

Developing A Web-Smartphone-Telephone Questionnaire

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The Life Study is a longitudinal study which will track the growth, development, health, well-being and social circumstances of approximately 100,000 UK babies and their families. It is run by ICH (Institute of Child Health) at UCL (University College London). UCL commissioned NatCen Social Research to conduct an initial pilot study before the main data collection phase.

The pilot will consist of a series of questionnaires, physical measurements and direct observations will be carried out with participants visiting an assessment centre. There will be both interviewer administered and self-completion CAI questionnaires. UCL were keen for the self-completion questionnaire to be administered using a touchscreen device, so we felt that this was an opportunity to develop a CAWI questionnaire using CentERdata's C-MoTo software so that it could be accessed via a touchscreen tablet.

C-MoTo makes it possible to create Blaise CAWI questionnaires that are suitable for mobile and touch devices. The C-MoTo questionnaire is user-friendly because the layout is automatically scaled to fit exactly on the device's screen. Also the user input is optimized by supporting automatic keyboard selection and gesture control. C-MoTo is available for free for non-commercial use.

This paper will cover issues arising developing a questionnaire on a module by module basis but with the flexibility to switch modules from the interviewer administered questionnaire to the self-completion questionnaire, and will cover what we learnt from running NatCen's first live CAWI tablet survey using C-MoTo. It will also briefly cover infrastructure issues about setting up multiple stations in assessment centres and having systems to ensure that all the appropriate data were collected and measurements taken.