USING PARADATA TO EXPLORE USERS' PATHWAYS THROUGH WEB SURVEYS

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Web paradata is a powerful and relatively inexpensive tool for monitoring and evaluating online surveys

- Web paradata – information from online surveys including actions taken during the survey process such as: logging on, answering questions, asking for help etc.
- Paradata efforts at the Census Bureau
  - Increase use of paradata and collaboration across areas
  - Standardization of measures, programs and standards
  - Use of paradata in conjunction with cognitive testing findings

Limitations of current analysis and measures of web paradata

- Messy, unstructured data can obscure findings
- Multiple patterns of how respondents use instrument may make aggregate measures difficult to interpret
- Relational data-may make interpretation of measures about single questions difficult to interpret

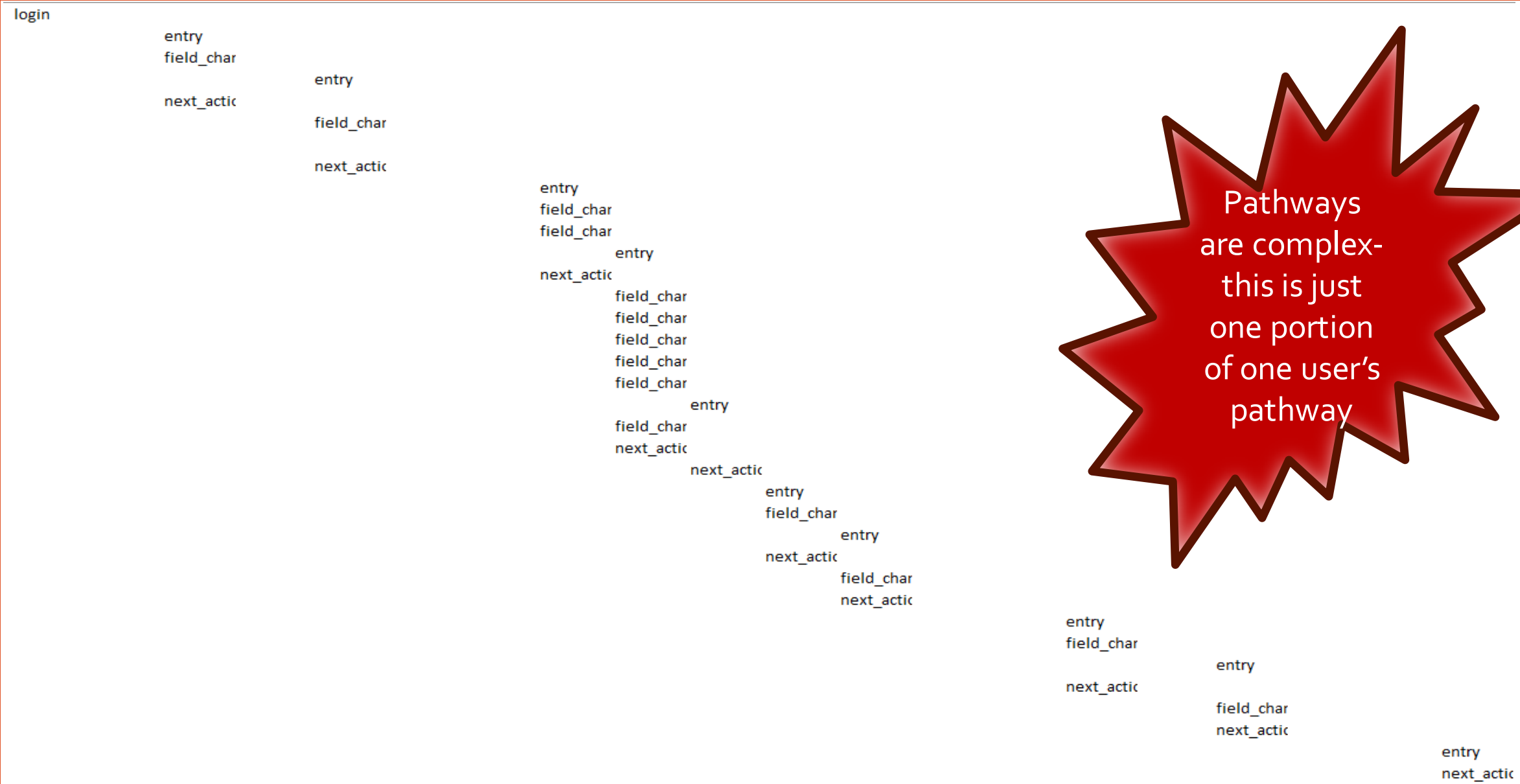
Analysis that considers full path through instrument is a possible solution

Challenges to analyzing full path

- Non-standard data that is not originally designed for analysis
- Large amounts of information for each case
- Dependent data

Qualitative deep dive into a random sample of paradata

- Sample drawn from the 2018 American Community Survey paradata of all cases completed online
- Reformatted data to be able to view pathway through each page of survey instrument
- Started with a loose framework of looking for typical versus atypical patterns
- Examined each pattern qualitatively to find and develop categories of patterns
- Explored ways of visualizing data for individual paths and eventually aggregates of all paths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Pathways are complex- this is just one portion of one user's pathway
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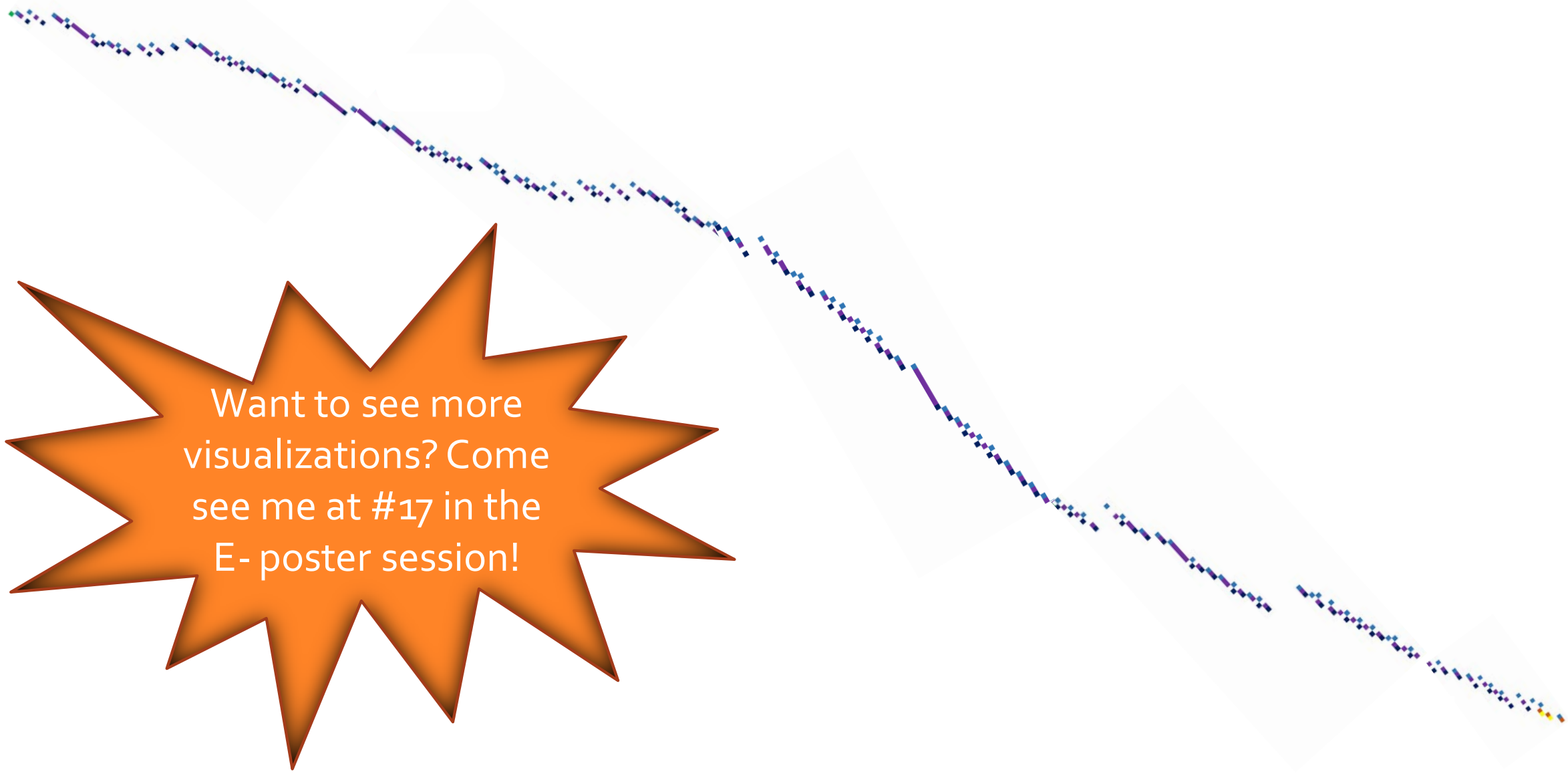
Questions you can expect answered in the poster

- Question 1- When looking across pathways do we find data issues that may cause problems with the analysis of backing or other behaviors?
  - What do issues look like?
  - How can we identify issues in aggregate data?
  - What potential solutions do we have to fix issues?
- Question 2-What patterns emerge when looking at backing in web instruments from a whole path perspective?
  - What do these patterns look like
  - What possible problems may these patterns indicate?
  - What potential solutions do we have to fix these issues?



Want to see more visualizations? Come see me at #17 in the E- poster session!