI management systems
 - Westat Visual Blaise
 - Westat Visual Survey

Survey environment

- Web-based surveys
 - Integration with custom management systems
 - BlaiseIS
- Post-collection processing
 - Audit trails
 - CARI coding
 - Post-collection editing

Survey environment

- Data analysis and reporting
 - Metadata
 - Data delivery support
 - SAS

Summary

- Stable and secure platform
- Extensive and powerful core functionality
- Many features and tools
- Extensive support services
- Open architecture
- Data model
- Rules engine

Future thoughts

- Multi-mode surveys increasing
- Real time feedback
- New types of data
- Different end user devices
- Browser-based access
- Virtualization and cloud environments
- Security
- Accessibility