Multimode Contact and Data Collection PIN Management for a Seamless Respondent Experience

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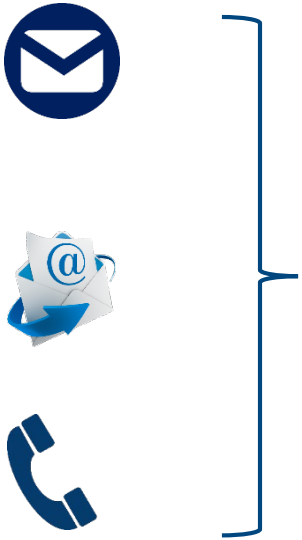
Agenda

- The Multimode Era
- Two Operational Multimode Challenges
- Contact Protocol Design, Reporting, & Evaluation: A Multimode PIN Design
- Respondent Burden: A Harmonized Multimode Instrument
- Provisos and Limitations
- Questions and Discussion

The Multimode Era

The Multimode Era



Contact

Administration

The Multimode Era (Continued)

- Multimode design considerations
  - Contact mode(s)
  - Administration mode(s)
  - Concurrence and/or sequence
  - Number of contacts and timing
  - Incentive structures and delivery
  - Cross-sectional or longitudinal
  - Adaptive and responsive designs

The Multimode Era (Continued)

- Potential benefits (AAPOR, 2019)
  - Improve coverage
  - Increase response rates
  - Decrease nonresponse error
  - Decrease cost
  - Improve measurement

The Multimode Era (Continued)

Different people

Different concerns

Different preferences

Two Operational Multimode Challenges

Two Operational Multimode Challenges

Defining success and assessing the effectiveness of a multimode design in relation to multimode respondent experience

Two Operational Multimode Challenges (Continued)

Designing a multimode survey that takes the respondent experience into account: ease and seamlessness

Two Operational Multimode Challenges (Continued)

PIN Design & Implementation

Harmonized Multimode Instrument

Question ID: MD4

Tags: Choose-all-that-apply Item

WEB Question Text

What is your race?

Select all that apply.

CATI Question Text

What is your race? You may choose all that apply. Are you American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or other Pacific Islander, or White?

[CLICK ON 'Help' IF NEEDED AND READ AS APPROPRIATE]

WEB Response Codes

1 American Indian or Alaska Native
2 Native Hawaiian or other Pacific Islander
3 Asian
4 Black or African American
5 White

CATI Response Codes

5 WHITE
4 BLACK OR AFRICAN AMERICAN
3 ASIAN (ASIAN INDIAN, CAMBODIAN, CHINESE, JAPANESE, KOREAN, MALAYSIAN, PAKISTANI, FILIPINO, THAI, AND VIETNAMESE)
2 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER (HAWAIIAN, GUAMANIAN, CHAMORRO, SAMOAN, OR OTHER PACIFIC ISLANDER)
1 AMERICAN INDIAN OR ALASKA NATIVE
6 OTHER
-7 REFUSE
-8 DON'T KNOW

WEB ASK Description: Respondents whose race/ethnicity was not known prior to this cycle.

CATI ASK Description: Respondents whose race/ethnicity was not known prior to this cycle.

WEB ASK Specification: ASK_RACETH IN ('Y')

CATI ASK Specification: ASK_RACETH IN ('Y')

WEB DISPLAY: Refer to MD4HELPTEXT for help text display instructions.

CATI DISPLAY: Refer to MD4HELPTEXT for help text display instructions.

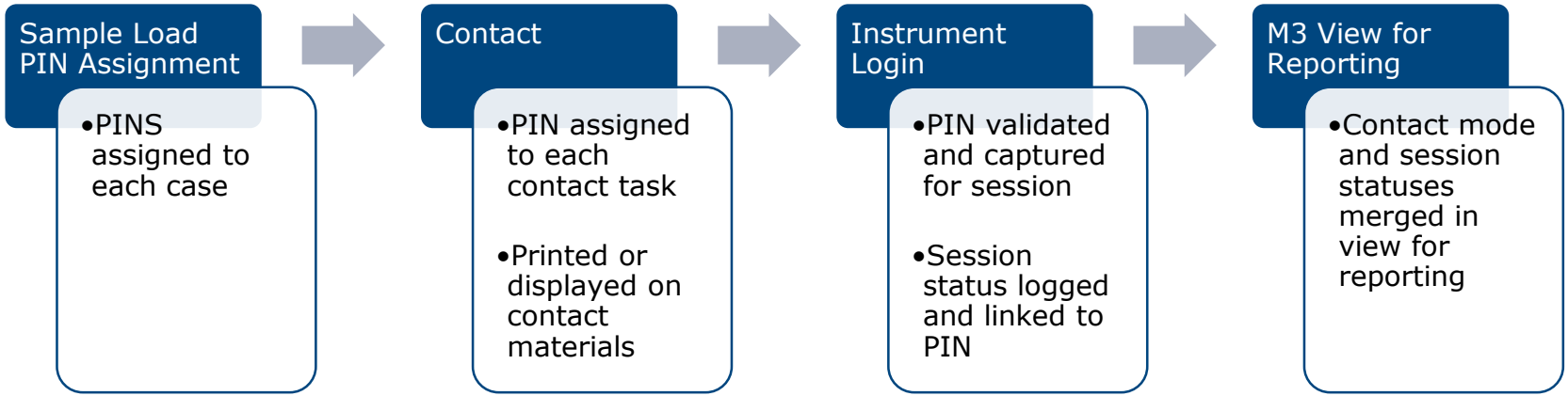
Variable: NATIVE, PACIFIC, ASIAN, BLACK, WHITE, OTHRACE

Multimode Management System

multimode manager

Contact Protocol Design, Reporting & Evaluation: A Multimode PIN Design

A Multimode PIN Design



A Multimode PIN Design (Continued)

CaseID	PIN	Contact Task	Administration Mode
10000001	8zb2cq7e	Letter 1	Web
	y2qu4rgl	Email 1	Web
	5xh4e8y9	Phone 1	CATI
	ae3e1efu		
	l12ge8cq		
	ad9ilygq		
	9ehi7b9c		
	fnxdeqoc		
	r1fhulxw		
	zyk5fnk8		
10000005	ezz7jizz	Letter 1	Web
	13169e2r	Email 1	Web
	4wpuzapw	Letter 2	Web
	0ihc2cfd	Letter 3	Web
	f90gxhsd	Helpdesk	CATI
	sn0s6a6l		
	6jjgj0jf		
	stutvuw9		
	bhgvezio		
	sz8un7wm		

A Multimode PIN Design (Continued)

Week 1

Invitation Letter
Week 1, Invitation Phase
Letter in #10 envelope

3/1/2022

Dear Jane Doe,

You are invited to complete the **Westat Test Survey**.

Please complete the Westat Test Survey online:

https://www.WestatTestSurvey.com

PIN: 8zb2cq7e

Thank you in advance for responding to this important survey.

Email 1A: Invitation Email Week 1

Week 1, Invitation Phase
Sender: survey@westat.com
Email subject line: Invitation from Westat

Dear Jane Doe,

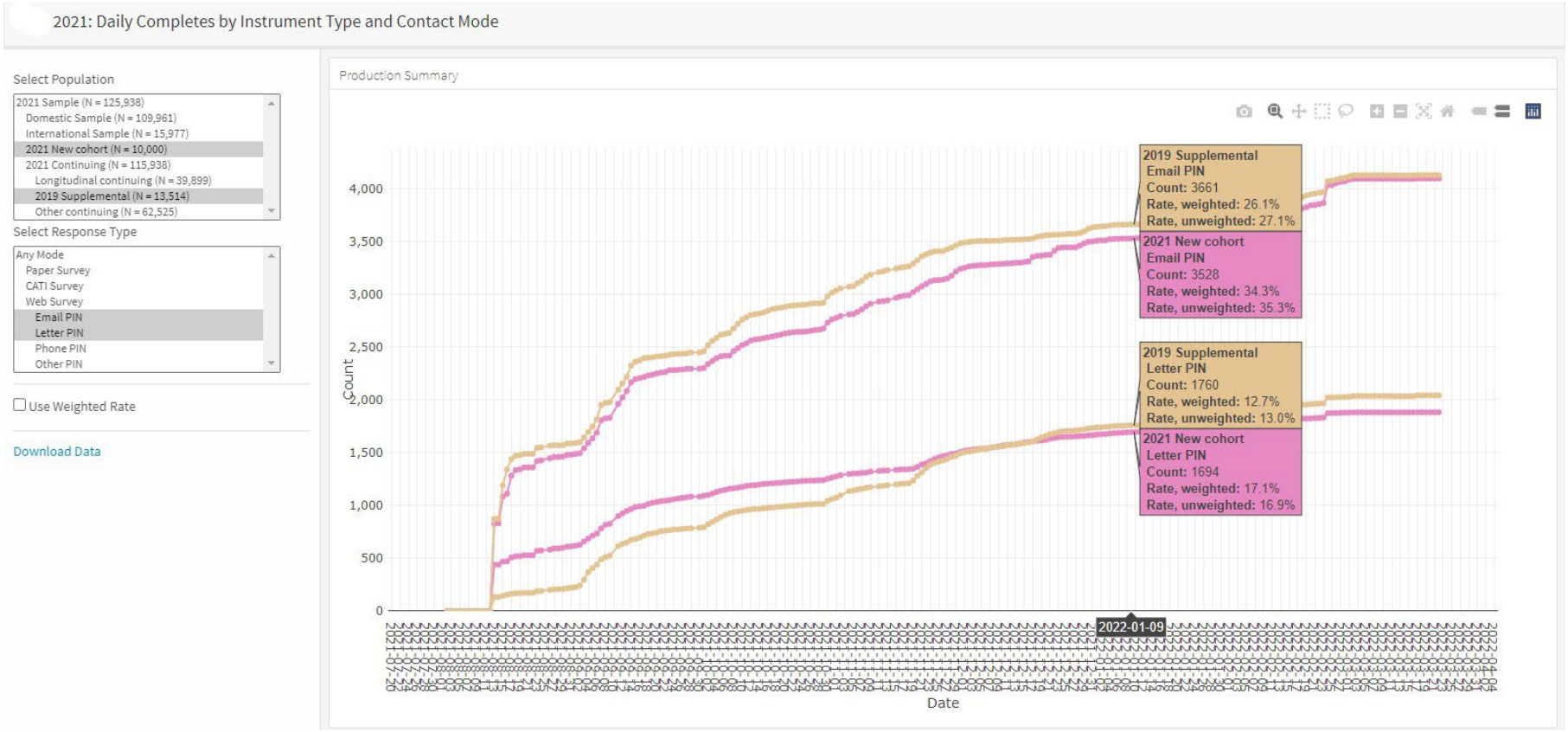
You are invited to participate in the **Westat Test Survey.**

We encourage you to complete the Test Survey online. The survey is secure and confidential. Click https://WestatTestSurvey.com/?t=y2qu4rgl to access the survey. Alternatively, you can:

1. Click on the link: https://www.WestatTestSurvey.com
2. Enter your PIN: y2qu4rgl

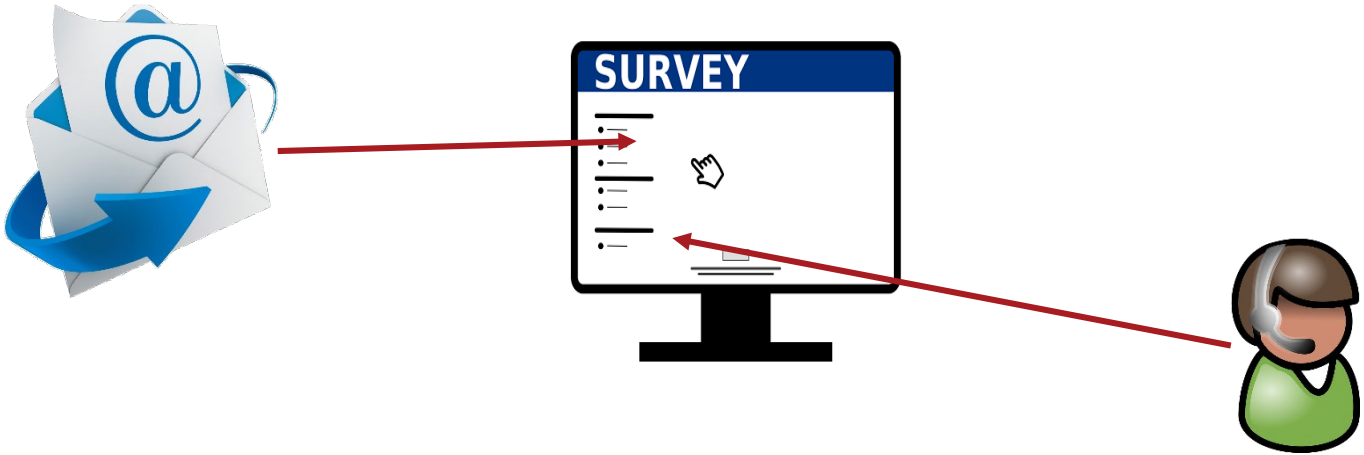
Thank you in advance for responding to this important survey.

A Multimode PIN Design (Continued)



Respondent Burden: A Harmonized Multimode Instrument

Harmonized Multimode Instrument



Multimode PIN system allows for a “respondent-friendly” experience

Harmonized Multimode Instrument

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Provisos and Limitations

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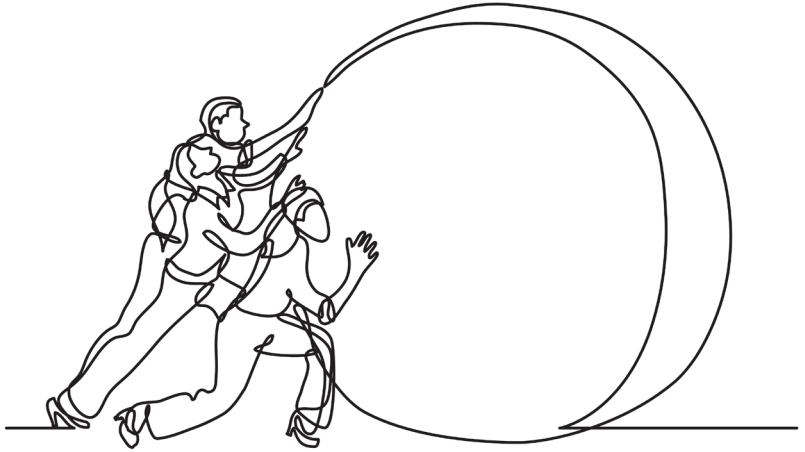
PIN used = Contact?

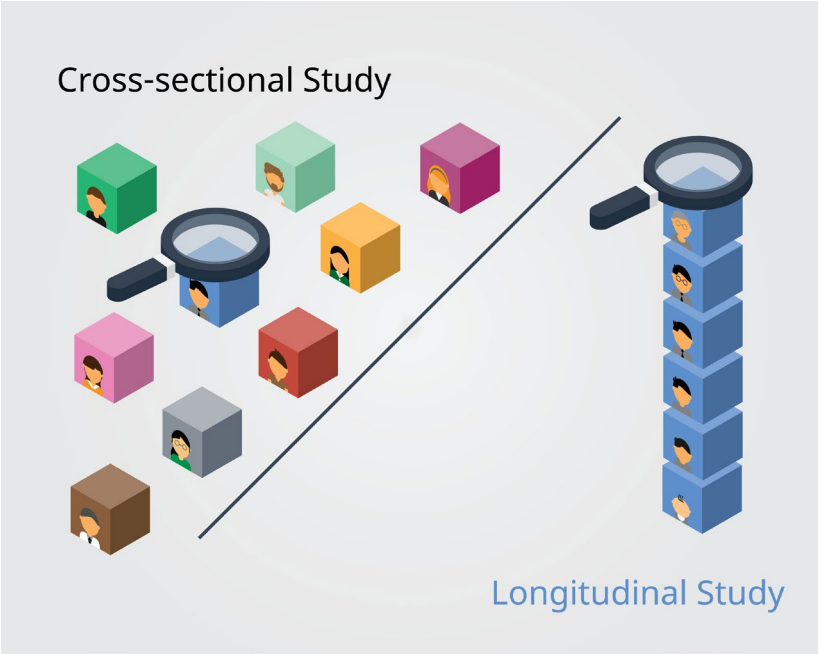
Provisos and Limitations

Higher up-front LOE



Provisos and Limitations

A developing literature



Questions & Discussion

Thank You

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