

A Multimode Survey Implementation

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FedCASIC: 3/15/06

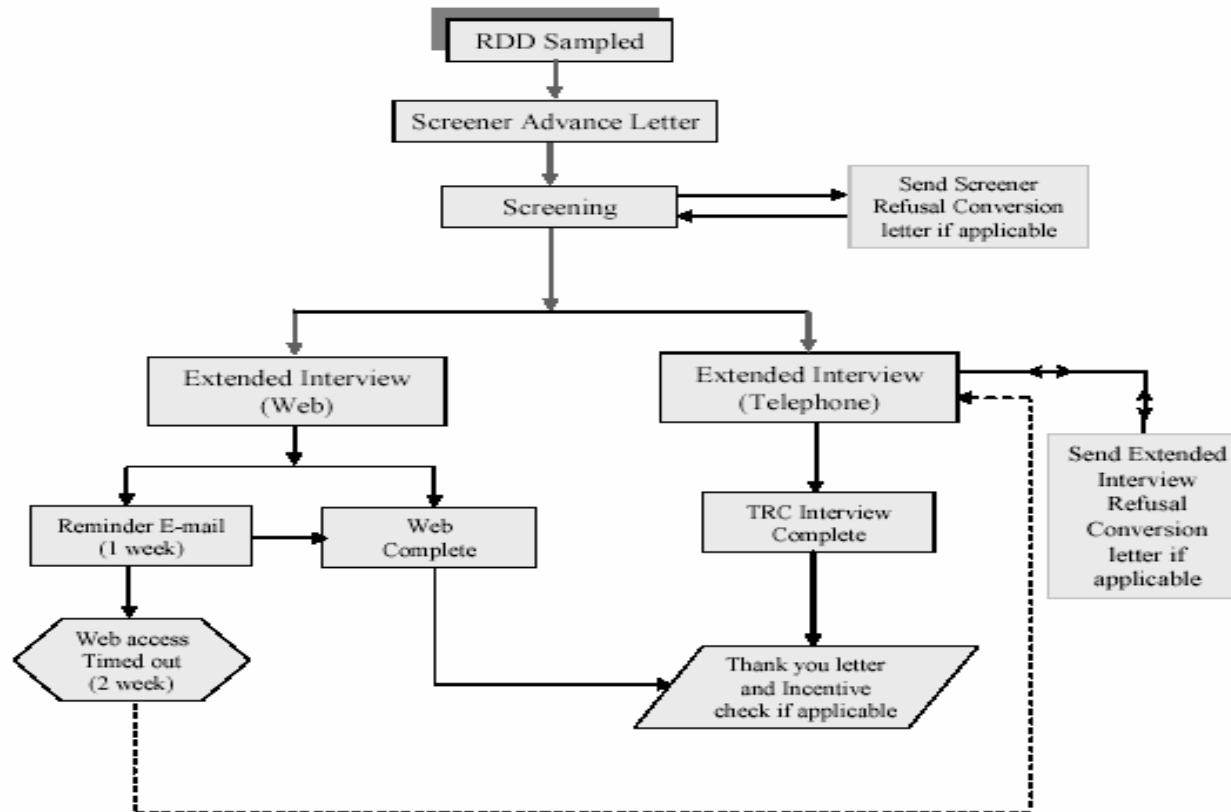
HINTS Protocol Summary

- RDD sample,
- CATI screener,
- Subject **choice** for extended interview (CATI or web),
- If web chosen and non-response – case transferred back to CATI after two weeks,
- One Study Objective – **evaluate** internet as a vehicle for survey response.

HINTS Subject Notification

- Screener advance letter (\$2.00 bill),
- Screener refusal conversion letter,
- **If subject chose web:**
 - advance e-mail (or letter) with URL & ID/PIN,
 - reminder e-mail.
- Incentive check for completes

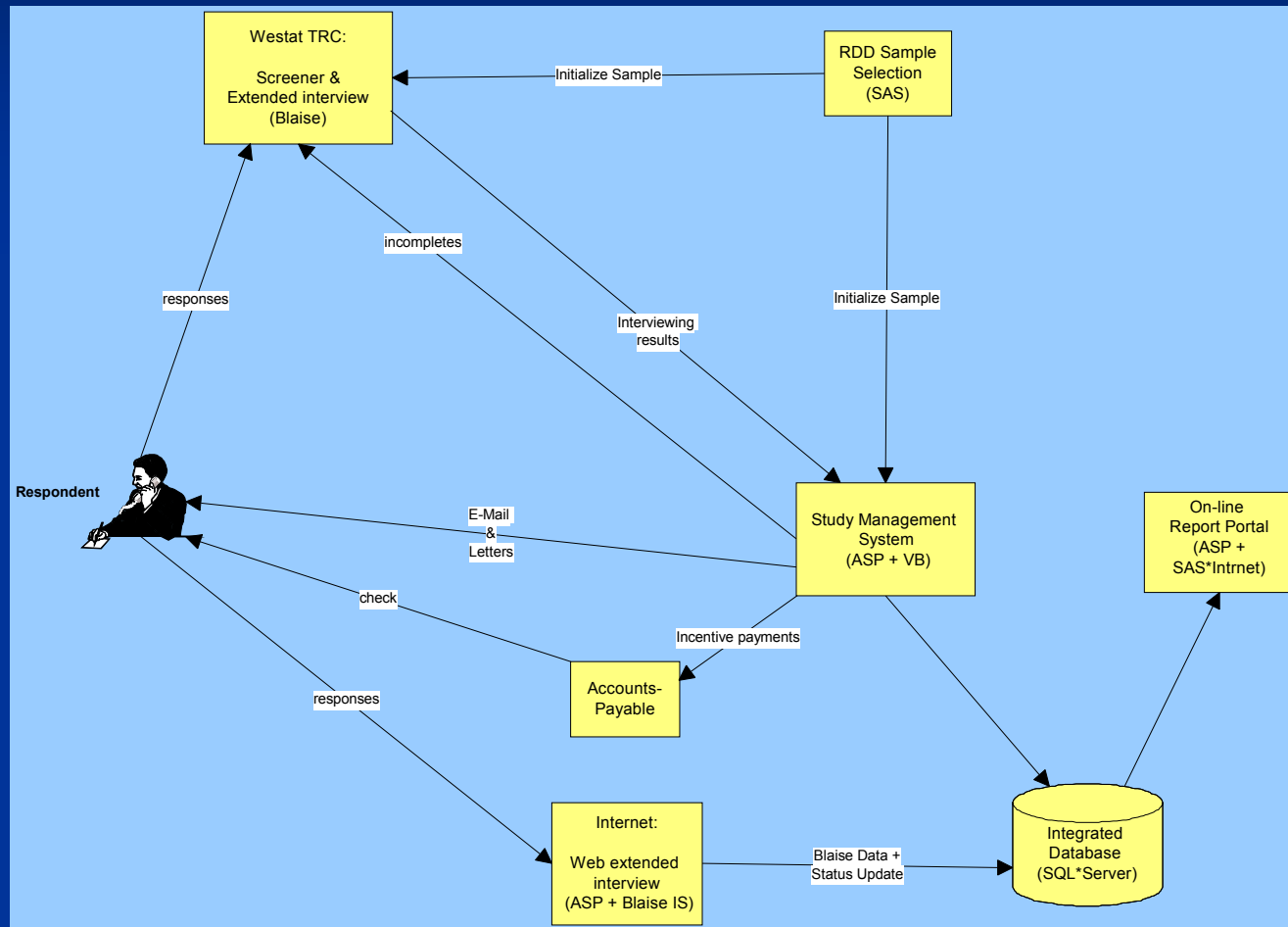
Operational Flow



Technical Architecture

- Westat's Telephone Research Center (TRC) Infrastructure,
- CAI (Blaise/Blaise IS),
- Respondent Home Page (ASP),
- Central Database (SQL*Server),
- Central Management System (ASP/VB),
- Central Reporting (SAS*Intrnet).

Technical Architecture



Why Blaise?

- Blaise IS - Internet was a study requirement,
- TRC/Blaise component – code reuse,
- Long and complex survey instrument,
- Multilingual capability,
- Limited simultaneous use predicted.

CAI Development Process

- Extended interview programmed by TRC developers,
- Code handed off for web customization
 - then maintained two versions of the Blaise code,
- Web – one question/screen to simulate CATI.

Respondent Home Page

- Accessed from the HINTS .GOV site – redirect,
- Theme consistent with HINTS home page,
- Contains:
 - General study information,
 - Login area,
 - Contact information (help desk),
- Track user login.

Respondent Home Page



Cancer Control & Population Sciences

Health Information National Trends Survey (HINTS)

Log in and Complete the Survey

Username:

Password:



Find Out More about HINTS 2

- [HINTS Brochure](#)
- [Frequently Asked Questions](#)
- [Survey respondent instructions](#)
- [Confidentiality statement](#)
- [HINTS Home](#)

Contact Us About the Survey


E-Mail: hints2info@westat.com (8:30am to 5pm, EST)
Telephone: 1-888-314-1133 (9am to midnight, EST)

Welcome to the HINTS 2 survey home page. Thank you for agreeing to participate in the HINTS survey. Your answers, combined with those of other survey respondents, will help the National Cancer Institute improve the way it distributes information about cancer prevention to people in the United States. Your participation in the study is important to its success!


Blaise IS Look & Feel


One question/screen

HINTS 2 Survey - Microsoft Internet Explorer

 **HINTS 2 Survey**

Hints|Extended | Directions

 Before the questions specifically about cancer, there are some questions about how you get information in general.



On a typical weekday, about how many hours do you...
watch television?

Don't know


Rather not answer

Navigation controls

Blaise IS Look & Feel

Unit/Quantity Construct


HINTS 2 Survey - Microsoft Internet Explorer




HINTS 2 Survey

Hints|Extended | Directions

One type of question that you will see in our survey asks you to fill in a number in the box and select a unit of time. For example, if you want to answer you did something twice a week, enter "2" in the box on the left and check the box for "week." Please practice by answering the question below.

 During the past 30 days, how often did you eat candy?





<input type="text"/>	<input type="radio"/> Per Day
<input type="radio"/> Don't know	<input type="radio"/> Per Week
<input type="radio"/> Rather not answer	<input type="radio"/> Per Month
	<input type="radio"/> Per Year

Blaise IS Look & Feel

(Help and Comment)

Hints|Extended Directions

 Before the questions specifically about cancer, there are some questions about how you get information in general.



**On a typical weekday, about how many hours do you...
watch television?**

By 'typical weekday' we mean the usual or average weekday - Monday through Friday.

If you watch some television, but less than 1 hour a day, please enter .

Otherwise, please round partial hours to the closest hour. For example, if less than ½ hour, then round down (¼ hours=1). If ½ hour or more, then round up (1½ hours=2).

Don't know

Rather not answer

Pop-up context sensitive help

Pop-up comment area

Blaise IS Look & Feel

On-Line Help

HINTS 2 Survey - Microsoft Internet Explorer





HINTS 2 Survey

Hints||Extended

Directions

Instructions:

1. Click the "Information" button if you are unsure of what a question is asking. Not all questions have additional information. You will know extra help is available when you see this symbol. 
2. Click the "Comment" button if you want to add more information to explain your response or if your answer does not fit any of the choices provided. 
3. Click the "Don't Know" button if you are unsure of an answer.
4. Click the "Rather Not Answer" button if you would rather not answer a question.
5. Click the "Next" button (located at the bottom center of the screen) to move to the next screen. When more than one question appears on a screen you must answer both questions before you will be able to move to the next screen.
6. The "tab" key can be used to move between questions on the same screen. You can also move to the next question, either on the same screen or the next screen, by pressing the "Enter" key.
7. Click the "Previous" button (located at the bottom of the screen) to go back to the last screen.
8. Click the "Save and Exit" button (located at the bottom of the screen) if you need to stop and finish the survey later. You can return at a later time and begin where you left off.
9. To return to the survey click the "Hints 2 Survey" tab above. If you need additional assistance, please call 1-888-314-1133 or send an e-mail to hints2info@westat.com.

Respondent Home Page

(Control Access)

- Session time out (60 minutes),
- Resumptions – begins where left off,
- Prevent web access if:
 - Sent back to TRC (web non-response),
 - Already completed,
 - Currently being accessed.

Respondent Home Page

Interface to Blaise IS

- Programmed in ASP/Blaise API,
- If new case, initialize Blaise database,
- If existing case:
 - Retrieve from SMS database,
 - Resume where left off,
- On exit:
 - Store Blaise data in SMS database (BLOB),
 - Update status information.

Blaise Data Storage

- One case/file – on web server,
- Upon user exit, Blaise database packaged and stored in SQL*Server (BLOB field),
- For abandoned sessions – nightly sweeper program.

Blaise IS Challenges

- Pop-up Blockers,
- Performance,
- Abandoned Sessions,
- Bandwidth,
- Flavors of Browser.

Study Management System (SMS)

- Web-based system,
- Central SQL*Server database,
- Background tasks (VB) to:
 - Sample load,
 - Generate e-mail,
 - Generate letters (mail merge),
 - Interface with Accounts Payable,
 - Interface with TRC – two way file transfers,
- All reports access SMS DB in real time – SAS*Intrnet.

TRC Interface

- Two way,
- Nightly batch files:
 - Screener results (from),
 - Extended interview results (from),
 - Web reminder calls (to),
 - Web incompletes (to).

Respondent Help Desk

ASP system:

- Flexible search for a respondent,
- Lookup ID/Pwd,
- Request new e-mail or letter,
- Update contact information.

Web Security/Privacy

- Secure Socket Layer (SSL),
- Login ID = RDD Phone Number,
- Password = random 4 digit PIN,
- Blaise data stored in the database (BLOB),
- Session time-out (60 minutes).

Blaise IS – Current State

- Still a young technology – expect more releases,
- Performance issues: scalability to many users?
- Pop-up blockers a nuisance,
- Non-IE browsers not fully vetted.

Blaise IS - future

- BOI files,
- Performance improvements,
- Common Blaise code for web and CATI,
- Multimedia.