

Using paradata to evaluate the effect of changes in the mobile layout

With Blaise 5 multimode capabilities, we can create dynamic and adjustable layouts for different screens, including layout for small screens, which is important as more respondents are using smart phones to respond to surveys. Comparing two web surveys, The Quality of Life Survey 2023 (QLS) (N=40,000), which is mobile friendly, and the Electronic Composite International Diagnostic Interview 2023 (E-CIDI) (N=16,000), which only has the desktop layout, we attempt to evaluate the implications of providing mobile friendly layout on the measurement error. The QLS survey has a small screen layout option in Blaise, where all the content is readable and visible without navigation. Additionally, the small screen layout provides the used with large user-friendly buttons. In comparison, the E-CIDI layout is not designed for small screens; part of the page content is not visible without navigation, and the and the page is difficult to navigate. As the QLS is mobile friendly and the E-CIDI is not, we hypothesise that measurement error, comparing smart phone and computer, is higher in the E-CIDI survey than in the QLS. Since the two survey questionnaires have similar question batteries in common, we can determine if the different layouts have an impact on respondent behaviour. As smartphones are the most used devices in both surveys, 55% of respondents in QLS and 57% in E-CIDI, possible measurement error induced by an inapt layout for small screens can have a large impact on survey results. To evaluate measurement error, we evaluate straight-lining, drop-out rates, device changes, satisfying using Blaise paradata (Audit Trail Data). As the two surveys have two different survey populations and sampling design, we attempt to adjust for these differences by creating two comparable populations by that will be used for the analysis.

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