

iPad as Viewer and Memory Aid for Respondents in a Collaborative Approach to CAPI Interviewing

Kate Golen

UW Survey Center

University of Wisconsin Madison

kgolen@ssc.wisc.edu

© 2012. Materials may not be reproduced without permission of the author.

WiscMoms 2012

- CAPI using CASES 6
- Target population
 - mothers of young children
 - receive social services
 - Most are unmarried, complex households
- Interested in available resources, particularly food
- Collaborative standardization

Challenges in the content of the instrument

- Rosters and repeated questions for adults and children

- Who bought food?

Did Jim buy food?

Did John buy food?

Did Julie buy food?

Did Jane buy food?

Which of these adults bought food?

- Timelines to describe co-residence for parents and children

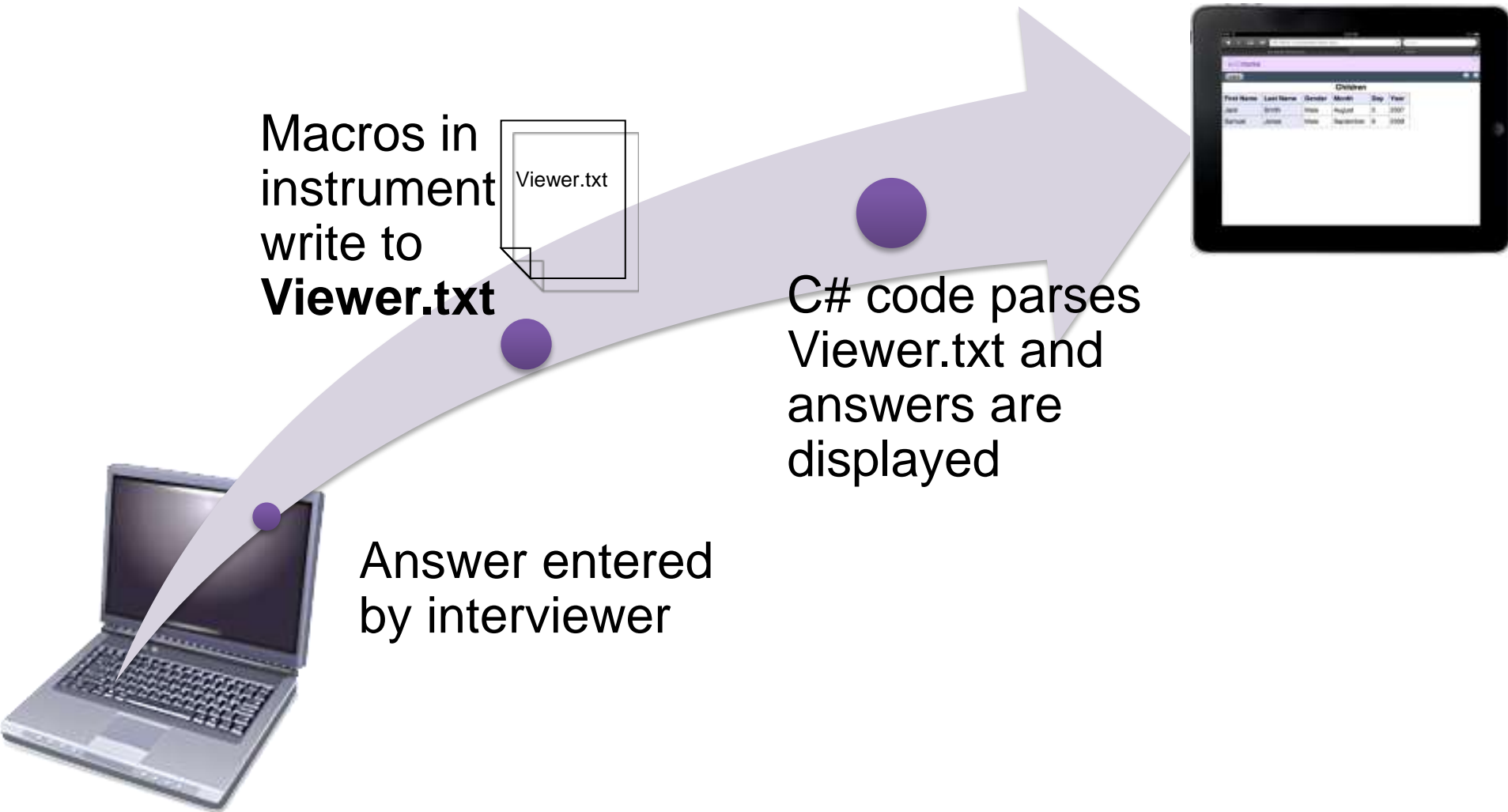
Design goals for the participant's screen

- Displays rosters, timelines, showcards
- Clear presentation of task structure
 - Specific to the question asked now
 - Use similar conventions from question to question
- Interactive and easy to use

The Viewer



CASES to the iPad



The Viewer

© 2012. Materials may not be reproduced without permission of the author

Adding Members to a Roster



The screenshot shows an iPad browser interface. The address bar displays the URL `192.168.92.1/surveyviewer/viewer.aspx`. The page header includes the **wiscmoms** logo and the version number `v1.03`. Below the header, there is a navigation bar with a "List 2" button and navigation icons. The main content area is titled "Children" and contains a table with the following data:

First Name	Last Name	Gender	Month	Day	Year
Jack	Smith	Male	August	5	2007

Adding Members to a Roster

The screenshot shows a mobile browser interface on an iPad. The address bar displays the URL `192.168.92.1/surveyviewer/viewer.aspx`. The page header includes the **wiscmoms** logo and the version number `v1.03`. Below the header, there is a navigation bar with a button labeled "List 2" and navigation icons. The main content area is titled "Children" and contains a table with the following data:

First Name	Last Name	Gender	Month	Day	Year
Jack	Smith	Male	August	5	2007
Samuel	Jones	Male	September	9	2009

Showcards

192.168.92.1/surveyviewer/viewer.aspx

Google

192.168.92.1/issstart.htm

Viewer

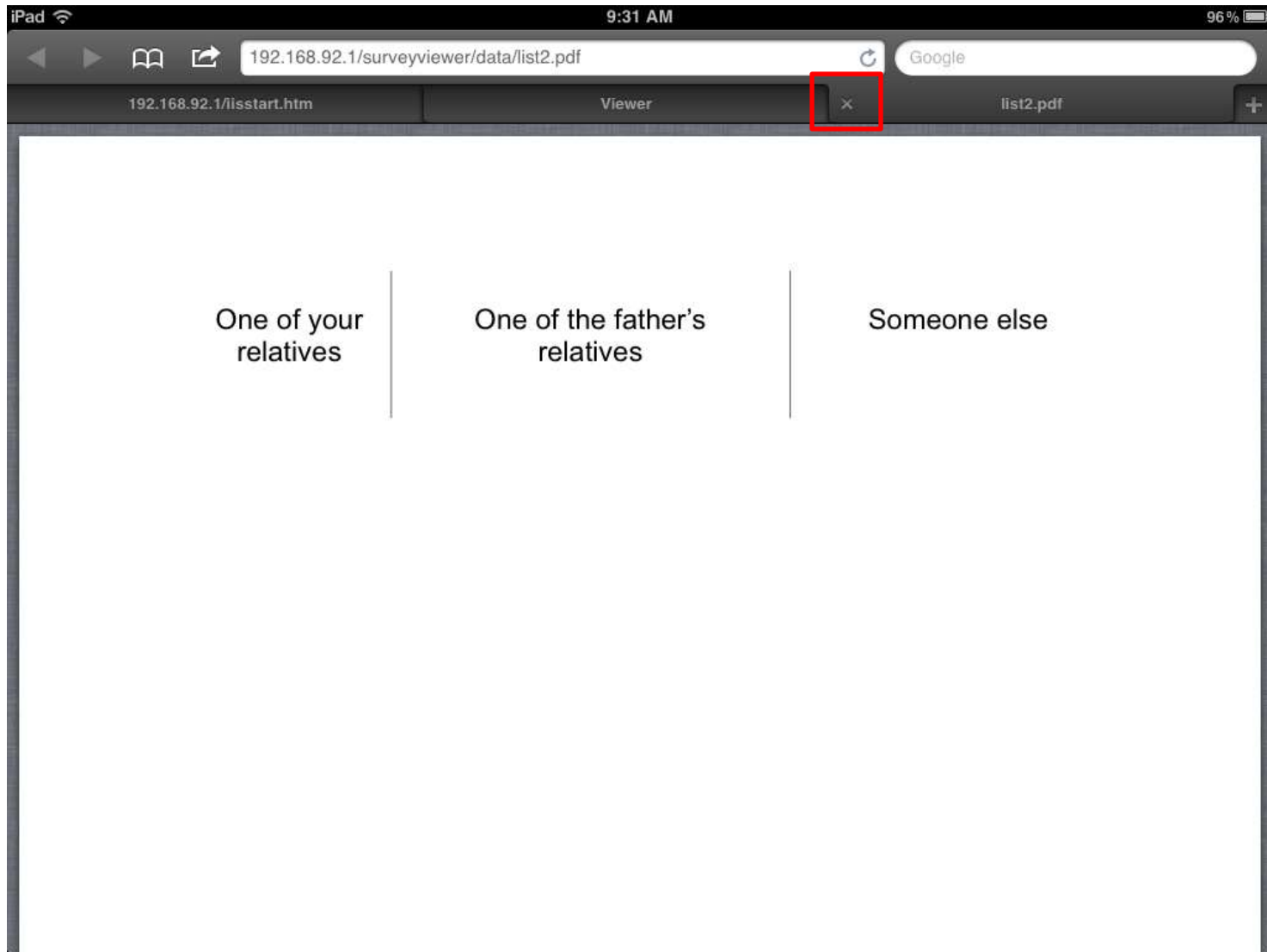
wiscmoms v1.03

List 2

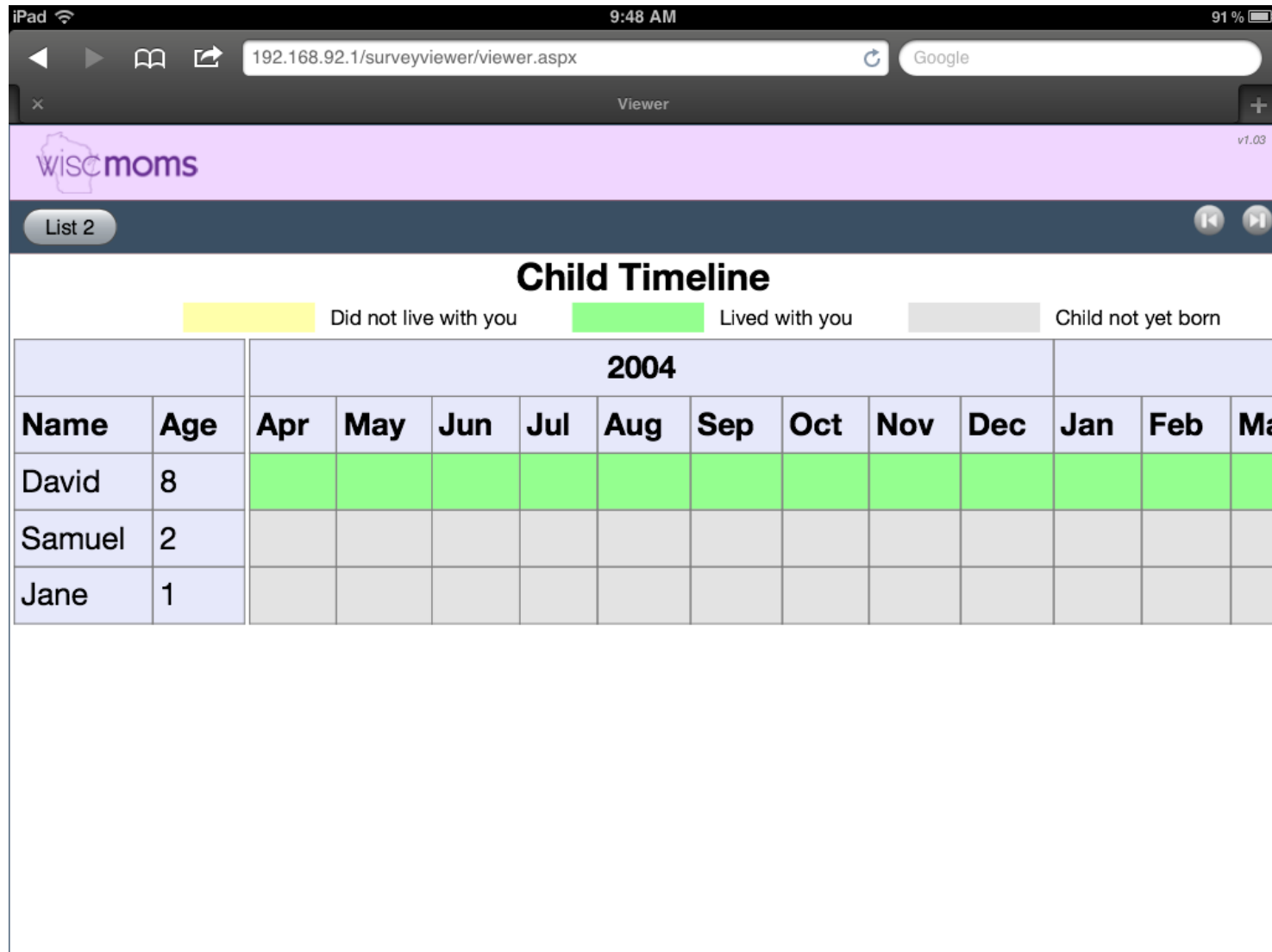
Children

First Name	Last Name	Gender	Month	Day	Year
David		Male	April	3	2004
Jack	Smith	Male	August	5	2007
Samuel	Jones	Male	September	9	2009
Jane	Jones	Female	May	5	2011

Showcards



Timeline Features



Timeline Features

Child Timeline

Did not live with you (Yellow) Lived with you (Green) Child not yet born (Grey)

		2004											
Name	Age	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
David	8	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Samuel	2	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Jane	1	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey

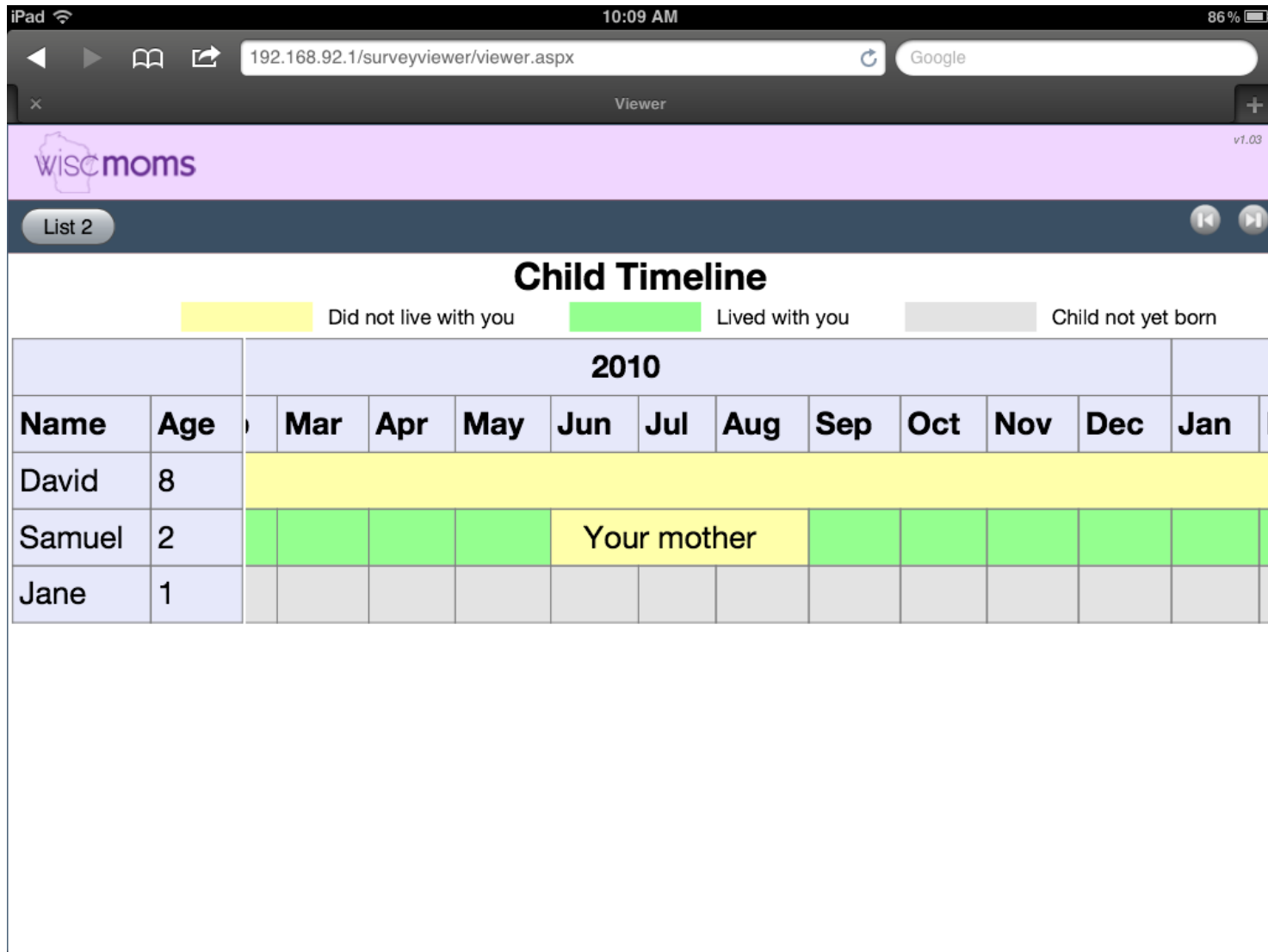
Timeline Features

Child Timeline

Did not live with you
 Lived with you
 Child not yet born

		2008											
Name	Age	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	De
David	8	(Child)'s father											
Samuel	2												
Jane	1												

Timeline Features

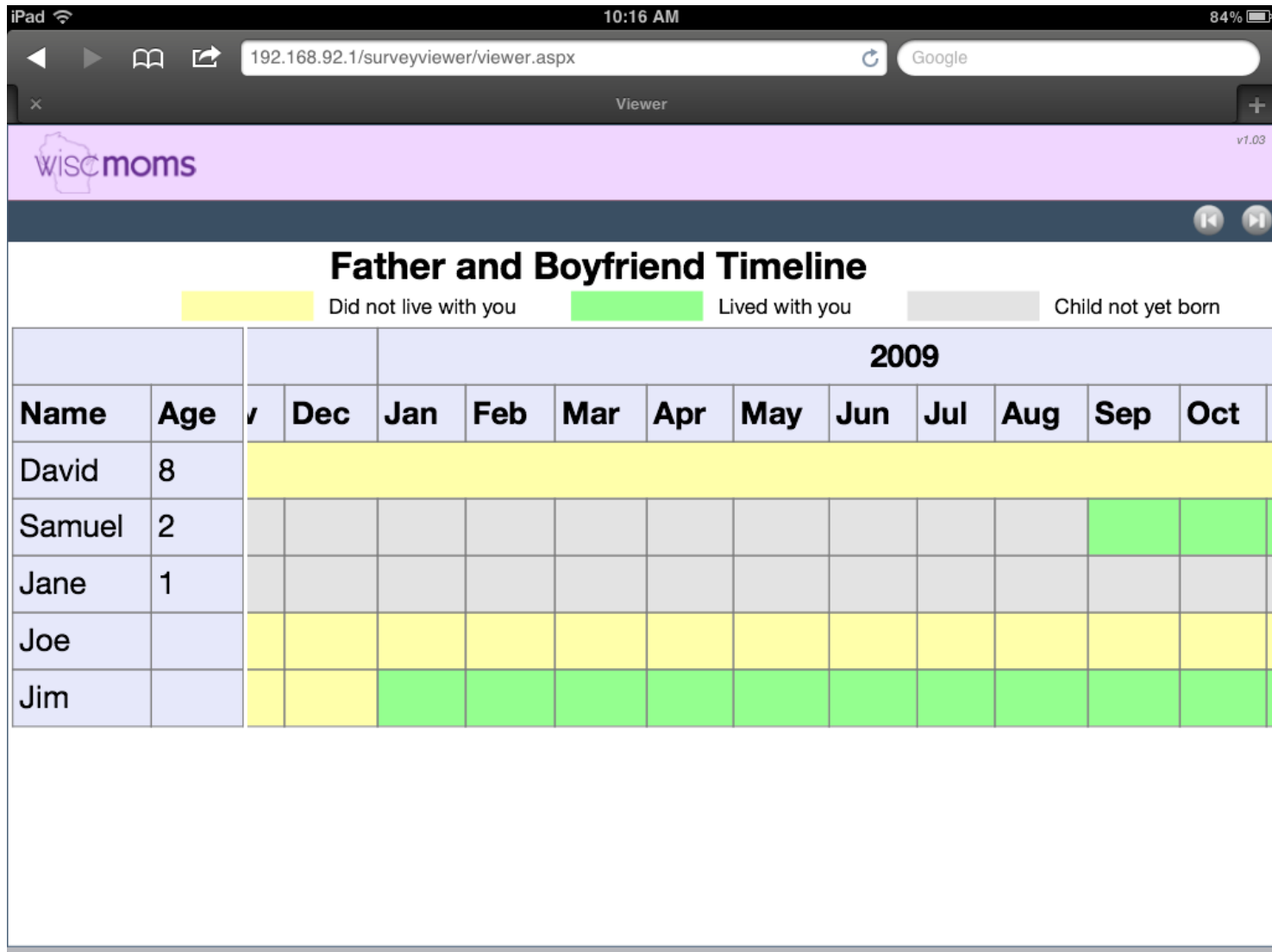


Timeline Features

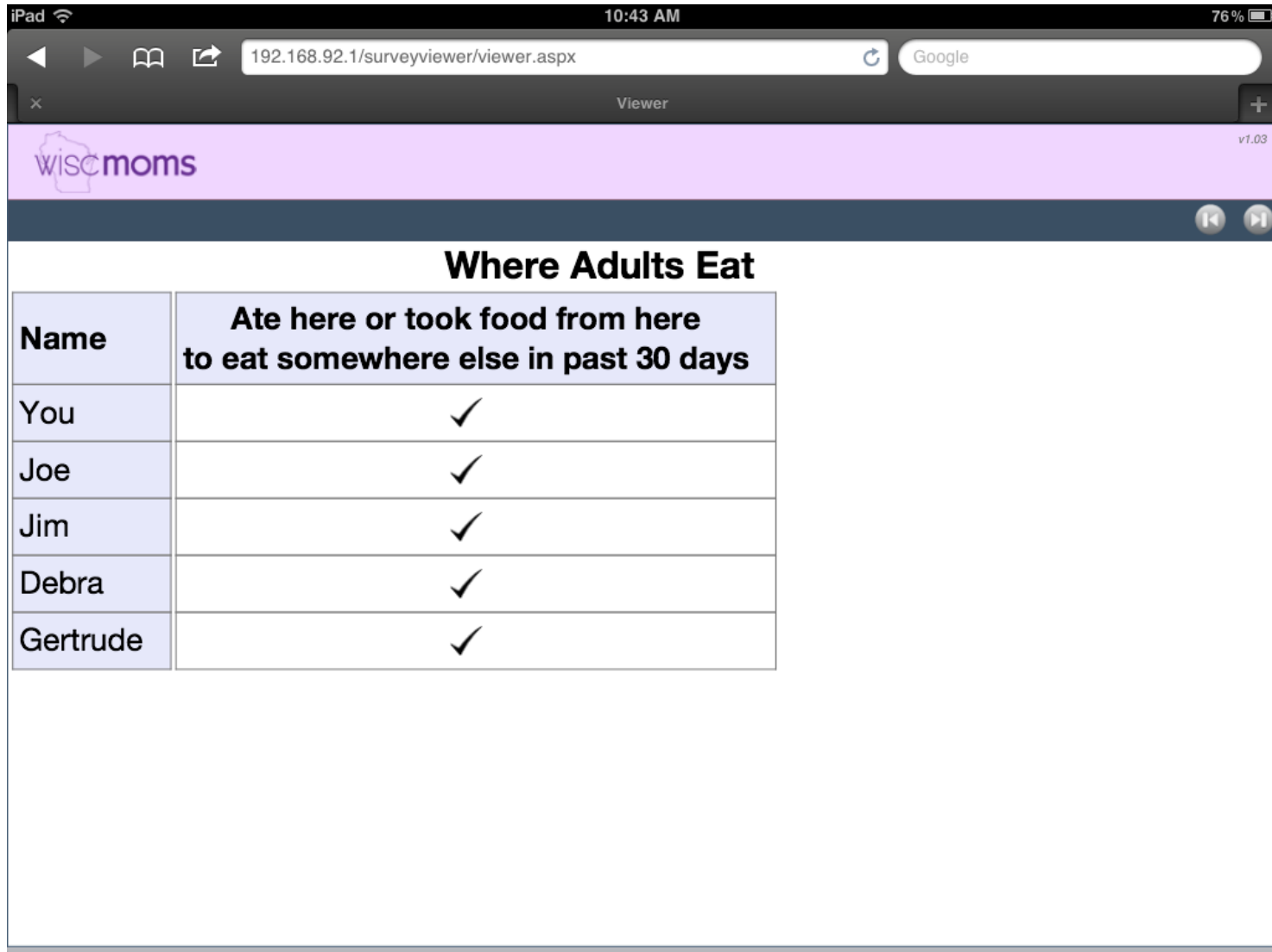
The screenshot shows a mobile browser interface for a survey tool. At the top, the browser address bar shows '192.168.92.1/surveyviewer/viewer.aspx'. The page title is 'wiscmoms' and the version is 'v1.03'. The main heading is 'Father and Boyfriend Timeline'. Below the heading is a legend: a yellow box for 'Did not live with you', a green box for 'Lived with you', and a grey box for 'Child not yet born'. The main content is a grid for the year 2004. The grid has columns for months (Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar) and rows for individuals (Name, Age). The 'Did not live with you' status is indicated by yellow cells for David (8) from April to March, and for Joe and Jim from April to March. Samuel (2) and Jane (1) are in grey cells for all months, indicating they were not yet born.

		2004											
Name	Age	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
David	8	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you
Samuel	2	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born
Jane	1	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born	Child not yet born
Joe		Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you
Jim		Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you	Did not live with you

Timeline Features



Food Section Features: The “Super” Yes and No



The screenshot shows a survey viewer interface on an iPad. The browser address bar displays '192.168.92.1/surveyviewer/viewer.aspx'. The survey title is 'Where Adults Eat'. The table below shows the following data:

Name	Ate here or took food from here to eat somewhere else in past 30 days
You	✓
Joe	✓
Jim	✓
Debra	✓
Gertrude	✓

Food Section Features: Subset Displays

The screenshot shows a survey viewer interface on an iPad. The browser address bar displays '192.168.92.1/surveyviewer/viewer.aspx'. The survey title is 'Where Adults Eat'. The table below shows the frequency of eating for five individuals. A red box highlights the '5-6 days' and 'Every day' columns.

Name	Less than one day	One day	2-4 days	5-6 days	Every day
You					✓
Joe	✓				
Jim					✓
Debra				✓	
Gertrude		✓			

Food Section Features: Subset Displays

The screenshot shows a mobile browser interface on an iPad. The address bar displays the URL `192.168.92.1/surveyviewer/viewer.aspx`. The page header includes the **wiscmoms** logo and the version number `v1.03`. The main content area is titled **Where Adults Eat** and contains a table with the following data:

Name	Most of their Food Here
You	
Jim	
Debra	

Respondent reactions

- “Did the respondent ever say anything positive about the Viewer?”
 - *It was cool.*
 - *That using it was just like her iphone*
 - *She had never used one before. At the end while I was packing up she said she wanted one.*
 - *She said she liked it because it "made her not sit there without something to do". She felt it got her more involved with the interview*

Respondent reactions (cont.)

- “Did the respondent ever say anything negative about the Viewer?”
 - *R had difficulty closing lists by pressing X and everytime she failed at it she would make comments like, this viewer doesn't like me or the lists don't like me or the x's are tricky*

Looking toward the future

- Improvements
 - More transparent to the interviewer
 - Cosmetic changes (larger X's, larger font, etc)
- When would we use this?
 - Main, statewide WiscMoms study
 - Independent and easily usable in other studies
 - Showcard 2.0
- Measuring success
 - Feasibility of use
 - More accurate answers?
 - Motivating?

Collaborators on the WiscMoms Study/Viewer Implementation

- Brendan Day, *Programmer*
- Chris Schlapper, *Programmer*
- Steve Bochte, *Programmer*
- Eric White, *Director of Information Technology*
- Dr. Nora Cate Schaeffer, *Faculty Director*
- Dr. Jen Dykema, *Survey Methodologist*
- Jessica Price, *Project Director*
- Ben Taft, *Field Supervisor*
- Rae Ganci, *Project Director/Graphic Designer*
- Heidi Stroess, *Assistant Project Director*

Thank You!

For copies of this presentation or more information, contact:

Kate Golen
kgolen@ssc.wisc.edu

Please visit us at:
www.uwsc.wisc.edu