



***Discussion: Striking the Right Balance of Old and New:
Combining Paper and Web Approaches to
Optimize Data Collection*** (Session G-6)

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Disclaimer

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention

Zablotsky (NHIS) – Paper v. Web NRFU Response (Take-homes)

- Teens responding by paper were more likely to be male
 - By web more likely to be female
- More lower education (HS or less) parents by paper
 - More “some college or more” by web
- Something going on by race/ethnicity
- **More response from teens who have developmental disability by paper**
- No clear pattern of mode impacting Rs’ health or health care experience response
 - **Differences by mode go in both directions**

Zablotsky (NHIS) – Paper v. Web NRFU Response (Take-homes cont.)

- Data quality results not surprising (more item missing and skip errors in paper)
- Mixed burden/sensitivity results (equally difficult, and paper slightly more “too long”)

Zablotsky (NHIS) – Paper v. Web NRFU Response (Questions/Ideas for the Author)

- Ever tried allowing teens to respond completely for themselves (like CHIS)?
No “sampled child” interview last I knew
 - Removes some burden on the parents
- Are more interesting/useful results hiding in subgroups and interactions?
 - Break out burden, survey experience, and survey environment (RQ #4) results (and maybe others) by R characteristics (e.g., are younger or older teens getting more help in paper mode?)
 - Enough results for multiple publications in this talk with a little digging and focusing

Lewis (RTI) – QR Codes (Take-homes)

- QR code effects
 - Small increase (%-point) in partials, but no increase in fully completes due to QR code 😞
 - Not getting different types of people despite more responses by smartphone
- Even seemingly-obvious, no-brainer manipulations sometimes don't work (I thought the QR code would in this context)

Lewis (RTI) – QR Codes

(Questions/Ideas for the Author)

- What came before the QR? Could QR be somewhere else on the sheet or envelope? Or in a card?
- We need to be studying first impressions (e.g., envelope and opening process) more
 - CHIS experience with logos and magnets

Goodison (BJS) – Advance data worksheet at BJS (Take-homes)

- Both treatment conditions include sending a physical something (full q're v. key question worksheet; 1 page front/back?)
- Both treatments improved response later in data collection (e.g., after 12-13 weeks or so; Definitely by week 21)
 - Similar level of improvement by end of collection (week 26+)
- Both treatments also reduced data quality flags when processing
- 30-59% of responding agencies report using the physical copy
 - About 1.4 times agencies using worksheet than paper q're in first month of collection, but no obvious difference in Month 2 and Month 6

Goodison (BJS) – Advance data worksheet at BJS (Questions/Ideas for the Author)

- How many more completes (raw #s) did they get from each treatment?
- Was response by paper q're or worksheet accepted? How many came in that way?
- Differences in types of agencies using v. not using the physical ones?
- What did the control mailing look like? The full packet mailing?
- Could try to predict response from agency characteristics and experimental condition if you have a rich frame

Stepler (Census) – Integrating multimode surveys large-scale/enterprise (Take-homes)

- Reminds us how important it is to get stakeholder input when transitioning modes and designing systems in a large organization
 - And in long-running surveys
- Nice to see a planned effort (and mode effect study plans) in the big plan
 - Melding operational issues and statistical issues
- Nice to hear that some surveys/programs were thinking beyond the ACS sequential multimode model
 - Multimode collection should be customized

Stepler (Census) – Integrating web surveys large-scale/enterprise (Questions/Ideas for the Author)

- Want to hear more on “Concerns that are specific to Census Bureau surveys and could not necessarily be found in the literature”
 - Operational or statistical concerns? Emotional concerns?
- What could you (or we as a field) write or produce that would help fill that gap?
- What did you learn about making people feel comfortable with mode transitions in a highly risk-averse system?

Common Themes and Notions

- “Mode” means many different things
 - Paper and web are two different “modes” operationally, but both are self administered, so similar in their cognitive-social aspects
- **Contact/recruitment** mode v. **response** mode
 - Example:
 - Contact mode: Text message
 - Recruitment mode: Web q’re linked from text
- Modes are sometimes **packages of things**, including other modes and their order of implementation

Questions/Ideas for the Field

- Manipulating more than one design feature or mode at a time is hard but important
 - More chances to find something interesting/useful
 - Often a better use of resources
- Studies comparing “packages” of design features can be more useful than ones that compare manipulations one or two at a time
 - With 4 conditions, for example, you can “test” more features
 - Won’t know which specific features caused the difference, but can include more features
 - Look into fractional factorial methods (i.e., Taguchi method)

Questions/Ideas for the Field (cont.)

- Avoid burying potential big effects in later data collection stages where their effect may be restricted b/c participants are already willing
 - FYI...I haven't figured out how to do this yet!
- How will “mode” lexicon evolve in our blended data future?
 - Admin records still have a response mode (i.e., the original form in which a person or business entered their info)
 - Will mode be as transparent for these?

Thank You!

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