Experiences gained as a result of TurkStat Survey on ICT Usage in Households and by Individuals carried out by CATI for the first time in 2020
All stages of the statistical production process are important, but the quality of the data collection stage is of particular importance as it greatly affects the quality of the rest.
TurkStat Survey on ICT Usage in Households and by Individuals

- ICT technologies in households
- Access to and use of ICTs by individuals and/or in households
- Use of the Internet and other electronic networks for different purposes by individuals and/or in households
- Barriers to the use of ICT and the Internet
- E-commerce
- Use of e-government
- ICT security and trust
Due to the Covid-19

Data collection mode of the 2020 survey has been transition to CATI mode
Effects of the transition on data quality

Risk Factors
- Coverage
- Selective non-response
- Break in series
- Non-response

Regional Offices Feedback
- How much they had difficulty in getting a response
- Which mode they prefer
- Whether the survey question was understood at the first reading
Effects of the transition on data quality

Risk Factors
Risk of coverage

Regardless of whether they have a phone or not **all settlements** were covered.
Risk of bias that may result from selective non-response

No significant difference was observed compared to the previous years

<table>
<thead>
<tr>
<th></th>
<th>2019 responders</th>
<th>2019 non-responders</th>
<th>2020 responders</th>
<th>2020 non-responders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household size</td>
<td>3.91</td>
<td>4.60</td>
<td>3.93</td>
<td>4.55</td>
</tr>
<tr>
<td>Average age of household members</td>
<td>41.97</td>
<td>34.10</td>
<td>41.79</td>
<td>34.34</td>
</tr>
</tbody>
</table>
Almost no unexpected rate of change was observed.
Risk of high non-response

While there was an increase in household non-response in line with the trend of previous years there was a decrease in individual non-response (a pleasing progress)
Effects of the transition on data quality

Regional Offices Feedback Survey
Regional Offices Feedback Questionnaire on 2020 Survey on ICT usage in households and by individuals Collected by Phone

Feedback Survey Questionnaire

Master survey questions (in the same order)

Feedback questions
How much did you have **difficulty** in getting a respond to the question?

<table>
<thead>
<tr>
<th></th>
<th>Very much</th>
<th>Somewhat</th>
<th>Neutral</th>
<th>Not much</th>
<th>Not at all</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Survey</strong></td>
<td>4 (8.7%)</td>
<td>18 (39.1%)</td>
<td>12 (26.1%)</td>
<td>11 (23.9%)</td>
<td>1 (2.2%)</td>
<td>46 (100%)</td>
</tr>
<tr>
<td><strong>Household</strong></td>
<td>0 (0.0%)</td>
<td>4 (8.9%)</td>
<td>4 (8.9%)</td>
<td>30 (66.7%)</td>
<td>7 (15.6%)</td>
<td>45 (100%)</td>
</tr>
<tr>
<td>composition**</td>
<td><strong>Questions for</strong></td>
<td>3 (1.7%)</td>
<td>34 (18.8%)</td>
<td>41 (22.7%)</td>
<td>87 (48.1%)</td>
<td>16 (8.8%)</td>
</tr>
<tr>
<td>household**</td>
<td><strong>Questions for</strong></td>
<td>18 (1.0%)</td>
<td>212 (11.5%)</td>
<td>527 (28.5%)</td>
<td>928 (50.2%)</td>
<td>162 (8.8%)</td>
</tr>
<tr>
<td></td>
<td>individual**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Reasons for having difficulty

1. Long duration
   Long duration of the survey implementation due to high number of questions in the survey (even more, depending on the number of individuals aged 16-74 in the household)

2. Technical nature of the survey
   Incomprehension of the questions by respondents due to the technical nature of the survey

3. Outgoing call unknown number
   Trust and persuasion problems due to the calls from unknown and non-corporate phone numbers

4. Regional differences
   Large households, social structure, etc
Which mode of data collection do you think is more suitable?
Was the question understood when it was first read to the respondent?
What types of internet connections are used at home?

1. Fixed broadband connections, e.g. DSL, ADSL, VDSL, cable, optical fiber, satellite, etc
2. Mobile broadband connections (via mobile phone network, at least 3G, using (SIM) card or USB key, mobile phone or smart phone as modem)
3. Dial-up access over normal telephone line or ISDN
4. Mobile narrowband connection via mobile phone (WAP, GPRS)

Did you use storage space on the internet (cloud computing) to save documents, pictures, music, video or other files for private purposes in the last 3 months (e.g. Google Drive, Dropbox, Microsoft OneDrive, iCloud, Amazon Drive)?

1. Yes
2. No
Conclusion

Continuing to collect data via CATI from now on due to the positive feedbacks of regional offices and almost no negative impact of the mode change.
Taking action to overcome the difficulties

◉ Reducing the number of questions
◉ Increasing the rate of reaching invitation letters
◉ Calling respondents from corporate numbers
◉ Sending the survey questionnaire to sample households along with the invitation letter
◉ Making the questions simpler and more understandable
Adapting standardized interviewing method

- Questionnaire standards
- Interviewing techniques
- Interview interaction
- Interviewing style
Starting and ending the survey interview with respondents
Sharing and controlling samples
Creating an automatic appointment system (creating and managing appointments)
Automatic dialing
Recording voices in interviews
Thanks!

Any questions?

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