

# CAI Challenges

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# Agenda

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- RDD and survey participation
- Multi-mode
- Data collection complexity
- Documentation
- Distributed CAI surveys
- Methods research

# Telephone survey participation

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- RDD problems contacting and gaining participation
  - Serious and getting worse
  - Yes, clients still need telephone
- Address what is truly needed in a research effort
  - Population samples may not always be indispensable
- Find better ways to contact, explain and solicit participation so they won't block or hang up
  - Solicitations by mail, Fedex, other avenues
  - Incentives
  - Mail surveys with phone non-response followup
- Survey methodology research critical
  - Many new, fast-changing approaches being tried
  - Segmentation, micro-marketing, intensive PR, others
  - All need to be studied seriously and with an open mind

# Multi-mode

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- ❑ CATI, CAPI, web, paper, IVR ...
- ❑ To increase response, lower cost, speed data collection
- ❑ Design, development, implementation
  - Combining modes raise special challenges
- ❑ Managing data collection difficult
  - Moving cases from mode to mode
  - Tracking processes in each mode
  - Dealing with partially completed cases

# Data collection complexity

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- Data collection scope expanding
  - Bio markers, other biologics, paper materials etc.
- Driven by evolving research designs and need to get as much value from hard-to-secure participation
- Master management system critical
  - All manners of projects--very large to modest
  - All modes
  - Varieties of data collection elements
  - Centralized, fully integrated, real-time, verification, process validation, security
  - Major investment to develop, host, support

# Documentation

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- Complex questionnaires--cross-national, multi-language, multi-wave, longitudinal
  - Various publics need to understand & use
  - Tough problem
  - Earlier efforts had limited success
- Important recent progress
  - Michigan Questionnaire Documentation System
  - Other large-scale proprietary systems
    - Focus on users needs
    - multiple views, intuitive interface
  - Blaise Delta

# Distributed CAI surveys

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- CAI survey instruments packaged for other researchers to use with little or no change
  - Eliminating CAI questionnaire development and testing
  - Replication of benchmark research in other areas and countries
- Host organization develops package, trains, supports
  - Not download-and-go
- Examples
  - World Mental Health Composite Diagnostic Interview (WMH-CIDE)
    - U of Michigan, ISR
  - Automated Multiple Pass Method Dietary Recall Instrument (AMPM)
    - USDA Food Services Research
  - Collaborative Study on the Genetics of Alcoholism (COGA)
    - Washington University School of Medicine
- Blaise technology well supports this
  - Rules engine, distributable data execution engine, Robust distribution and installation

# Methodological imperative

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- ❑ All new methods fraught with trade-offs/downsides
- ❑ Must be tested for direct/indirect impacts on research quality
- ❑ Difficult, per se. Doubly so in resource-challenged, competitive funding environment
- ❑ Traditional government leadership, support, and funding critical
- ❑ Individual organizations must step up
  - Arguably, firms leading in survey methods research have a competitive edge