

Collecting Interviewer Observation Data via a Mobile Survey: Lessons Learned

Jennifer Kelley

Peter Sparks

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Outline

- Introduction
- Technical Systems
- Implementation
- Field Test
- Future Steps



Introduction

- National face-to-face survey
- Interviewer paper and pencil obs during ACASI
 - Increased risk for measurement error
 - Increased risk for processing errors
 - Increased interviewer's administrative time
- Goals for adapting to mobile (Android)
 - Increase interviewers' efficiency
 - Reduce errors
 - Reduce paper waste



Technical Systems

- Three software applications were examined
 - Open Data Kit (ODK)
 - Illume
 - Blaise IS
- Evaluated on
 - Usability
 - Coverage
 - System compatibility
 - Development time and cost



Open Data Kit (ODK)

- “App” on mobile phone
- Programmed via Excel spreadsheet or web form
- Specialized for Android platform
- Uses native phone features
- Surveys can be completed offline
 - Stores data on phone until it is sent to server
- Open source
- Lacks certain features of Illume and Blaise IS



Illume

- Server-based interviewing system with web-based sample management features
- Create surveys via an editor program
- Stored as XML files
- Formatting optimized for desktop
- Requires constant connection to Illume server
- Considerable effort to optimize for mobile phone



Blaise IS

- Server-based interviewing system with web-based sample management features
- Performs complex calculations
- Very flexible
- Requires constant connection to Blaise IS server
- Has form-based (offline) survey with limitations



Implementation

- Mobile interview obs mirrored paper-and-pencil/Blaise interview obs
- Default Blaise IS did not function well on Android smartphone
- Two-server setup to ensure data security



Implementation

- Customized Blaise IS stylesheets with jQuery
 - Radio buttons, check buttons, next/previous buttons
 - Page text clipped when overflowed
 - Pages did not resize well
- C-Moto stylesheets from Tilburg University
 - Unused Blaise features were removed
 - Used jQuery Mobile (javascript) features customized for mobile phone
 - Some features, such as text formatting, added back to Tilburg stylesheet



Stylesheets

(In which room(s) was the interview conducted?)

Kitchen mainly, moved around to other rooms

Previous

Next

Custom
Blaise IS
Stylesheet

(In which room(s) was the interview conducted?)

Kitchen mainly, moved around to other rooms

Next



Previous



Modified
C-Moto
Stylesheet

Stylesheets

What types of distractions or interruptions were present during the interview?

(Select ALL that apply)

- Television on during interview but R not watching
- Television on during interview with R watching at least some of the time
- R received 1 or 2 phone calls
- R received 3 or more phone calls
- Children present needed attention
- Other (Specify: _____)
- No distractions or interruptions present

You cannot select "No distractions or interruptions present" in conjunction with other responses.

Previous

Next

Custom
Blaise IS
Stylesheet

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Previous

Modified
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Stylesheet



Stylesheets

For *most* of the CAPI part of the interview, how would you describe your seating arrangement with the R?

- Next to R (facing the same way)
- Next to R (facing at a right angle)
- Across from R
- Some other arrangement

Previous

Next

Custom
Blaise IS
Stylesheet

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Previous



Modified
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Stylesheet

Field Test

- Feasibility test
- 3 Weeks (8 April 2013 - 30 April 2013)
- Four interviewers selected to test in field
 - Smartphone skills
 - High
 - Medium
 - Location
 - Different areas of the country



Field Test

- Special training conference call (April 4th)
 - Handling Rs' concerns about Smartphone
 - Use paper-and-pencil as backup
 - Practice link
- Monitoring
 - Check daily for connectivity issues, R's concerns and verify correct SID



Field Test

- Results
 - 51 interviews completed
 - 43 completed by Smartphone
 - No respondent concerns
 - 8 completed by paper-and-pencil
 - 2 Link issues
 - 6 Connectivity issues – 11.8%



Field Test

- Interviewer Debriefing
 - General comments
 - “Awesome”
 - “It makes me feel like I am saving trees”
 - “Love that it saves me a step and I don’t have to do it when I get home”
 - Common issues
 - Lag time
 - Could not finish mobile obs in the time it took R to complete ACASI
 - Having to reload pages/hit answer multiple times
 - Forgot to write down SID



Field Test

- Interviewer Debriefing (cont.)
 - Unexpected issues
 - One interviewer felt that she might be not be presenting a professional manner using her Smartphone
 - If R asked for help with ACASI after they completed mobile interview obs they could not switch the answer
 - Would they like to see this rolled out to the field?
 - Yes!.....If lag time can be fixed



Future Steps

- Resolve connectivity issues
 - Exploring applications that have off-line capabilities
 - Open Data Kit
 - Form Hub



Breaking News ...

- Using Open Data Kit
 - QR image in Blaise to load SID
 - New field test of 4 interviewers
Oct 1. - Oct 30
 - Fully developed user entry
 - Back end data processing after collection
 - Convert data from ODK into Blaise for standardized data delivery



Thank you!

Jennifer Kelley, jennifke@umich.edu

Peter Sparks, zebulon@umich.edu

