

Adaptive and Responsive Design

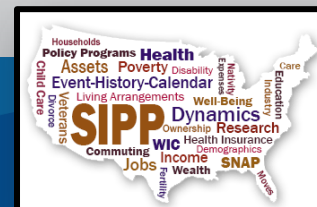
Development of methodology to tailor survey designs to optimize response rates and to reduce nonresponse selectivity.

- Adaptive Design assumes
 - that different persons or households can receive different treatments
 - treatments may be defined before the survey starts, but may also depend on data that is observed during data collection
 - the availability of paradata
- Responsive Design, Groves and Heeringa (2006) defining "responsive design" with the following features:
 - preidentification of a set of design features potentially affecting costs and errors of survey estimates,
 - identification of a set of indicators of the cost and error properties of those features and monitor those indicators in initial phases of data collection,
 - alter the features of the survey in subsequent phases based on cost–error trade-off decision rules and
 - combine data from the separate design phases into a single estimator.

Shlomo, N., Schouten, B. & De Heij, V., (2013), Designing Adaptive Survey Designs with R-indicators. Paper presented at the NTTSS Conference in Brussels, 2013. <http://www.risq-project.eu/papers/shlomo-schouten-heij-2013.pdf>

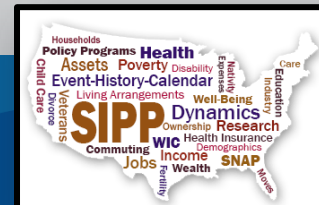
Bethlehem, J., Cobben, F., and Schouten, B. (2011). Handbook of Nonresponse in Household Surveys (Chapter 13). New Jersey: John Wiley & Sons, Inc.

Groves, R. M. and Heeringa, S. G. (2006), Responsive design for household surveys: tools for actively controlling survey errors and costs. *Journal of the Royal Statistical Society: Series A (Statistics in Society)*, 169: 439–457.



Adaptive Workload Schedule and Plans

- Examine quality, timeliness and scope of data available as input (Fall 2014-Spring 2015)
- 2014 SIPP wave 2 data collection (February – May 2015)
 - review and evaluate data streams during wave 2 data collection
 - set up any new data streams so monitoring (and implementation in wave 3) can take place
- Develop workload prioritization models (March 2015 – June 2015)
- Develop experimental design for implementation (May 2015 – July 2015)
- Share experimental design with regions (summer 2015 SIPP meetings)
- Test workload adjustment procedures (Fall 2015)
- Implement experiment in wave 3 data collection (February – May 2016)



Incentive Experiment Schedule and Plans

- 2014 SIPP wave 2 data collection (February – May 2015)
 - review and evaluate treatment group response and characteristics following wave 2 data collection
- Develop incentive propensity models (March 2015 – June 2015)
- Assign groups to wave 3 incentive assignments (May 2015 – July 2015)

Group	Wave 1	Wave 2	Wave 3 Possible Treatments
1	\$0	\$0	\$0
			Model Based \$40
2	\$0	\$40	\$40
			Model Based \$40
3	\$20	\$0	\$0
			Model Based \$40
4	\$40	(a) \$40	(a) \$40
		(b) \$0	(b) \$0

- Share experimental design with regions (summer 2015 SIPP meetings)
- Implement model based incentive assignment experiment in wave 3 data collection (February – May 2016)

Thank you.



Email: Jason.M.Fields@census.gov

