Tight Integration of Web, CATI, and Paper Modes in the 2003 National Survey of Recent College Graduates

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Overview of Presentation

- ➢ Describe the NSRCG

- ➢ Instrumentation

- ➢ Survey management

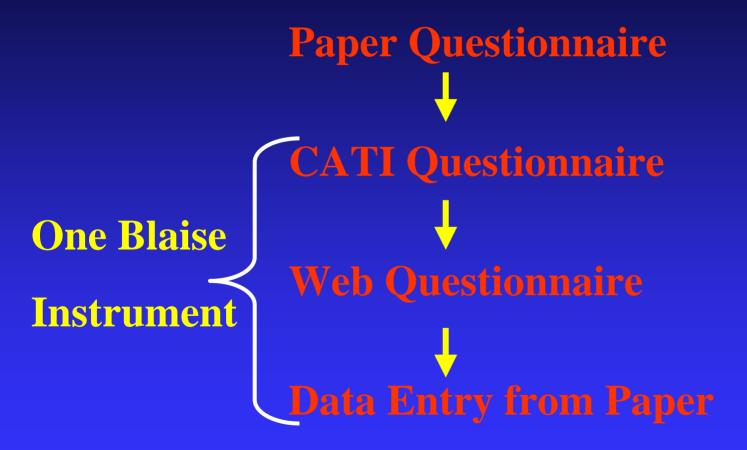# The National Survey of Recent College Graduates (NSRCG)

➢ **The NSRCG is sponsored by the National Science Foundation (NSF) Division of Science Resources Statistics.**

➢ **Sample: 18,000 recent graduates with master's or bachelor's degree in science, social science, engineering, or a health-related field.**

➢ **Methodology: Designed as a mail survey with a Web option and CATI follow-up for non-respondents.**

Instrumentation

➢ **One Blaise instrument for CATI and Web data collection and data entry**

➢ **All modes write to a single database, at the same time**

➢ **Mode switching possible**

➢ **Browser and Windows interfaces**

Multimode Instrument Development

Paper Questionnaire

↓

One Blaise

Instrument
{
CATI Questionnaire

↓

Web Questionnaire

↓

Data Entry from Paper

Multimode Instrument Development

Instrument Development

➢ Each mode optimized for collection

➢ Differences: route, format, data definition, order, edits, fills, dynamism

➢ ~ 40% of items specified differently for at least one mode

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Example: Question Formulation Reasons Not Working on Paper

B3. What were your reasons for not working during the week of October 1?

Mark (X) all that apply.

Year retired

1. ☐ Retired ⟶ [| | |]
2. ☐ On layoff from a job
3. ☐ Student
4. ☐ Family responsibilities
5. ☐ Chronic illness or permanent disability
6. ☐ Suitable job not available
7. ☐ Did not need or want to work
8. ☐ Other – *Specify* ↙

Example: Question Formulation Reasons Not Working in Web

B3. What were your reasons for not working during the week of October 1?

- ☐ Retired
- ☐ On layoff from a job
- ☐ Student
- ☐ Family responsibilities
- ☐ Chronic illness or permanent disability
- ☐ Suitable job not available
- ☐ Did not need or want to work
- ☐ Other

Example: Question Formulation Reasons Not Working in CATI

CATI Succession of Yes / No Sub-Items

For which of the following reasons were you not working during the week of October 1, 2003? Please answer yes or no for each of the following.

Were you not working because you were retired?

Were you not working **because you were on layoff from a job?**

Were you not working **because you were a student?**

Example: Question Formulation Reasons Not Working in Cati

Interface Differences

Web

➢ **Many browsers/versions, setups, and configurations. Low connect speeds.**

➢ **Web guidelines and laws**

CATI

➢ **Windows platform very fast with good navigation.**

➢ **Connected to call-scheduler and follows standard MPR interviewing.**

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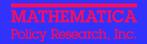
Interplay of Modes

➢ **Critical item follow-up: all modes**

    ➢ **Items scattered in questionnaires**

    ➢ **Keep mode aspects; in Windows**

➢ **CATI follow-up to Web/paper partials**

    ➢ **False starts (restart in CATI)**

    ➢ **Better start (retain web data, switch to CATI)**

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Critical Items

- **<u>Critical complete</u> items**

  - **Needed for a complete case**

  - **Sufficient for a complete case**

- **<u>Critical callback</u>**

  - **Very important, not required**

  - **Retrieve only if calling for critical complete items**

Critical Complete Items: Enforcement in Originating Mode

- **Paper**
  - **No enforcement**

- **Web**
  - **Re-ask question, proceed anyway**

- **CATI**
  - **Soft edit, proceed anyway**

Critical Items Follow-up

➢ **Interface: Windows**

➢ **Mode aspects: Keep in original**

➢ **Fast forward to critical items**

    ➢ <u>**Critical complete**</u> **items required**

    ➢ <u>**Critical callback**</u> **items asked**

    ➢ **Collect in place in original record**

    ➢ **Can ask other items**

Survey Management

- MPR Blaise Call Scheduler

- MPR Multimode Status Code Scheme

- Securing cooperation

- Role of interviewer

- Respondent perspective

- MPR Survey Manager

MPR Blaise Call Scheduler

➢ **MPR Enhancements to Blaise**

➢ **Holds for paper and web partials, or for promised paper or web**

➢ **Postponement of delivery, give time for experiments to take place**

➢ **Prioritization based on experience from all modes (work in progress)**

MPR Multimode Status Code Scheme

- ➢ **Mode-specific status codes**

- ➢ **Transitional status codes representing cases switching modes**

  - ➢ **Web partial switching to CATI**

  - ➢ **Paper (almost complete) needing <u>Critical Item</u> follow-up**

- ➢ **One set of reports**

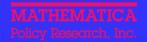# Securing Cooperation

- Multiple channels
  - Advanced mailing
  - Interviewer persuasion
  - Email reminders
- Incentives
  - Mode differentials

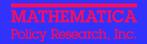# Respondent Perspective

➢ **Chose the mode**

➢ **Received multiple communications**

    ➢ **Harassed?**

    ➢ **Number of attempts?**

➢ **Non-completion in paper / web:**

    ➢ **passive refusal?**

Role of Interviewer

- Not traditional CATI

- Persuasion, refusal conversion

- Critical item follow-up

- Recruit for other modes

- Incentives helped greatly

- Abbreviated interviewing in last week

Challenges

➢ **Multimode specification and programming (specification is the issue)**

➢ **Real-time multimode management (some things are not obvious)**

➢ **How to value interviewers? (When they recruit for a web complete?)**

Payoffs

➢ **Programming: less of it**

➢ **Great flexibility allowed mid-course corrections**

➢ **Data merging eliminated**

➢ **Better for R**