A Multimode Survey Implementation

Craig Ray, Westat

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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,
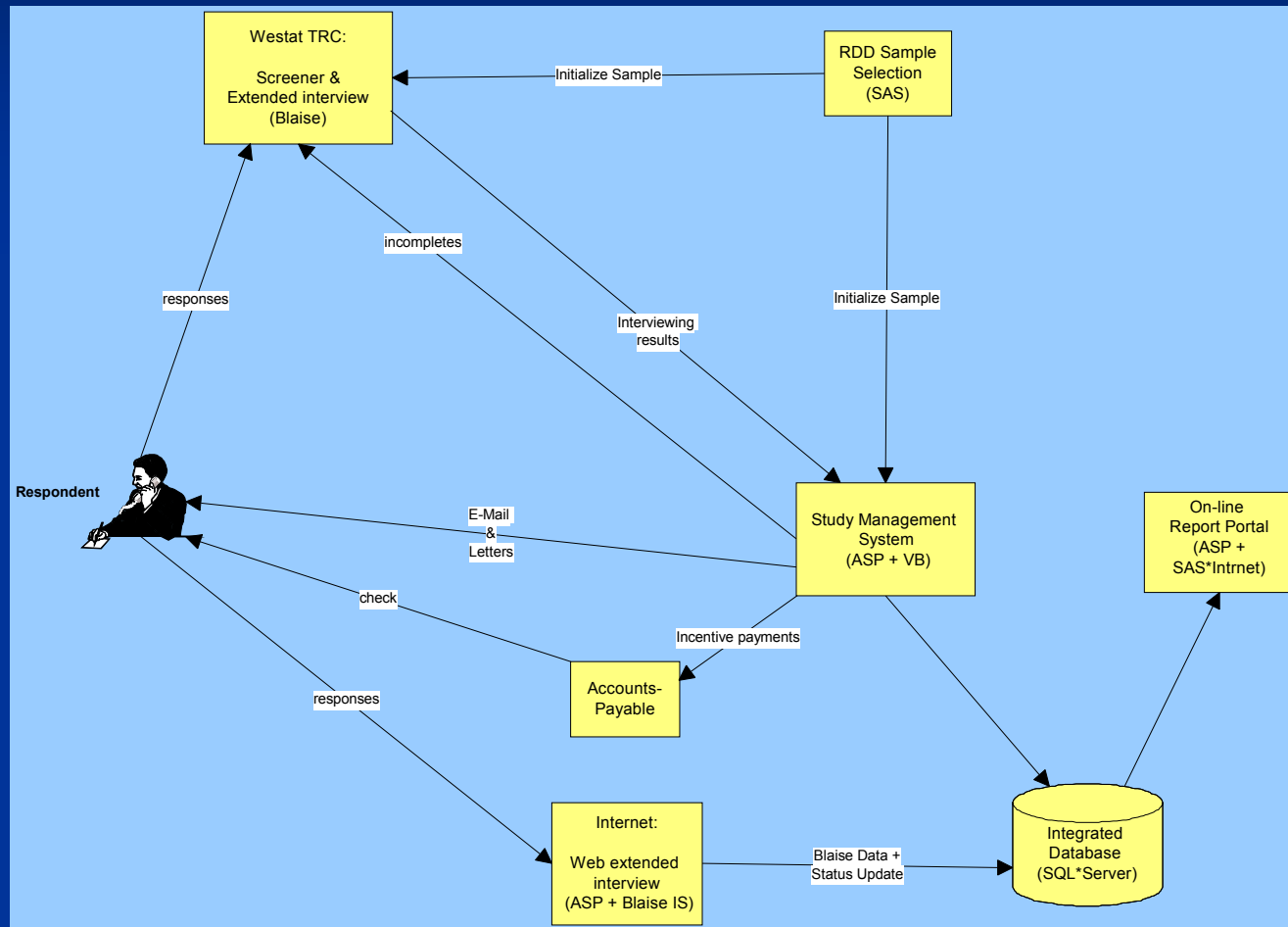   - reminder e-mail.
- Incentive check for completes

Operational Flow
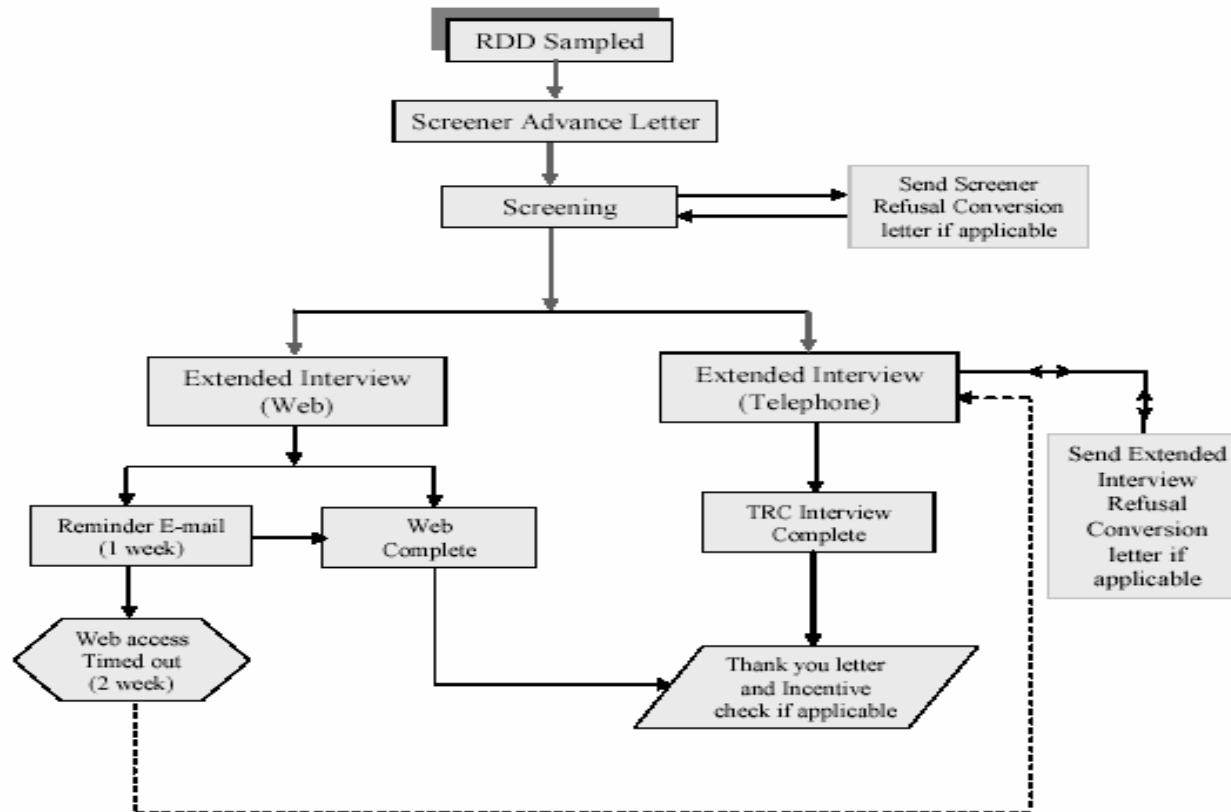
Technical Architecture

- 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

Blaise IS Look & Feel
One question/screen

Blaise IS Look & Feel
Unit/Quantity Construct

Blaise IS Look & Feel
(Help and Comment)

Blaise IS Look & Feel
On-Line Help

HINTS 2 Survey - Microsoft Internet Explorer

NATIONAL CANCER INSTITUTE

HINTS 2 Survey

HintsIIExtended | **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.