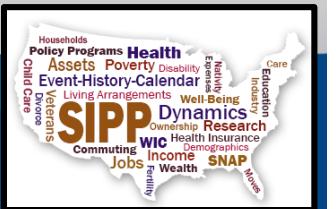


# Does CATI Have 9 Lives? Lessons learned converting the SSA Supplement from a CAPI to a CATI environment

Cindy Easton (ADDP)  
Denise Lewis (SEHSD)

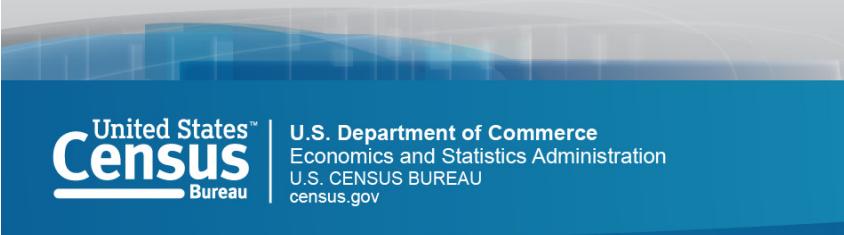


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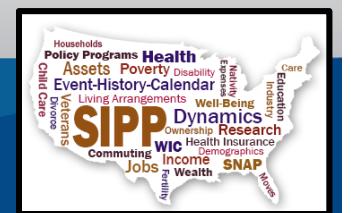


# Why did we do the SSA Supplement?

- Survey of Income and Program Participation (SIPP) underwent a major redesign.
- The Social Security Administration (SSA) needs these data!
- What's the solution?



2



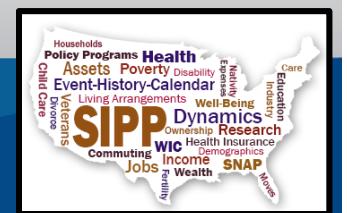
# SSA Supplement: the who, what, when, and how

- Who?
  - People who completed a 2014 Wave 1 SIPP interview.
- What?
  - Personal Retirement Accounts,
  - Pension and Retirement plans,
  - Marital History,
  - Self-Designation of Health Status,
  - Employment Disability, and
  - Adult and Child Disability.



# SSA Supplement: the who, what, when, and how (cont.)

- When?
  - SSA Supplement interviews conducted Fall of 2014.
- How?
  - Data collected via Computer Assisted Personal Interviewing (CAPI).



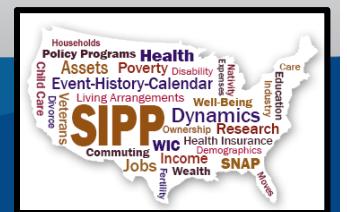
# A simple premise

...take questions from a vetted survey,

...keep the question wording and order the same,

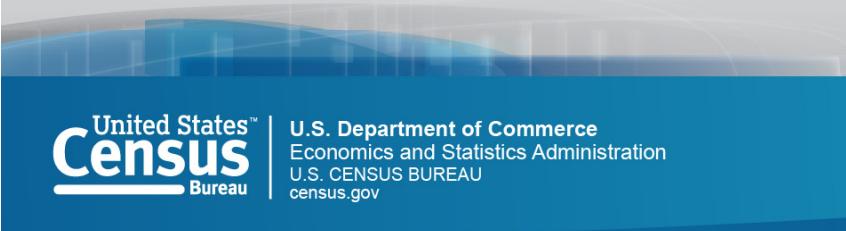
...add short front and back sections, and

...administer to cooperative respondents.

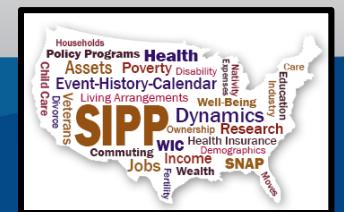


# Plan B

- CAPI interview logistically and financially infeasible.
  - No guarantee on consistency of field staff.
  - Cost exceeded sponsor's budget.
- Plan B...Computer Assisted Telephone Interviewing (CATI).

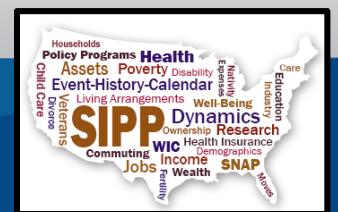


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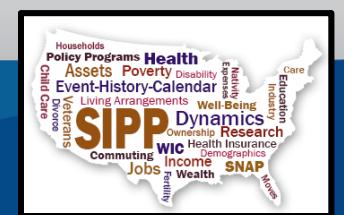
# How are CAPI and CATI different?

Criteria	CAPI	CATI
Ownership of cases	Owned by FR	Shared across call centers and interviewers
Adaptive to respondent behavior	Yes	No
Outcomes	Cumulative status, survey specific	Single call transaction-based, standardized across surveys
Length of survey	No maximum	The shorter the better
Multiple respondents per household	Yes	No



# Instrument challenges

- Design a flexible instrument to accommodate CATI differences.
  - Revise logic for instrument Front.
  - Reword questions to eliminate personal visit requirements.
  - No respondent materials, like flashcards and brochures.
    - Replaced by innovative pop-up trigram answer list.



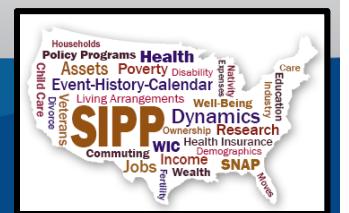
- ❖ Ask or verify.

What is ... date of birth?

OR

Who is the primary point of contact for this household?

- ❖ Read names if necessary.



I have recorded that you have difficulty with certain activities. What condition or conditions cause these difficulties?

- ♦ Enter at least the first 3 letters of the condition to display the answer list.
- ♦ Enter "none" for no conditions.
- ♦ Enter "other" for a condition not on the answer list.

First adult condition

Health_Conditions	Condition_Code	BlankSpaces
► Diabetes	E13	
Diabetic neuropathy	E13	
Diabetic retinopathy	E13	

Second adult condition

Third adult condition

First F/P health condition

Second F/P health condition

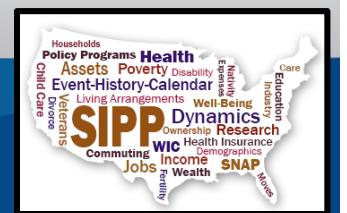
Third F/P health condition

Spec other condition

Search: DIA

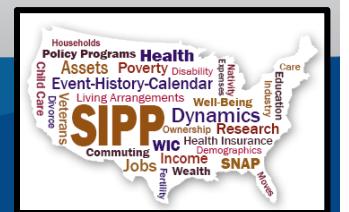
1:3

Select Cancel



# Environment challenges

- What are parameters?
  - Maximum counter.
  - Retry delay.
  - When to stop the outcome prior to closeout.
- How to assign parameters and counters - required tradeoff.
  - Too low vs. too high.



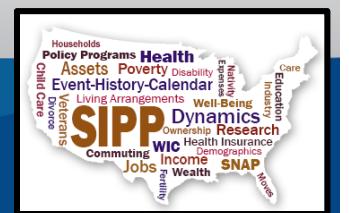
# Operational challenges

- Incorrect telephone numbers fed back from SIPP.
- New CATI functionality:
  - Multiple respondents and telephone numbers per case.
  - Spawning
- Deviation from standard interviewing practices.



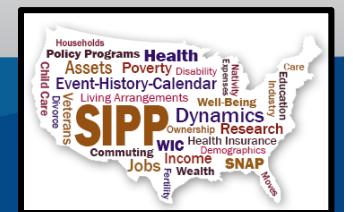
# Advantages

- CATI is a marvelous tool during production and post-production.
  - Interviewer notes, key strokes, storing answers.
- Allows for real-time monitoring.
  - Daily and weekly reports.
  - On-the-spot decisions.
  - Adjust parameters.



# Does the CAT(I) have another life?

- Variable parameters.
  - Based on household size and number of telephone numbers.
- No reliance on SIPP contact information.
  - Conduct up-front locating operation.
- Training and procedures to allow deviation from ‘verbatim’ rules.



# Thank You!

## Contact Information

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