

Running complex surveys on different devices: What's the challenge?

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1. Data sources

Administrative Data

- Registers
- Other administrative data

Big Data

- Collected for different purposes & devices
- Using supplementary data (e.g. sensors)

Other surveys

- Avoid double data collection
- Matching data & blending data

Survey data

- Different modes/devices for data collection
- Self-administered vs interviewer support

2. Two ESSnet projects on modes for data collection

DCSS: 2012-2014

CAPI/CATI

- Laptop administered personal interviews
- Telephone interviews



CAWI on PC/Laptop

- Self-administered Online
- Big screen size & navigation by clicks



MIMOD: 2017-2019

Different modes & devices

Mobile devices

Mode strategies

Mode designs

Sensor data



Main results of DCSS & MIMOD

DCSS (2012-2014): Data Collection for Social Surveys

- » Mixed-Mode data collection is feasible but ambitious
 - » Questionnaire design for **Computer Assisted Web Interviews (CAWI)**
 - » Mode-effects are not substantiell, but need careful design
 - » Mode-strategies and organization



MIMOD (2017-2019): Mixed-Mode Designs in Social Statistics

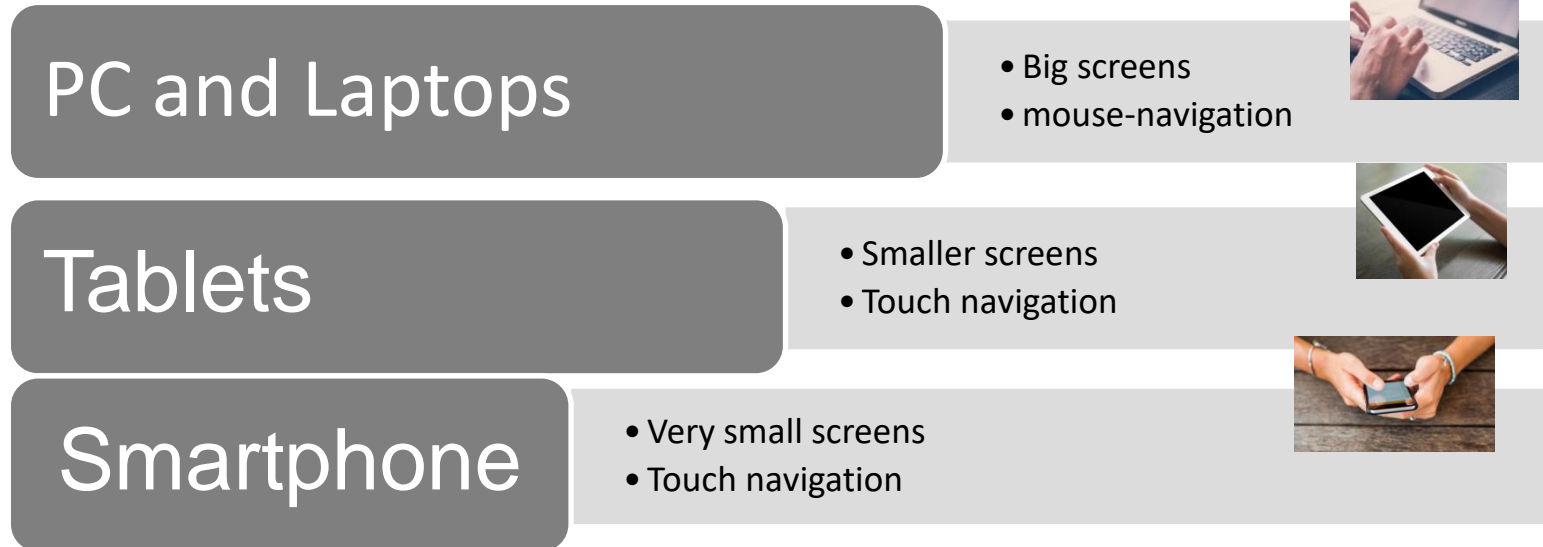
- » Mixed-Mode data collection is still requested, but more emphasis on mobile devices is needed with consequences
 - » Reconsider survey & questionnaire design ...



MIMOD/WP4: Questionnaire design

- » Difficult to offer recommendations that contradict existing ESS/Eurostat requirements
- » Rebuild all model & national questionnaires, create with mixed mode in mind – modes will be mixed! Self completion on devices is one, but not the only mode
 - » Think omnimode (shall be sufficient on all modes; design unimode)
 - » Start from scratch instead of continuing on an existing patchwork
 - » Shorten, modularize, simplify survey designs
- » But continue exploring mode specific solutions, testing and piloting is necessary

MIMOD/WP5: Data collection on mobile devices



➔ WP5 assessed the fitness of ESS Social Surveys for Smartphone by checking three dimensions: Screen size, navigation, length

FITNESS CRITERIA FOR SOCIAL SURVEYS & SMARTPHONES

Survey	Screen size	Touch navigation	Duration
EHIS	Yellow	Green	Red
EU-SILC	Red	Red	Red
ICT	Red	Green	Green
LFS household	Red	Yellow	Red
LFS person	Red	Yellow	Green

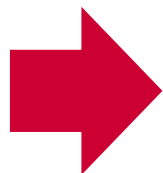
Colours/legend:

Green: no specific adaption (general mobile layout)

Yellow: some adaptation

Red: total redesign

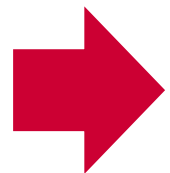
Adult Education Survey (AES), European Health Survey (EHIS), Income & Living Conditions (EU-SILC), Household Budget Survey (HBS), Harmonized European Time Use Survey (HETUS), Survey on Information & Communication Technology (ICT), Labour Force Survey (LFS)



Fitness criteria: Screen size, navigation, length (constant)

Inventory of smartphone option in ESS surveys by the 31 NSI's

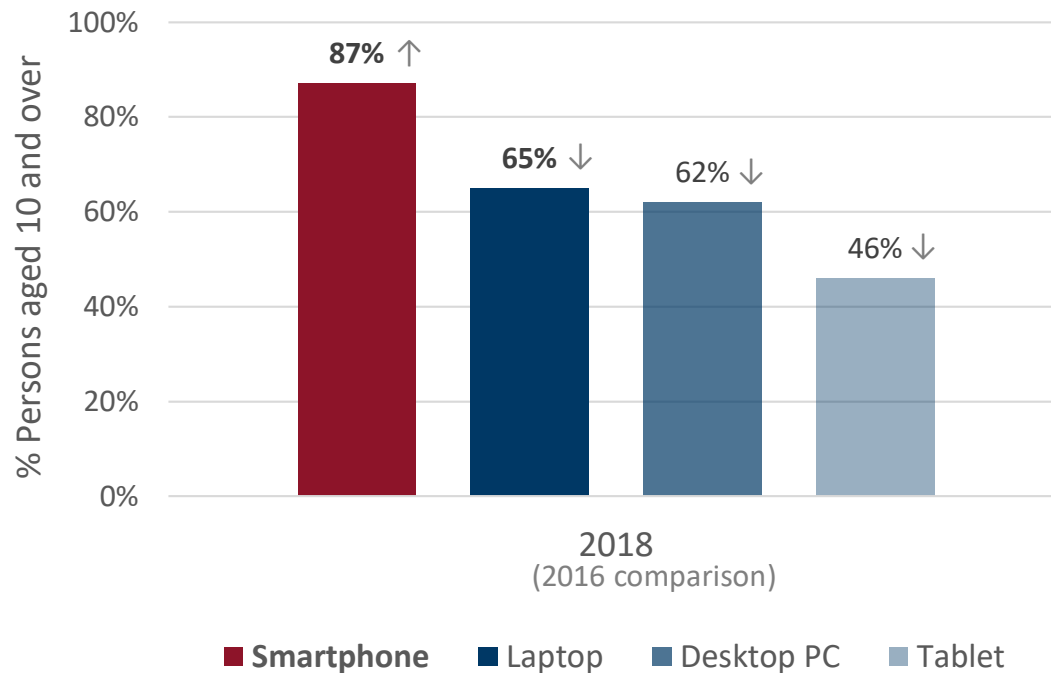
Survey	No web option	Smartphone blocked	Smartphone possible		
			Q not adapted	Q slightly adapted	Q profoundly adapted
LFS	25	1	5		
EU-SILC	24	2	4	1	
EHIS	20	1	10		
AES	21	1	8	1	
ICT	16	3	10	2	
HBS	26	2	3		
HETUS	31				



Think positive: Skip PC - design for mobile

Internet via Smartphones

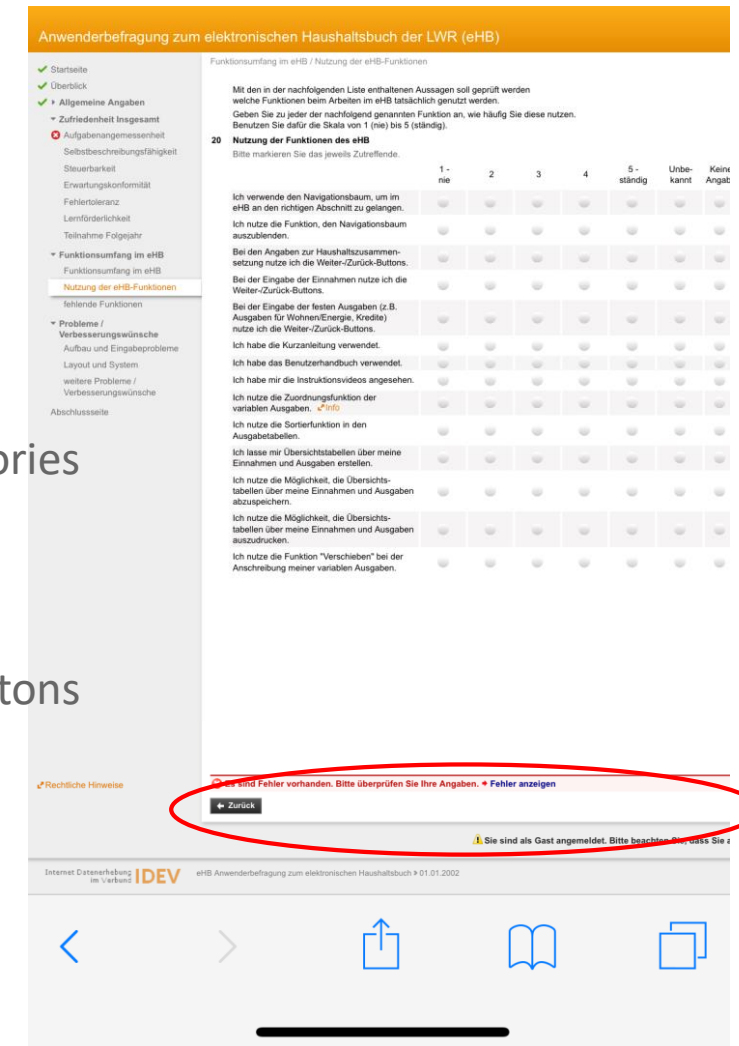
Internet access: Devices used



ICT-Survey Germany 2018

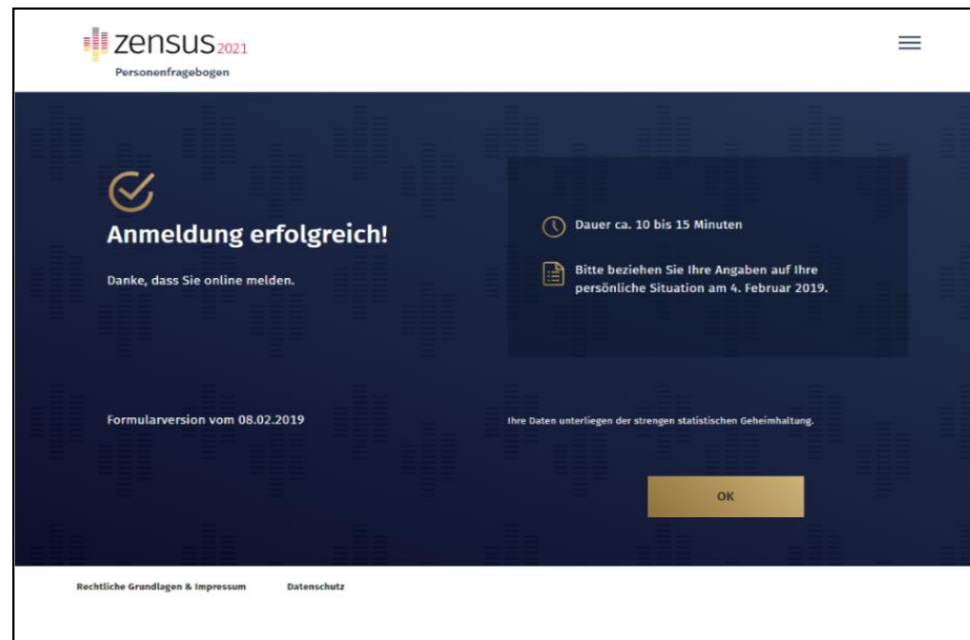
Questionnaires design:

- » Complex tables
- » Long questions
- » Long answering categories
- » Many topics
- » Hidden navigation buttons





3. Mobile first & responsive: Census 2021





Mobile first & responsive: Census 2021

- 1) Starting point: Mobile first – PC/Laptop second
- 2) Simplified screen style
- 3) Some mobile designs cannot be displayed on bigger screens (e.g. ellipses/bars to select answers)
- 4) Navigation trees on Laptop don't suit on Smartphones
- 5) Responsive design: Screen size is more than relevant



Responsive Design

The desktop view of the questionnaire shows a header with the 'zensus2021' logo and 'Personenfragebogen' title. A navigation menu is visible in the top right. The main content area is divided into sections: 'PERSÖNLICHE ANGABEN', 'KINDER', 'WOHNSITUATION IN DER WOCHE VOM 4. BIS 10. FEBRUAR 2019', 'RELIGION/GLAUBEN (FREIWILLIG)', and 'MIGRATION'. The 'MIGRATION' section is active, displaying the question: 'Wurden Sie auf dem heutigen Staatsgebiet von Deutschland geboren?' with an information icon. Below the question are two radio buttons labeled 'Ja' and 'Nein'. At the bottom of the form are two dark blue buttons: 'Zurück' and 'Weiter'.

The mobile view of the questionnaire is shown within a browser window. The browser address bar displays '192.168.2.112:8080/idev/'. The page title is 'zensus2021 Personenfragebogen'. The 'MIGRATION' section is highlighted with a yellow bar. The question 'Wurden Sie auf dem heutigen Staatsgebiet von Deutschland geboren?' is displayed in a larger font, with an information icon. Below the question are two radio buttons labeled 'Ja' and 'Nein'. At the bottom of the form are two dark blue buttons: 'Zurück' and 'Weiter'.



Responsive Design

»» Navigation bar

zensus²⁰²¹
Personenfragebogen

PERSONLICHE ANGABEN

KINDER

WOHNSITUATION IN DER WOCHE VOM 4. BIS 10. FEBRUAR 2019

Weitere Wohnung
Hauptwohnung
Alleinlebend

Anzahl der Personen
Lebensgemeinschaft

RELIGION/GLAUBEN (FREIWILLIG)

MIGRATION

BILDUNG

BERUFSTÄTIGKEIT

ARBEITSSUCHE

ABSCHLUSSEITE

Bitte beziehen Sie sich im Folgenden auf die zu Beginn genannte
Anschritt:
Leben Sie alleine in dieser Wohnung?

Ja
 Nein

Zurück Weiter

Vodafone.de 11:11
192.168.2.112

zensus²⁰²¹
Personenfragebogen

WOHNSITUATION IN DER WOCHE VOM 4. BIS
10. FEBRUAR 2019

Bitte beziehen Sie sich im
Folgenden auf die zu Beginn
genannte Anschrift:
Leben Sie alleine in dieser
Wohnung?

Ja
 Nein

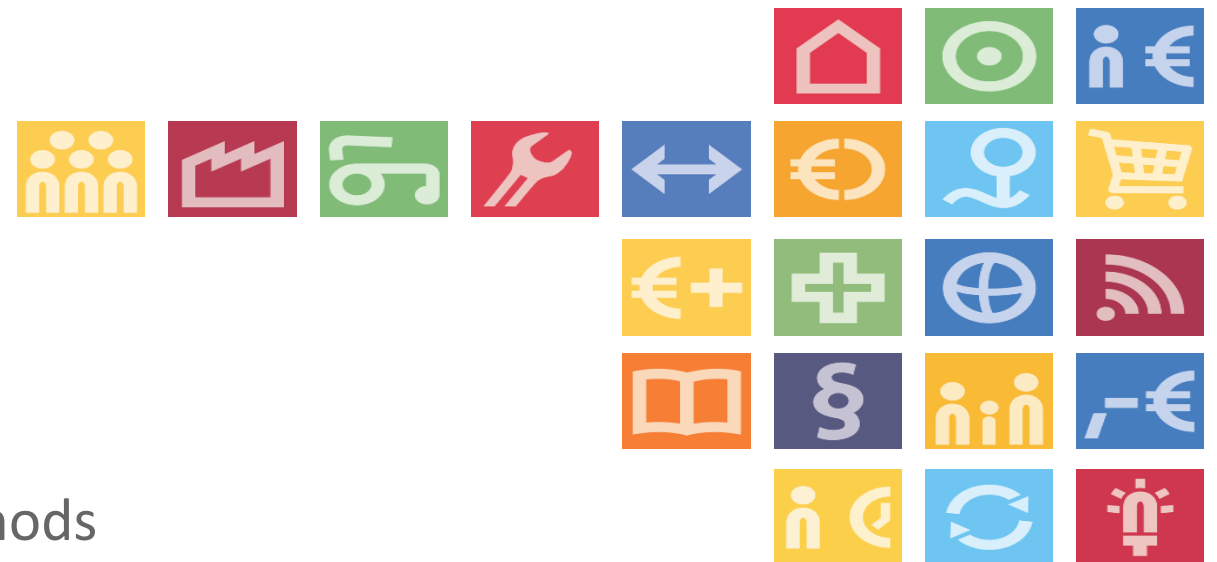
4. Summary

1. The future: Other data sources than survey data are of relevance
 - » The input approach needs to be redefined
2. Survey data are collected by diverse modes/devices:
 - » We still rely on mixed-mode in order to stay representative BUT
 - » Self-completion on very different devices will be the future
 - » So: Interviewers are missing
 - » Respondents select their device, not we
 - » Consequently: A respondent-centered approach is needed
 - » Redesign of surveys is necessary, as the current ones are too complex



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Thanks for your attention



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Questionnaire Pretesting, Data Collection Methods

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