

Legacy Michigan CATI Sample Management System – Mixed Mode CATI/WEB

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CATI SMS was first deployed at Michigan in the fall of 2000 and has been in continuous use since that time. It now can be considered a legacy system at the University of Michigan with the coming of Blaise 5 and MSMS (Michigan Survey Management System). However, CATI SMS was designed to be adaptable and is being used in mixed-mode surveys, for example a phone-web survey where an interviewer conducts a telephone interview using the Blaise call scheduler and respondents complete a self-administered web survey using Blaise IS. Data consistency, reports, web interviews and case delivery are all handled in real-time. This paper will examine the approach used to implement a current mixed mode survey in CATI SMS. Topics covered include: authentication, Blaise IS management, email invitations and reminders, case locking, implementation of the survey in CATI and Blaise IS, managing the daybatch, survey updates, testing methods, security, servers, data storage, case delivery, switching modes, paradata/audit trails, screen designs. This paper will cover conclusions from the mixed mode implementation: lessons learned future directions, and insights.