

NatCen

Social Research that works for society

Blaise Multiple Contact Interface

(For CATI interviewing on a complex household
survey)

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Overview

- Complex household survey: Understanding Society.
 - Design challenges faced in developing multiple contact interface.
 - Implementation of the multiple contact dial screen block including a demo.
 - Interviewer training and usability.
 - Conclusion.
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Understanding Society

- World's largest longitudinal social science study

Funded by Economic and Social Research Council with scientific leadership provided by the Institute of Social and Economic Research

Launched in 2009 interviewing around 100,000 household members every year. Interviewing all adults in the household. In 2010, 500 cases were followed up using CATI.

NatCen Multi Mode Unit (MMU).

- 40 work stations.
- Running Blaise 4.8.2

Design challenges we faced



- Multiple phones per person
- Multiple people on a landline

Initial design & lessons learned

Understanding Society - IP2

Forms Answer Navigate Options Help Show Watch Window

UnderstandingSociety Admin QSelfComp Consent Help Appointment NoAnswer Answer Machine Busy QStableDisp

Outcome from this number? **07900024249**

Recent Call History:

Dial # 1 - 02/03/2012 @ 23:12 Engaged

Name	Home Phone	Home Dial	Mobile Phone	Mobile Dial	Work Phone	Work Dial	New Phone	New Dial Done?
Household	*02072501866	▼	09999999333	▼	07763 458215	▼		▼
Julie	*02075497079	▼	07900024249	▼	09999999987	▼		▼
Terry	*02072501866	▼	07999999999	▼	09999999876	▼		▼
Ashley	02099999999	▼	*07900024249	▼	09999999383	▼		▼
Francis	9999999999	▼	9999999999	▼	99999	▼		▼

0 - Not attempted
 1 - Answered
 2 - Engaged
 3 - No Answer
 4 - Answering Serv
 5 - Fax/Modem
 6 - Disconnected
 7 - Appointment

6/285 UnderstandingSociety 9101 71 QCATIPhone.PhoneLog.QCalls[3].PCall_2 02/03/2012 23:18:39

Implementation of the Multiple Contact Dial Screen Block

Understanding Society - Wave 3 (MLV1_04)

Forms Answer Navigate Options Help

USoc CallHist AppointHist Comments Appointment NoAnswer BusyCall QStable

WHICH NUMBER HAVE YOU DIALLED?

INTERVIEWER: PLEASE USE THE <CALLHIST> TAB TO CHECK CALL HISTORY BEFORE DIALLING A NUMBER
(Respondents' names:

Jane	Smith	Female(44)	Call status:
John	Smith	Male (44)	Call status:
Michael	Smith	Male (21)	Call status:
Anna	Smith	Female(18)	Call status:

1. 02075497079 - : Household Home

2. 07900024249 - Jane: Mobile1

3. 051212178499 - Jane: Mobile2

4. 02079999876 - Jane: Work1

5. 05123288888 - Jane: Work2

6. 07929089522 - John: Mobile1

7. 051232393939 - John: Mobile2

8. 02091929299 - John: Work1

21. Other

Version	mlv1_04	NextCall	1
FirstQ	7	InfoScreen	1
StartDat	19/04/2012	NewFlag	
ModeType	2	Telephone	ListNum
NextRow	3	OtherNum	

4/853 UnderstandingSociety 201500 11 QDialScreen.QDial[1].ListNum 20/04/2012 20:30:13

Demonstration

- Using blank dummy households.

Example

Interviewer training and usability

- Initial training focused on experienced interviewers
 - Logic behind it, following the flow of questions on the dial screen, functionality, survey requirements, using tabs.
- Built in a significant practice period using dummy sample closely monitored by MMU Supervisors.
- MMU Supervisors trained to inspect cases at the start of each shift.
 - Check appointments, ensure smooth operation

Conclusion

- Unlike any Cati project undertaken in MMU
- Balancing survey requirements with ease of use for interviewers.
- Broadly successful solution to a complex problem.

Interviewers using it now for past 2 years. Key to success is the close supervisor monitoring done between shifts.

Thank you

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