

# When Organizational Structure Hinders Collaboration

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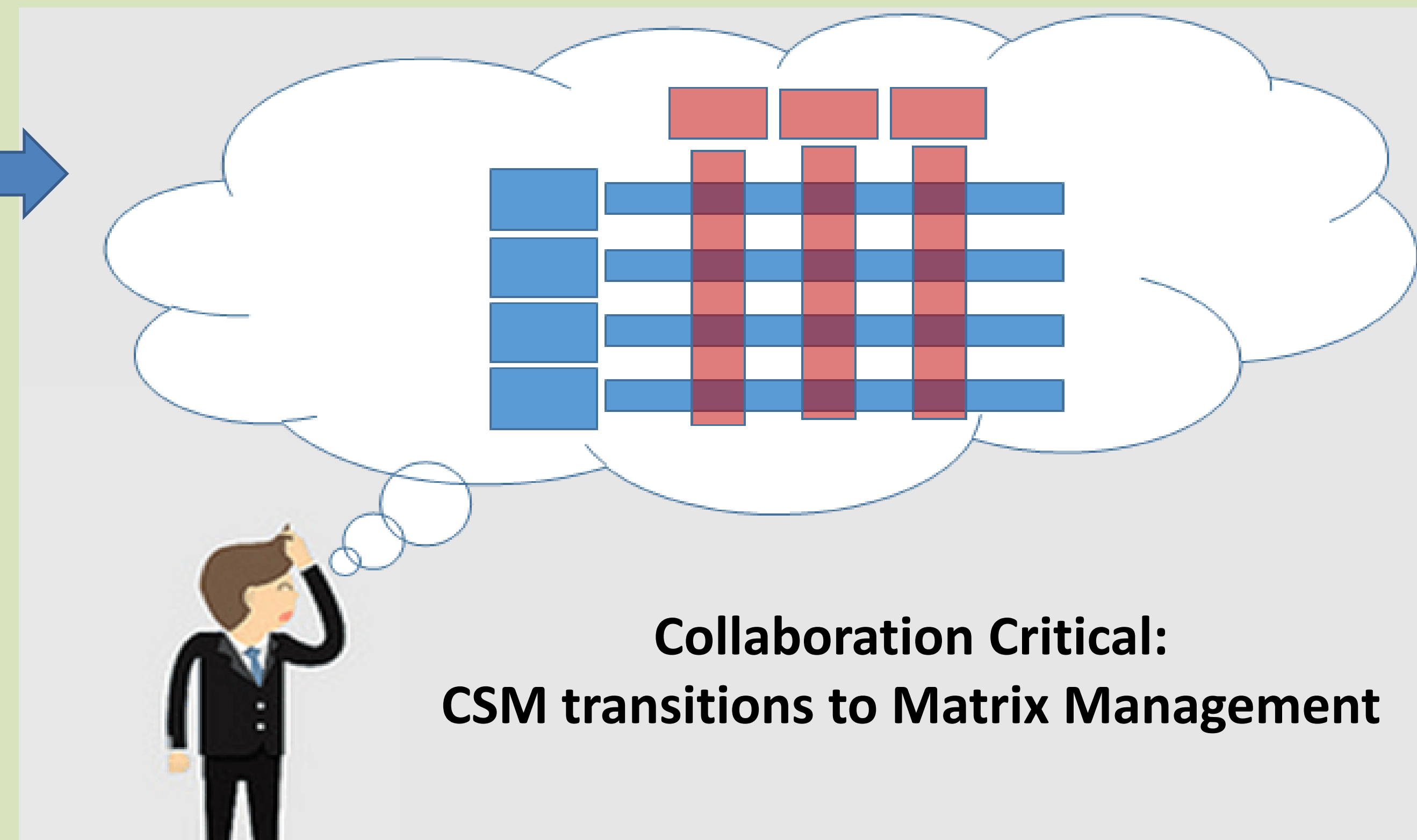
## Managing & conducting research in a multi-lingual, multi-mode data collection environment

### Center for Survey Measurement (CSM)



Self-Contained Research Groups Emerged Over Time

CSM's traditional group structure was hindering our ability to efficiently and effectively carry out high quality evaluation projects



Benefits: Cross-group communication improves  
Cross-training opportunities emerge (exposure to different methods)

### Concurrent testing with limited two-way feedback



“... Since the usability testing did not focus in-depth on question wording, they recommended cognitive testing of the Spanish language questionnaire to identify specific problems and possible improved wording prior to fielding the instrument.” (Childs and Goerman, 2008)

May miss opportunity to explore issues identified in another method

### Shifting Landscape



Response Rates



Data Collection Costs



Data Quality

Federal surveys are increasingly employing multiple data collection modes; therefore greater importance for a more integrated, unified approach to testing

“The eyes do not see what the mind does not know.”

- anonymous

“Though the techniques are similar, usability researchers often lack survey methodology training, and survey methodologists often lack usability training.”  
(Romano Bergstrom, Hunter Childs, Olmsted-Hawala & Jurgenson, 2013)

### Integrated Testing – Unified Design

Cross-Group Project Team:

- (1) Jointly identify key issues to explore during testing
- (2) Create customized protocols for each testing mode
- (3) Communicate frequently during testing
- (4) Revise protocol when new issues emerge

