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
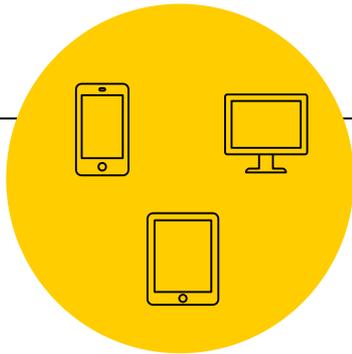
All stages of the statistical production process are important, but the quality of the data collection stage is of particular importance as it greatly affects the quality of the rest.

"

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
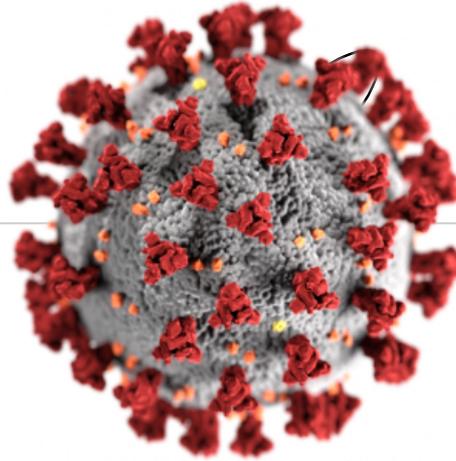
Due to the Covid-19

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 Survey

- How much they had difficulty in getting a respond
- Which mode they prefer
- Whether the survey question was understood at the first reading

# Effects of the transition on data quality

1

==Risk Factor==s

📌 Risk of coverage

Regardless of whether they have a phone or not **all settlements** were covered.

All settlements in Turkey were covered in sample selection → Telephone numbers of selected sample were obtained from administrative sources → Inaccurate or unreachable numbers were investigated with the help of local authorities
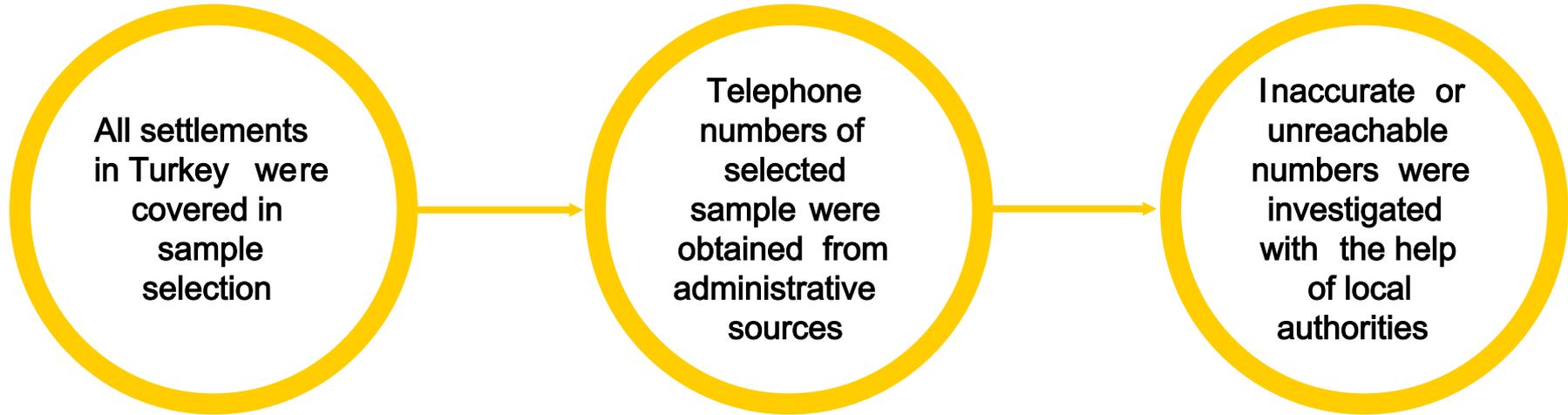
Risk of b ias that may result from selective non - response

No significant difference was observed compared to the previous years

|	2019		2020	
	responders	non-responders	responders	non-responders
Average household size	3.91	4.60	3.93	4.55
Average age of household members	41.97	34.10	41.79	34.34

Risk of break in series

Almost **no unexpected** rate of change was observed

Legend: Households with Internet access — Internet usage — Ordering or purchasing over the Internet
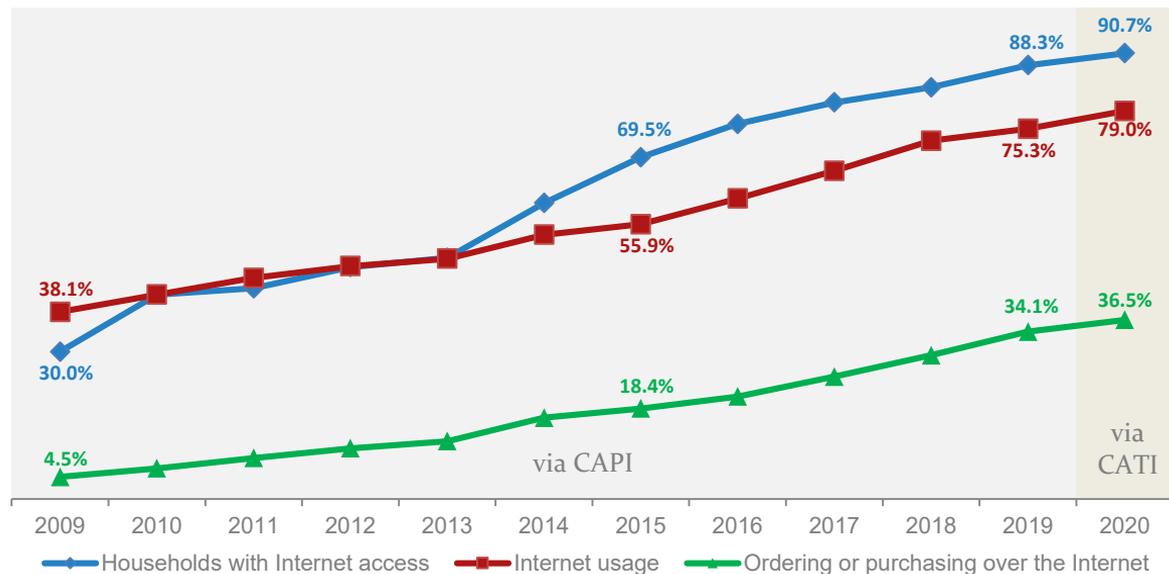
📌 Risk of high non‑response

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**)
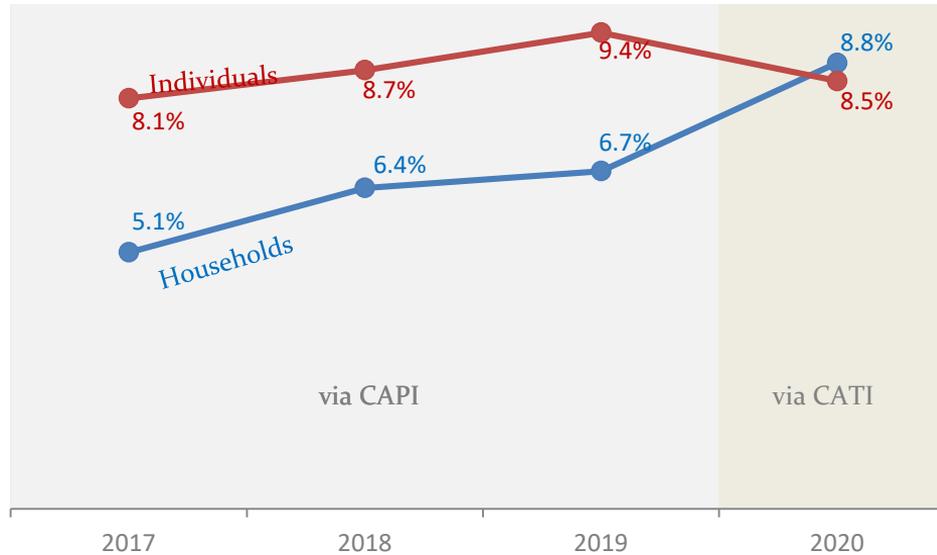
Effects of the transition on data quality

Regional Offices Feedback Survey

Feedback Survey Questionnaire

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

ICT Usage Survey Questions

Question ID: C9

Question text:

How often on average did you use the internet in the last 3 months?
a) Every day or almost every day
b) At least once a week (but not every day)
c) Less than once a week

Master survey questions (in the same order)

Supervisor and Interviewer Feedbacks

1. How much did you have difficulty in getting a respond to the question?

- ○ Very much
- ○ Somewhat
- ● Neutral
- ○ Not much
- ○ Not at all

1a. Reason(s) for having difficulty:

1b. Suggestion(s) for reducing difficulty for the next implementations:

2. Which mode of data collection do you think is more suitable for the question?

- ● Telephone (CATI)
- ○ Face to face (CAPI)

2a. Suggestion(s) that can make the question suitable for the phone:

3. Was the question understood when it was first read to the respondent?

Yes

3a. How did you probe the question/what examples did you give?

Feedback questions

First | Previous | Next | Save and Exit

12

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

		Very much	Somewhat	Neutral	Not much	Not at all	Total
Overall Survey	**Freq.**	4	18	12	11	1	**46**
	%	8.7%	39.1%	26.1%	23.9%	2.2%	**100%**
Household composition	**Freq.**	0	4	4	30	7	**45**
	%	0.0%	8.9%	8.9%	66.7%	15.6%	**100%**
Questions for household	**Freq.**	3	34	41	87	16	**181**
	%	1.7%	18.8%	22.7%	48.1%	8.8%	**100%**
Questions for individual	**Freq.**	18	212	527	928	162	**1847**
	%	1.0%	11.5%	28.5%	50.2%	8.8%	**100%**

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?

CATI ■ CAPI

5%

7%

0%

27%

73% —●— Overall Survey

100% —●— Household composition

93% —●— Questions for household

95% —●— Questions for individual

15

Was the question understood when it was first read to the respondent?

Yes   No

11%
18%
0%
28%
72% — Overall Survey
100%
82% — Questions for household
Household composition
89% — Questions for individual
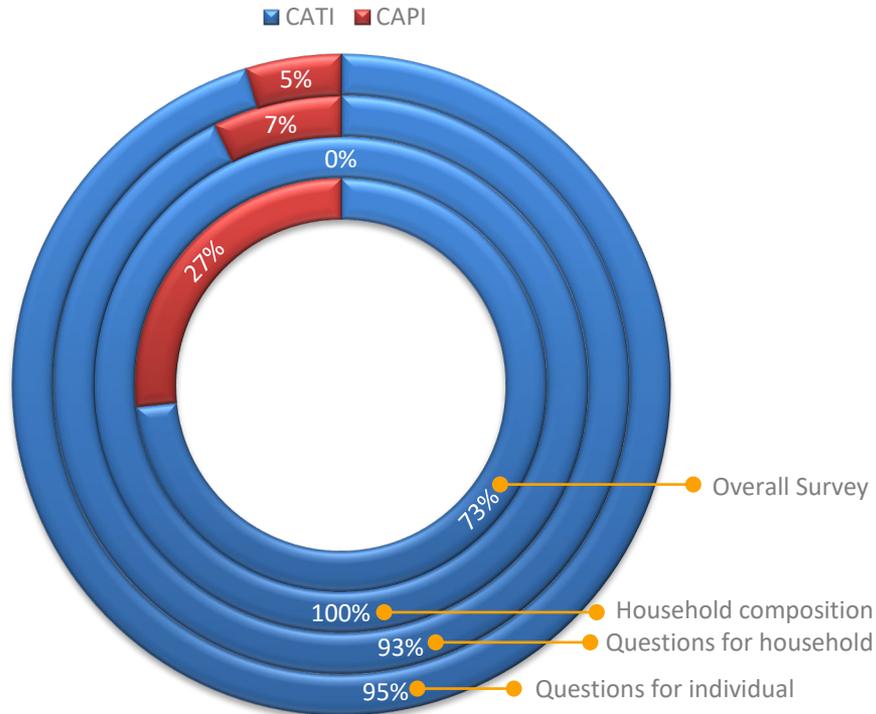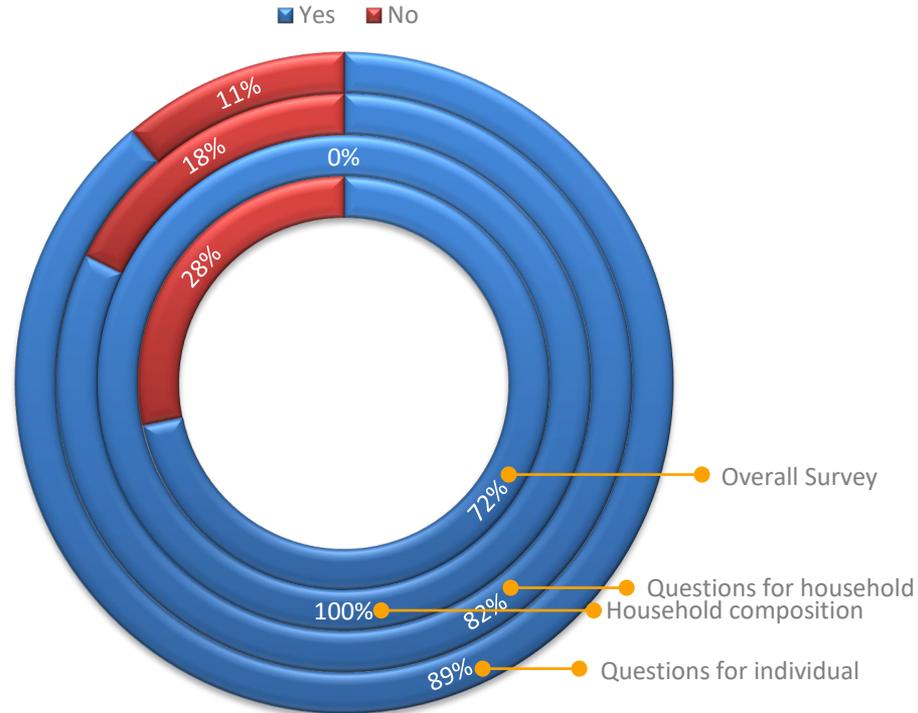
The most difficult questions to understand at first reading

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

3 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 <mark>action</mark> 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

Benefiting from CATI system

- 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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