# DATA COLLECTION TRACK - LOTS TO COVER!

### **Practical Advice for Mail-Mode Surveys**

Mailing Methods Matter - Robin Gentry, Kate Williams

Each methodological decision can alter potential respondents' behavior.

Operational Lessons Learned with Mail-Mode Surveys - Yvonne Shands Best practices in assembling a mail piece.

What Makes Mail Survey Requests Effective: Results from an Experiment - Don A. Dillman, Pierce Greenberg Provide insight into how communications with respondents affect their response behavior and might be improved.

### **Practical Advice for Mail-Mode Surveys**

Influencing Response Mode Choices in the American Community Survey - Elizabeth Poehler, Dorothy Barth Studies about the usefulness of pre-notice letters and language around choice,



Understanding the Strengths and Roles of the Mail Mode in Sequential Multi-Mode Surveys Evidence across Recent Experimental Studies - Michael J. Stern, Ipek Bilgen, Ned English, Erin Fordyce The paper ultimately furthers our understanding of the strengths and weaknesses of the mail mode as part of a sequential multimode design and in isolation.

### 90210 Isn't Hollywood! Or Is It? Issues Related to Geographic Specificity of Cell Phone Samples

Using De-Identified Administrative Records as a Sampling Frame for a Child Health Telephone Survey: Results from a Pilot Study in New York City Michael Sanderson NYC Dept of Health and Mental Hygiene Stephen Immerwahr NYC Dept of Health and Mental Hygiene Dina Shapiro-Luft NYC Dept of Health and Mental Hygiene Katharine McVeigh NYC Dept of Health and Mental Hygiene Rachel Martonik Abt Associates Nicole Lee Abt Associates Margaret Tyson Abt Associates Andrew Burkey Abt Associates Michael Battaglia Battaglia Consulting Group, LLC

### 90210 Isn't Hollywood! Or Is It? Issues Related to Geographic Specificity of Cell Phone Samples

Tested three non-RDD samples designed to efficiently reach households with children and to do so with geographic specificity. These were:

1) birth certificates from mothers giving birth in NYC in the past 6 years

2) contact information for NYC public school children ages 5-133) a proprietary sample of cell telephone numbers of households believed to have at least one child under age 16.

The two NYC administrative list samples were more efficient than the targeted cell sample in reaching households with children age 0-13. Geographic specificity was high (85% or higher) for interviews from all three samples.

### Obtaining Permission and Consent for Hard to Obtain Health Data

Vince Welch NORC at the University of Chicago Megha Ravanam NORC at the University of Chicago Benjamin Skalland NORC at the University of Chicago Renee Ramsey NORC at the University of Chicago Sarah Reagan-Steiner Centers for Disease Control and Prevention Cynthia Knighton Centers for Disease Control and Prevention Holly Hill Centers for Disease Control and Prevention Laurie Elam-Evans Centers for Disease Control and Prevention Chalanda Smith Centers for Disease Control and Prevention

### Obtaining Permission and Consent for Hard to Obtain Health Data

Consent has been decreasing over the last several years; therefore, it is important to explore methods for improving provider consent.

> Two studies were conducted to determine the effect of three independent experimental treatments in web modes and in computer-assisted telephone interviewing (CATI) on provider consent rate.

> > Although other studies have shown an increase in consent rates with the use of loss-framing language, the two experiments did not see any effect on provider consent rates.

### Developing Cost Effective Data Collection Decisions and Methods

Kerry Levin Westat Jennifer Anderson McNulty Westat Jocelyn Newsome Westat Brenda Schafer Internal Revenue Service Patrick Langetieg Internal Revenue Service Saurabh Datta Internal Revenue Service



### Do incentives still matter?

### Recent Experience with Adaptive Design in Federal Surveys

#### Growth of Adaptive Survey Design at the U.S. Census Bureau -Peter V. Miller

Adaptive approaches studied have included substituting administrative data for interviews, prioritizing interviewer workloads and using different survey modes to focus data collection efforts. Promising findings point to the adoption of adaptive survey design in some surveys in the near future.

> Adaptive Design in the National Survey of College Graduates: Findings from the 2015 Experiment and Prospects for 2017 - Stephanie Coffey Falling response rates are driving surveys to seek novel contact strategies (or combinations of contact strategies) to slow the decrease in response, or at least to reduce the cost spent on unproductive cases. The National Survey of College Graduates has implemented dynamic adaptive design experiments in the last two rounds, 2013 and 2015, and will once again be running at test in the 2017 round of data collection.

### Recent Experience with Adaptive Design in Federal Surveys

Implementing Adaptive Design in the National Health Interview Survey: A Case Prioritization Experiment -Jim Dahlhamer Through case prioritization, the primary goal of the experiment was to improve sample representativeness (or minimize nonresponse bias) within existing cost constraints, while maintaining current response rates.

> Using Adaptive Design to Prioritize Cases in the Survey of Income and Program Participation - Allison Zotti Adaptive design methodologies have emerged as a framework for tailoring contact strategies to cases, such as case prioritization.

### Fit Your Purpose: Frameworks and Examples of Alternatives to Probability Sampling

Bryan B Rhodes *RTI International* Ellen LMarks *RTI International* Darrick Hamilton *The New School* William A Darity *Duke University* 

> Comparing key survey estimates such as age, income, marital status and other demographic characteristics for respondents who completed an interview from the probability-based sample and those who completed from the non-probability based sample. Examining these differences can help identify areas of potential bias in the non-probability sample or non-comparability across the two samples.

# Adaptive/Responsive Design: Predictions and Evaluations

Nicole McDermott Tate *RTI International* Antje Kirchner *RTI International* Emilia Peytcheva *RTI International* Jennifer G Cooney *RTI International* Natasha Janson *RTI International* 

- Use prior wave response behavior to assign cases to different data collection protocols, varying contact frequency, mode, incentive amount, and interview length.
- Investigate response rates, sample representativeness and nonresponse bias using frame data for each group and each phase.

The Role of Measurement Error Due to Old Age: Determining the Amount of Discrepancies in Pension Reports Using Administrative Data from Share-RV -Patrick Lazarevič TU Dortmund University

To determine the role of age-specific measurement errors, administrative data of the German Pension Fund, as a reference value, were linked to 1.182 respondents' self-reports of pensions. We compared measurement errors of six age-groups and used logistic and linear regression analyses to explain the probability of sizable measurement errors and their amount as well as the probability of item-nonresponse.

Health Insurance Statement Usage and Respondent Characteristics Jennifer Vanicek NORC at the University of Chicago Lauren McNamara NORC at the University of Chicago Nicholas Schluterman Centers for Medicare and Medicaid Services

When respondents have statements corresponding to survey-reported events, more accurate data on costs and payments, particularly payments by non-Medicare sources, can be collected.

Are there certain types of respondents who are more likely to save and present health insurance statements during the interview?

Validating Self-Reported Incidence of Two Chronic Conditions among Ohio's Newly Enrolled Medicaid Population with Administrative Claims Data Rachel Tumin Government Resource Center Michelle Menegay Government Resource Center Michael Nau Government Resource Center Daniel Weston Government Resource Center Marcus Berzofsky RTI International Timothy R Sahr Government Resource Center

The claims yielded the percentages of enrollees with a diagnosis code for high cholesterol or diabetes, and the survey provided the percentages of enrollees reporting being first told they had either condition since getting Medicaid coverage. Study data have only recently become available and preliminary analysis showed that these data sources yielded substantially different estimates: from the claims analysis, 21.0% had a high cholesterol diagnosis and 11.5% had a diabetes diagnosis; the corresponding weighted survey estimates were 12.4% and 3.9%, respectively.

Effects of Survey Mode on Responses to the CAHPS Hospice Survey of Care Experience: Results from a Randomized Experiment

Layla Parast *RAND Corp.* Layla Parast *RAND Corp.* Marc Elliott *RAND Corp.*  Katrin Hambarsoomian *RAND Corp.* Melissa Bradley *The RAND Corp.* Joan Teno *University of Washington* 

Rebecca Anhang Price RAND Corp.

We used a randomized experiment to compare response rates and mean responses on patient experience items by survey mode, and to determine whether survey mode adjustments were needed to fairly compare CAHPS Hospice Survey scores across hospices using different modes.

Mode effects were large enough to substantially bias comparisons among hospices administering the survey in different modes unless mode adjustments are applied.

What Worked and What Didn't; Changes for the 2017 National Survey of Children's Health Jason Fields U.S. Census Bureau - Washington, DC Reem Ghandour HHS/HRSA/MCHB/OER/DE Jessica Jones HHS/HRSA/MCHB/OER/DE Leah Meyer U.S. Census Bureau

Working with the Census Bureau, MCHB has transitioned the NSCH to an annual survey with a household address-based sample. The sampling approach requires identifying households with children and sampling a child from within those households to provide state-level representation of children with and without special health care needs

The 2016 NSCH experienced response rates that have been lower than expected; several factors are hypothesized to have impacted response, but remain under investigation.

### More Effects a la "Mode"

Examining Mode Effects in a National Survey of Teachers and Principals - Alina N Kline, Joanna FaneLineback Using survey response as a measure of data quality, we compared the differences between modes.

> Surveying adolescent mothers: Examining selfreports to sensitive questions in different modes – Jennifer Walzer, Emily Weaver Compare differences by mode in self-reported behaviors on sensitive questions in an adolescent population, controlling for age and other demographics as needed.

### More Effects a la "Mode"

How Much Does Mixed Mode Increase Response Rates? Evidence from a Randomized Mode Experiment in Hospitals - Marc Elliott, Katrin Hambarsoomian, William Lehrman, Laura Giordano, Megan Beckett, Julie Brown, Elizabeth Goldstein

Sequential mixed mode (initiating data collection in one mode, then pursuing non-respondents by a second mode) is now widely recognized for improving response rates and representativeness compared to single-mode approaches. However, some organizations are reluctant to incur additional cost and complexity without knowing how much response rates (RRs) would increase.

> Disentangling Measurement Effects from Selection Effects in a Sequential Mixed-Mode Experiment - Rebecca Medway, Mengmeng Zhang, Cameron McPhee, Michael Jackson

Data collected in diverse modes also tend to have different measurement error properties.

### **Smarter Surveys for Smartphones**



Optimizing a Government Household Survey for Mobile Devices -Jennifer Anderson McNulty, Jocelyn Newsome, Kerry Levin, Brenda Schafer, Patrick Langetieg, Saurabh Datta

In order to make the survey mobile-friendly, it was shortened to five items: the two items of highest research interest to the IRS —the time and money spent on the tax return —and three additional items that measured stress associated with complying with federal income tax filing requirements.

Practical guidelines for developing a smartphone-based survey instrument - Jakob Ohme, Claes de Vreese, Erik Albaek

The novelty of such smartphone-based tools makes it important to gather empirical evidence on designs of such surveys.

### **Smarter Surveys for Smartphones**

Willingness to participate in passive mobile data collection - Florian Keusch, Christopher Antoun, Mick Couper, Frauke Kreuter, Bella Struminskaya

We assess the circumstances under which smartphone users are willing to participate in passive mobile data collection What's the Score? Creat

What's the Score? Creating an Index of a Survey's Mobile-Friendliness - Nicole R Buttermore, Jason Knight, Frances M Barlas, Randall K Thomas

Some examples of items that create problems for respondents on smartphones are grids, constant sum, and conjoint tasks.

Opportunities and Challenges: Using Smartphones and Mobile Devices for Innovative Data Collection - Carli Lessof, Patrick Sturgis

There is a growing body of evidence about the completion of routine web surveys on smartphones ...

### **Smarter Surveys for Smartphones**

Opportunities and Challenges: Using Smartphones and Mobile Devices for Innovative Data Collection - Carli Lessof, Patrick Sturgis

The promise of these more innovative approaches - that they will answer unresolved and emerging scientific questions because they operate closer to the moment of experience, or at times and places not previously possible, or collect new types of data - is still largely untested.

## Thank You For Your Time— COME TO DENVER NEXT YEAR