

# Modernizing Data Collection – Using Video Data Collection in BLS Surveys

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# WHO ARE BLS FIELD ECONOMISTS?

- Secure cooperation and collect data for various BLS surveys
- Provide customer service and outreach
- Obtaining cooperation is a challenge – surveys are not mandatory
- Collect data via in-person and other modes of collection
  - Utilize technology to mimic in-person data collection



# VIDEO DATA COLLECTION PROTOCOL

- Use approved software with encrypted video to collect data from respondents
- Significant training provided to Field Economists
  - How to use video software
  - How to adapt data collection strategies to a video environment
- Video is only one method of collection being used – telephone, email, internet also employed



# VIDEO DATA COLLECTION – ADVANTAGES

- Opportunity to meet face to face, reflective of an in-person appointment
- Opportunity to improve traditional in-person visit by incorporating technology
- Video tool is encrypted
- Platform is easy to access and has closed captioning capabilities
- Removes geographic boundaries



# LESSONS LEARNED

- Additional training helps Field Economists feel more comfortable
- Variety of video platforms in use – flexibility is important
- Preparation and organization ensures more efficient interview, better respondent experience
- Useful to have back-up plan in case of connectivity issues



# RESPONDENT REACTIONS

- Increased use of video conferencing in private sector
- Virtual drop-ins and built-in reminders for respondents
- Respondent cues for follow-up
- Exposure to BLS products and resources



# CONCLUSION

- Video collection is an important and useful tool
- Continued video collection as in-person resumes
- BLS continues to incorporate video collection into training programs for Field Economists
- BLS continues to explore new techniques



# Contact Information

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