Web Screen Presentation Using Blaise 5

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Agenda

Challenges on the CBECS
Approaches to Meeting those Challenges
Look and Feel
Survey-Specific Issues
Next Steps
CBECS

- CBECS 2018 collects data on more than 8,000 commercial buildings in the United States
- Complex survey
  - Building size
  - Building use
  - Energy use: electricity, gas, oil, steam, water
CBECS Data Collection

- CBECS has been collecting data since 1979
- Blaise in use for CAPI and CATI since 1999
- 2018: respondents choose web or CAPI
- Expected 40% web, 60% CAPI
- Transition to web means moving to Blaise 5
- Also means re-thinking key elements of the survey design and presentation
Web Survey Challenges

The move to web data collection has meant two kinds of challenges:

1. Look and Feel
2. Survey-Specific Issues
EIA and Westat formed a “best practices” team to

- Identify issues presented by web data collection
- Review the literature
- Convene expert survey methodologists
- Prototype and test candidate solutions
- Review and recommend outcomes
Challenge:

Look and Feel

Categorical Question
Challenge:

Look and Feel

Continuous Question
Challenge: Considerations moving from CAPI-only to multimode web and CAPI

- Show Cards
- Question-specific help
- Optional text and Probing
- Item Nonresponse
Show Cards

- Previously hard copy
- Shorten
- Add to screen
Which one of these images best represents the tilt or pitch of the roof of this building?

- Flat
- Shallow pitch
- Steeper pitch

Next
Back
Question-Specific Help

- In CAPI we used question-by-question help text
- CAPI interviewers pressed F1 for help
- Experimented with “tool tips” but did not work with mobile browsers
Which one of these activities accounts for the majority of the floorspace in this building?

If there are equal shares of floorspace for more than one activity, select any of those activities here.

- Office/Professional
- Data center
- Warehouse/Storage
- Food sales or service
- Enclosed mall
- Retail (other than mall)
- Education
- Religious worship
- Public assembly
- Healthcare
- Service
- Lodging
- Public order and safety
- Residential
- Industrial
- Agricultural
- Vacant
- Other

Buildings where people gather for entertainment, cultural, recreational, or social activities. Examples: art gallery, exhibit hall, library, museum, casino, concert hall, night club, observatory/planetarium, stadium/arena/coliseum, theater/cinema, amusement arcade, bowling alley, community center, gymnasium/health club, indoor racquet sports, recreation center, indoor swimming pool, skating rink, assembly hall/auditorium, convention center, funeral home, lecture hall, lodge hall, meeting hall, student union, senior center, town hall, armory, airport terminal, train/bus station.
Interviewer Instructions

Probing

- Interviewer instructions eliminated
- Probes converted to question text
Interviewer Instructions

Probing

Probes are added to the question text

How many floors are in the tallest section of the building, including basements, parking levels, or any other floors below ground level, but excluding attics, half-floors, mezzanines, balconies, and lofts? If you’re not sure, please provide your best estimate.

Enter a number of floors

Next

Back

Save and Continue Later
Item Non-Response

Accommodating DK and Ref was challenging

• Remove DK and Ref as responses
• Assume Empty = non-response
• New missing value: SK for “skipped”
Item Non-Response

Leaving the field EMPTY triggers a prompt
Item Non-Response

Explicit Don’t Know
Lessons Learned & Next Steps

- Managing Specifications
- Mobile
- Main study questionnaire
Thank You

For more information

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