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

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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

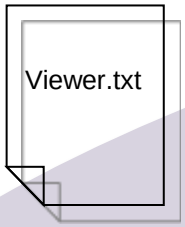
- Displays rosters, timelines, showcards
- Clear presentation of task structure
  - Specific to the question asked now
  - Use similar conventions from question to question
- Interactive and easy to use

The Viewer

iPad
9:26 AM
97%
192.168.92.1/surveyviewer/viewer.aspx
Google
Viewer
wiscmoms
wiscmoms

CASES to the iPad

Macros in instrument write to **Viewer.txt**



C# code parses Viewer.txt and answers are displayed

Answer entered by interviewer

The Viewer

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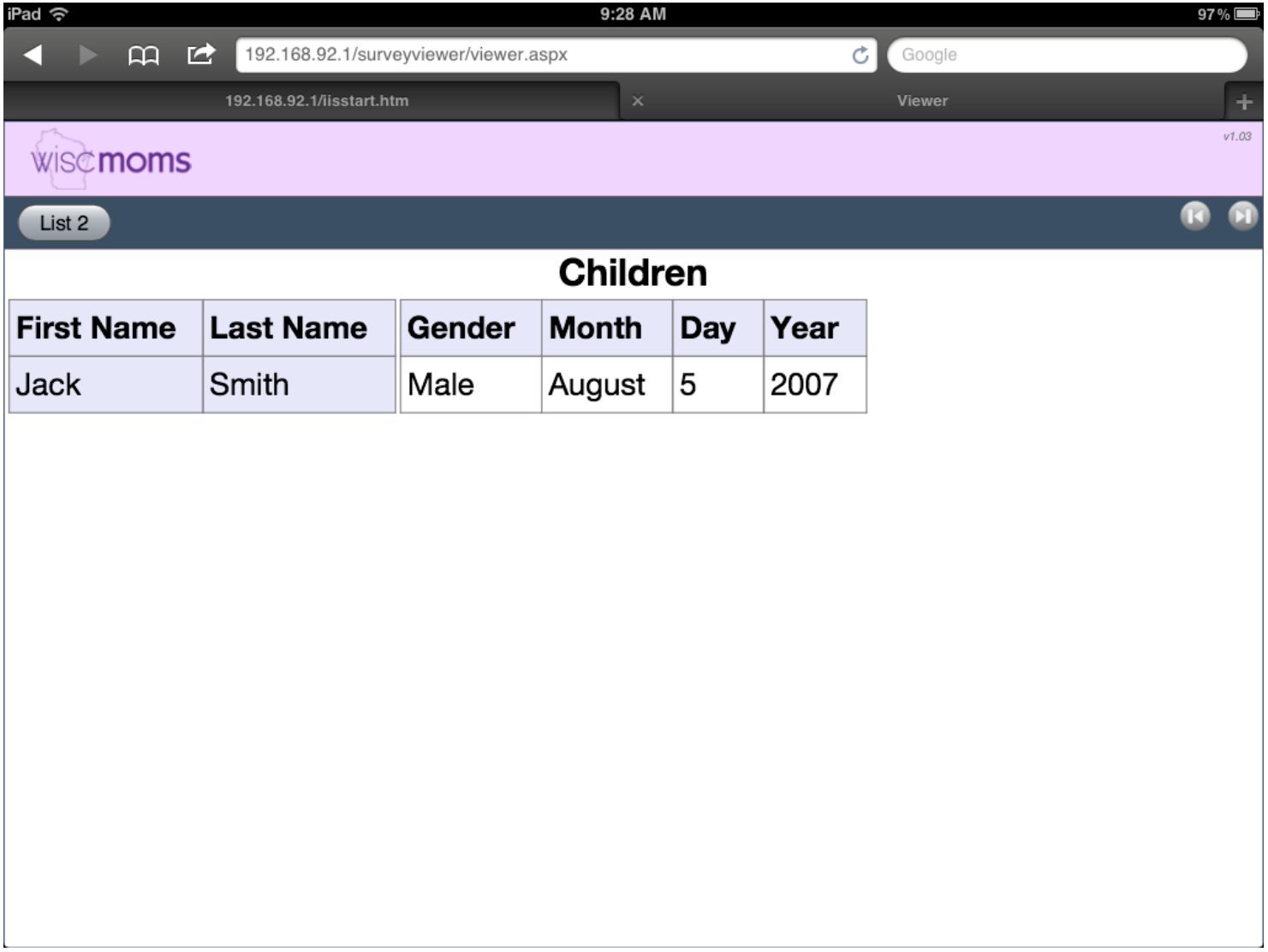
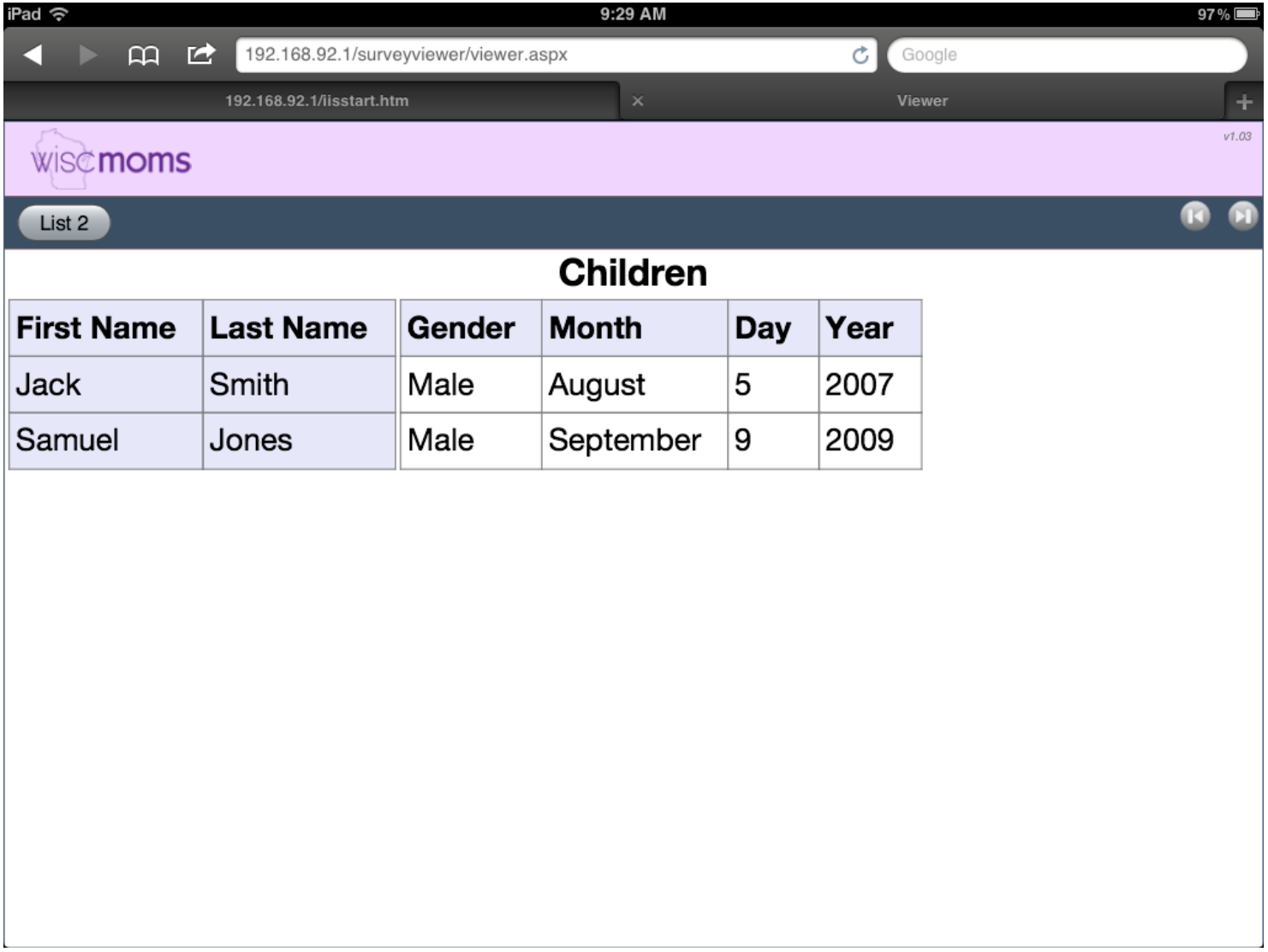
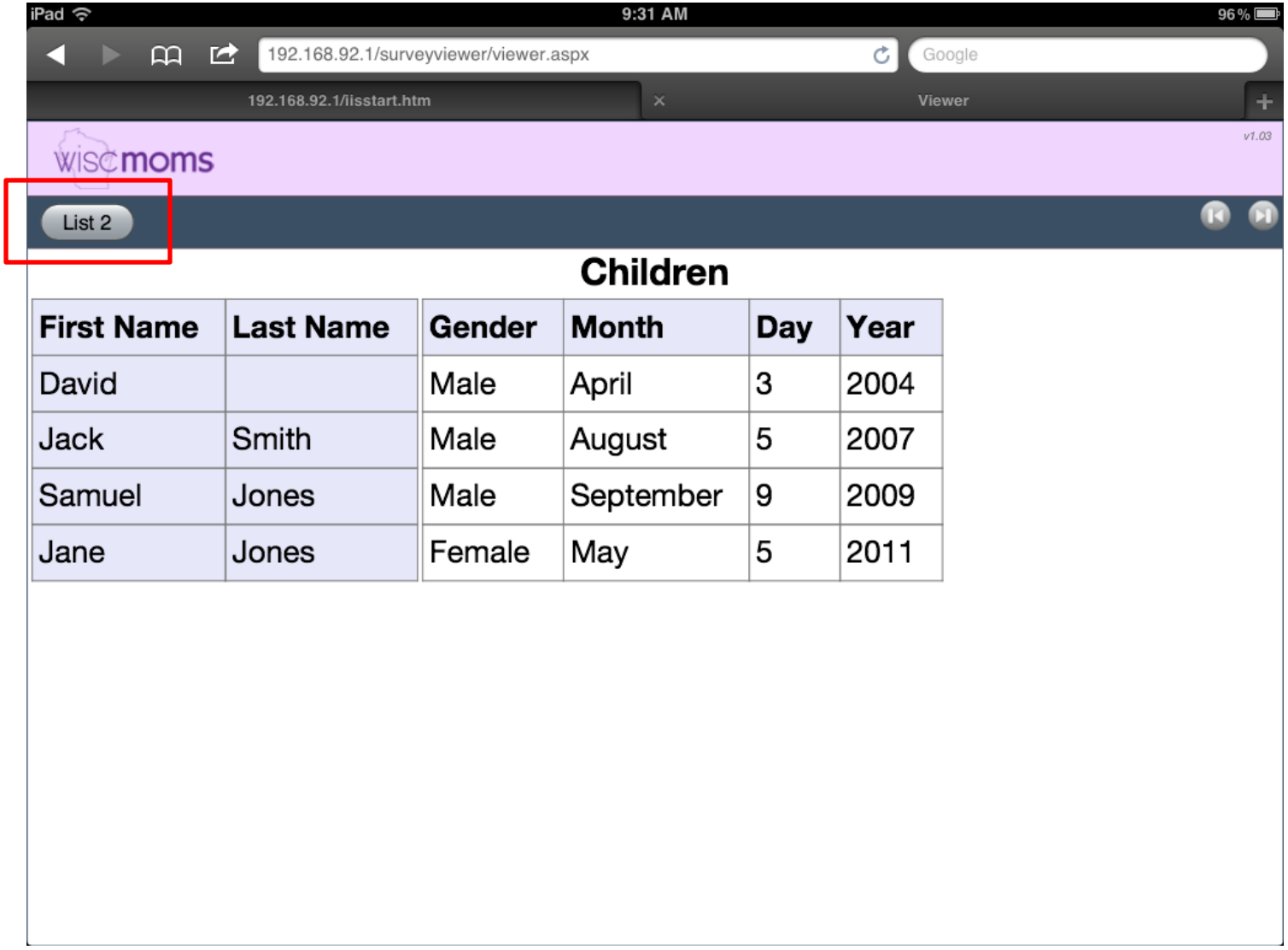
Adding Members to a Roster



Adding Members to a Roster



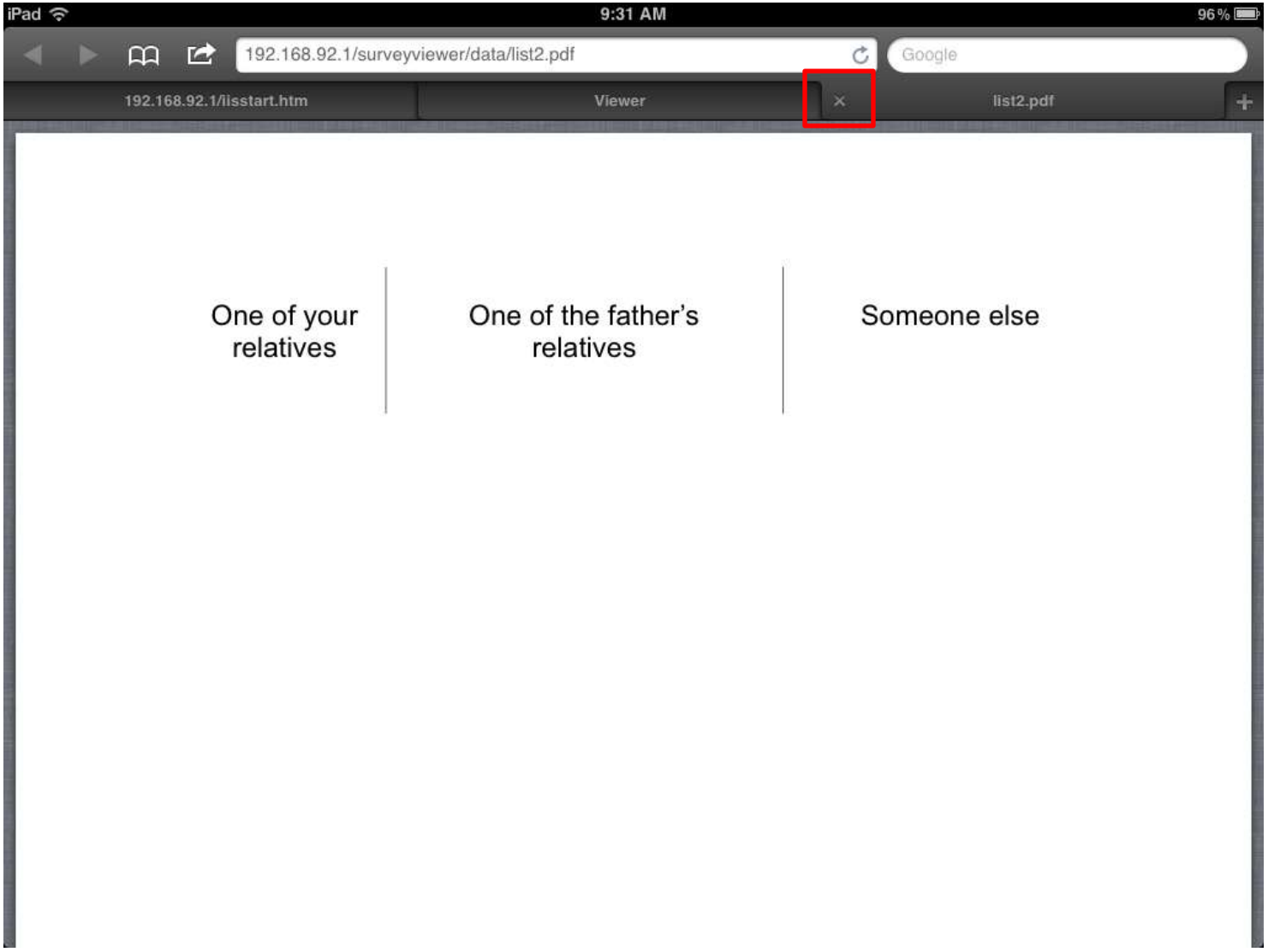
Showcards



Children

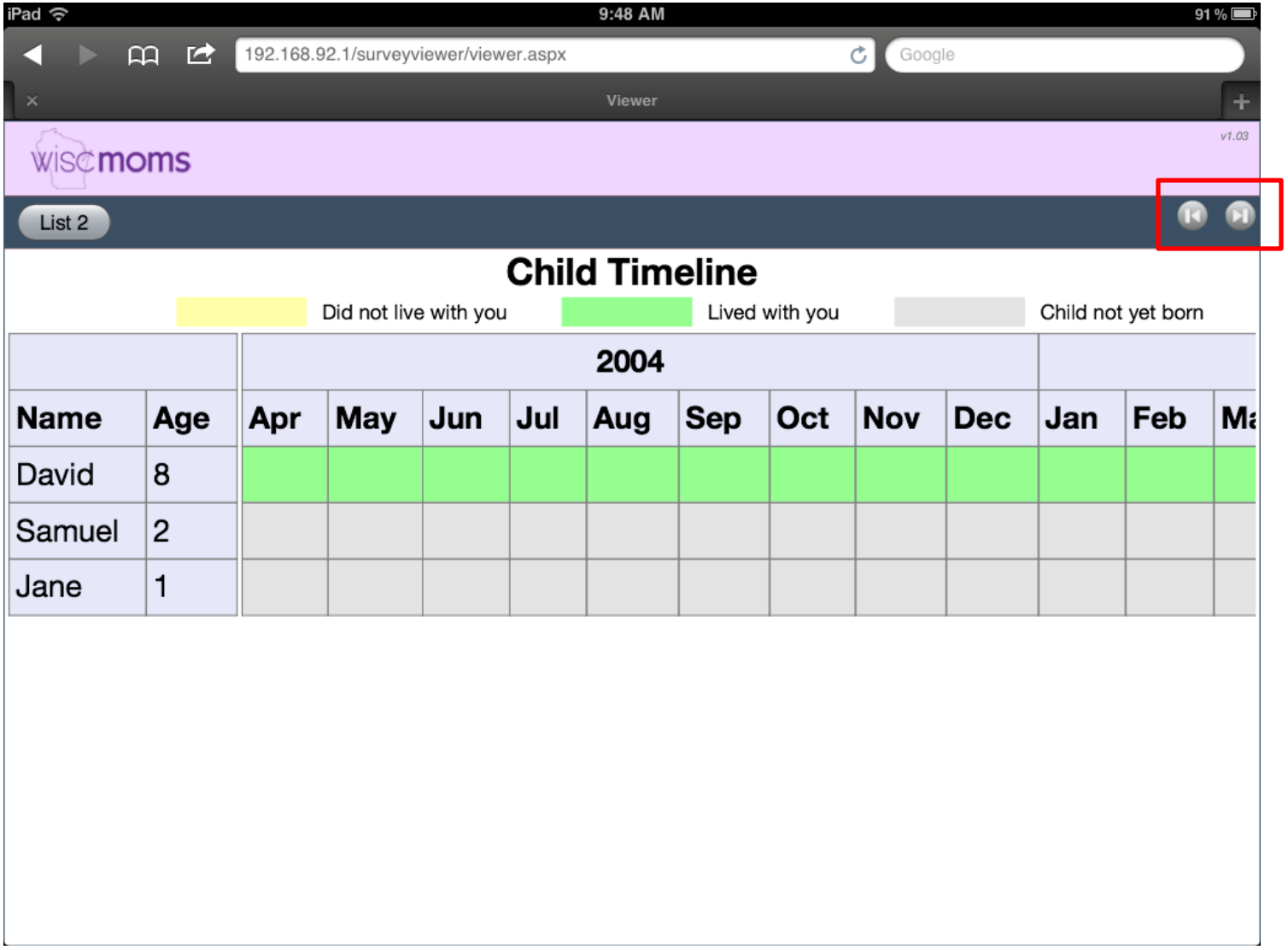
First Name	Last Name	Gender	Month	Day	Year
David		Male	April	3	2004
Jack	Smith	Male	August	5	2007
Samuel	Jones	Male	September	9	2009
Jane	Jones	Female	May	5	2011

Showcards

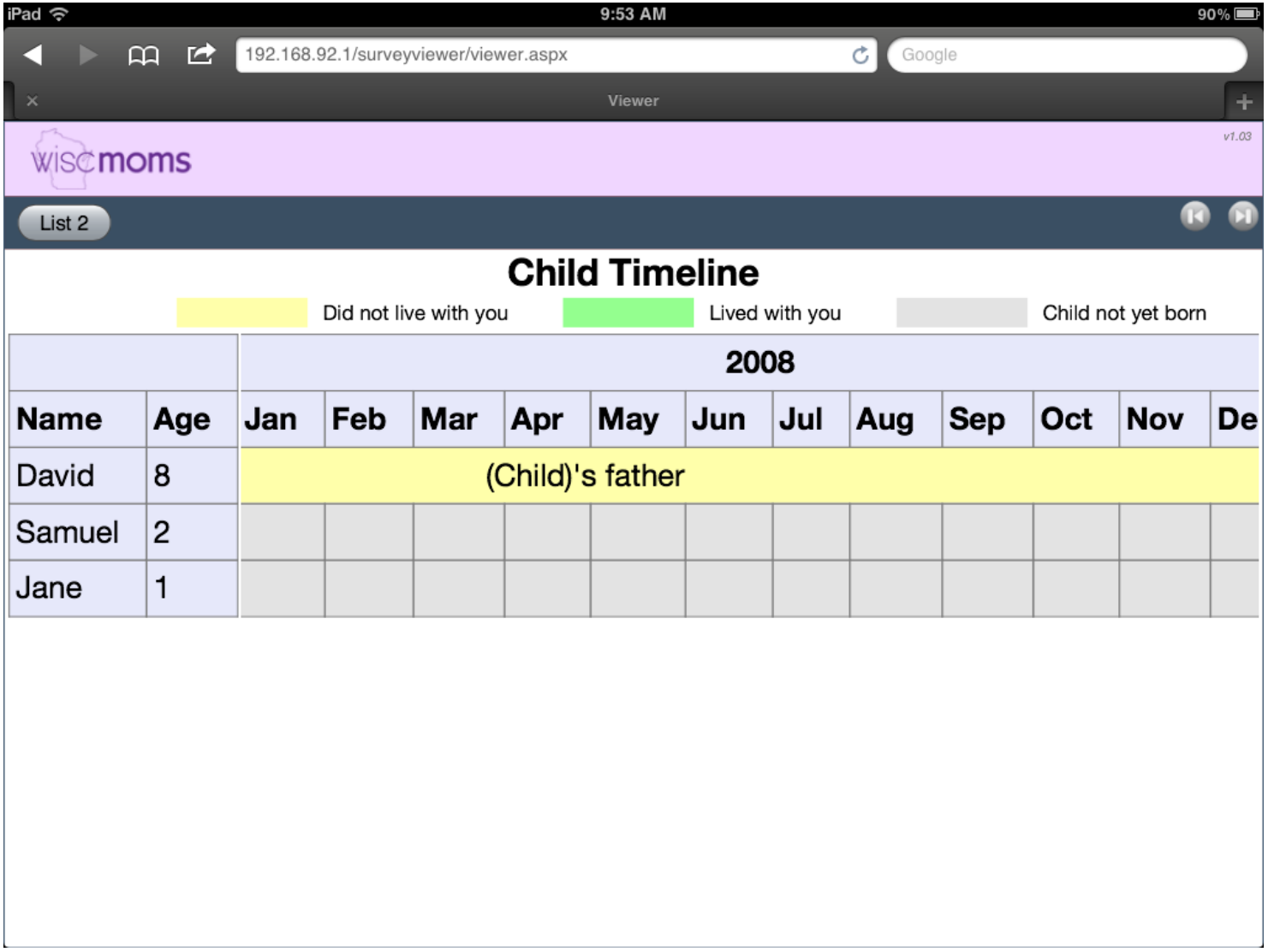

iPad
9:31 AM
96%
192.168.92.1/surveyviewer/data/list2.pdf
Google
192.168.92.1/iisstart.htm
Viewer
list2.pdf
One of your relatives
One of the father's relatives
Someone else

Timeline Features

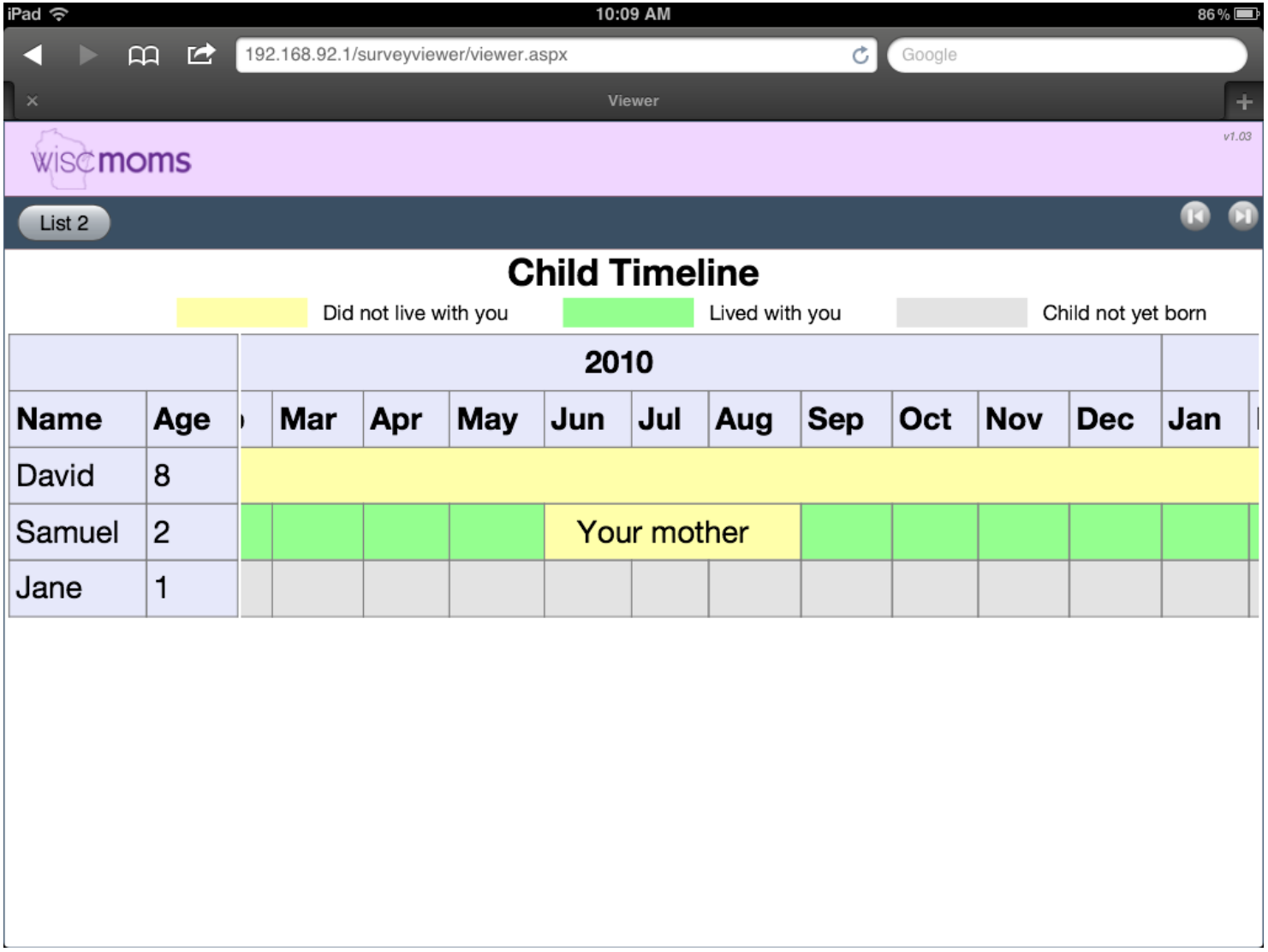
Timeline Features



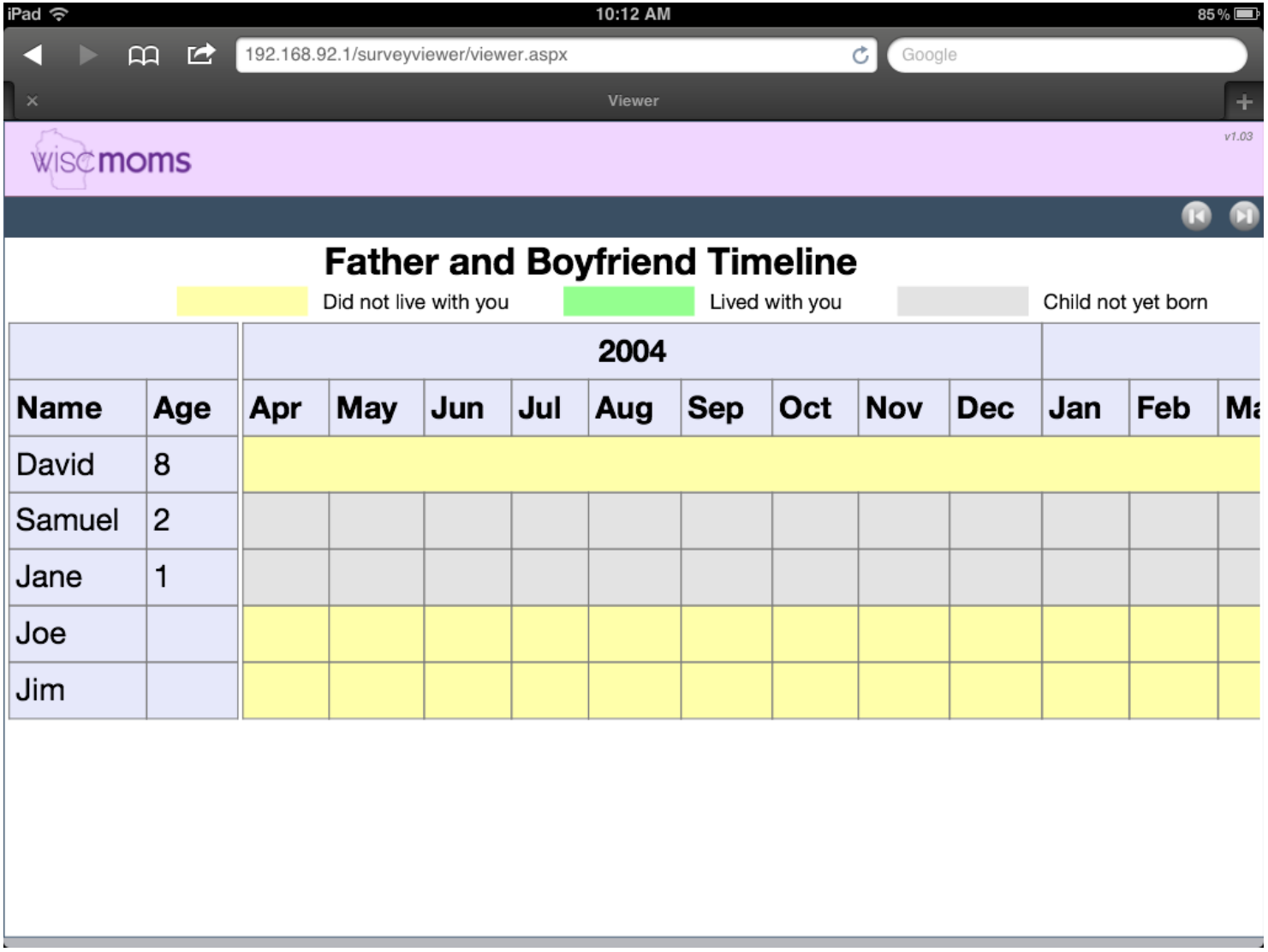
Timeline Features



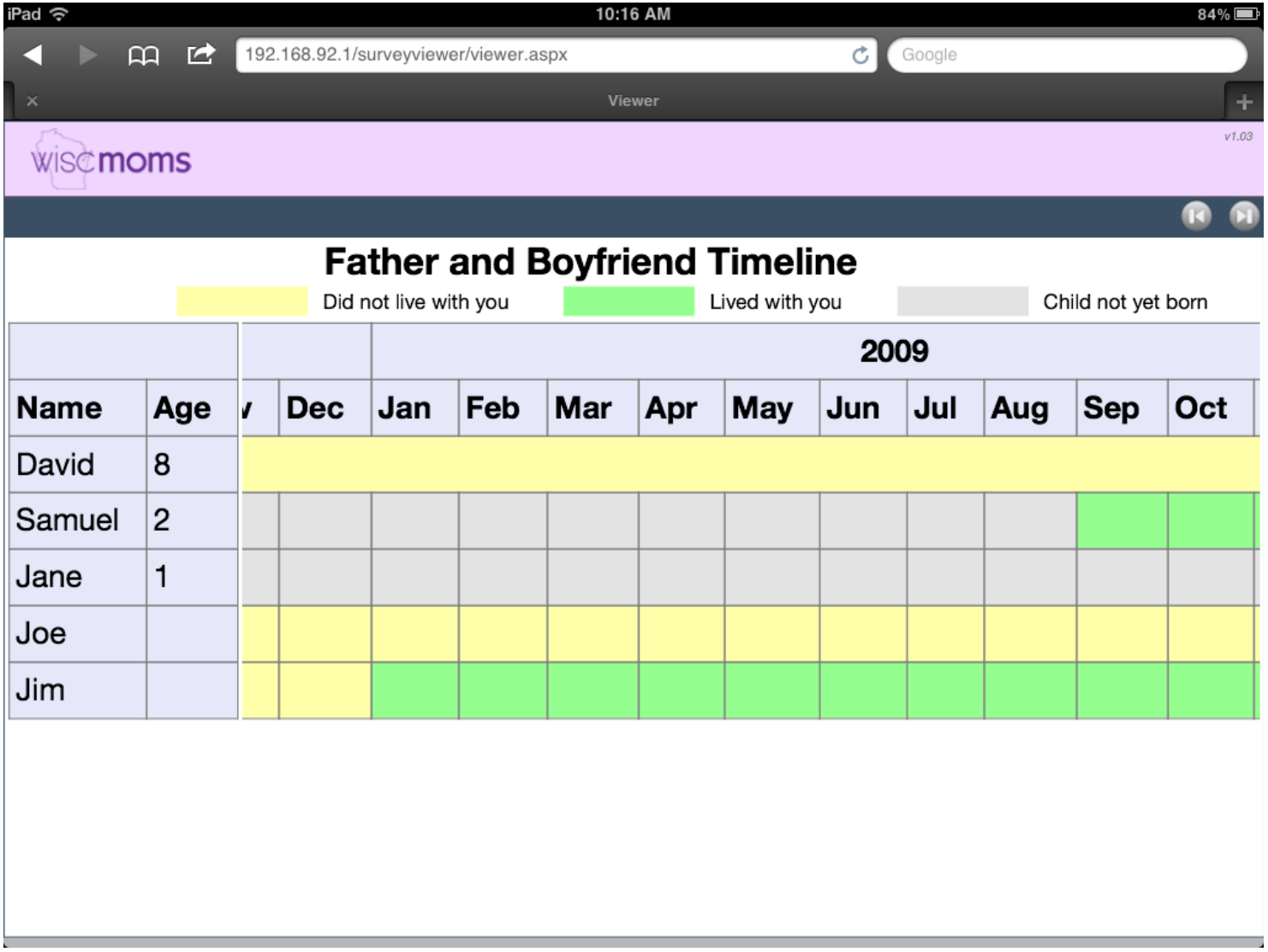
Timeline Features



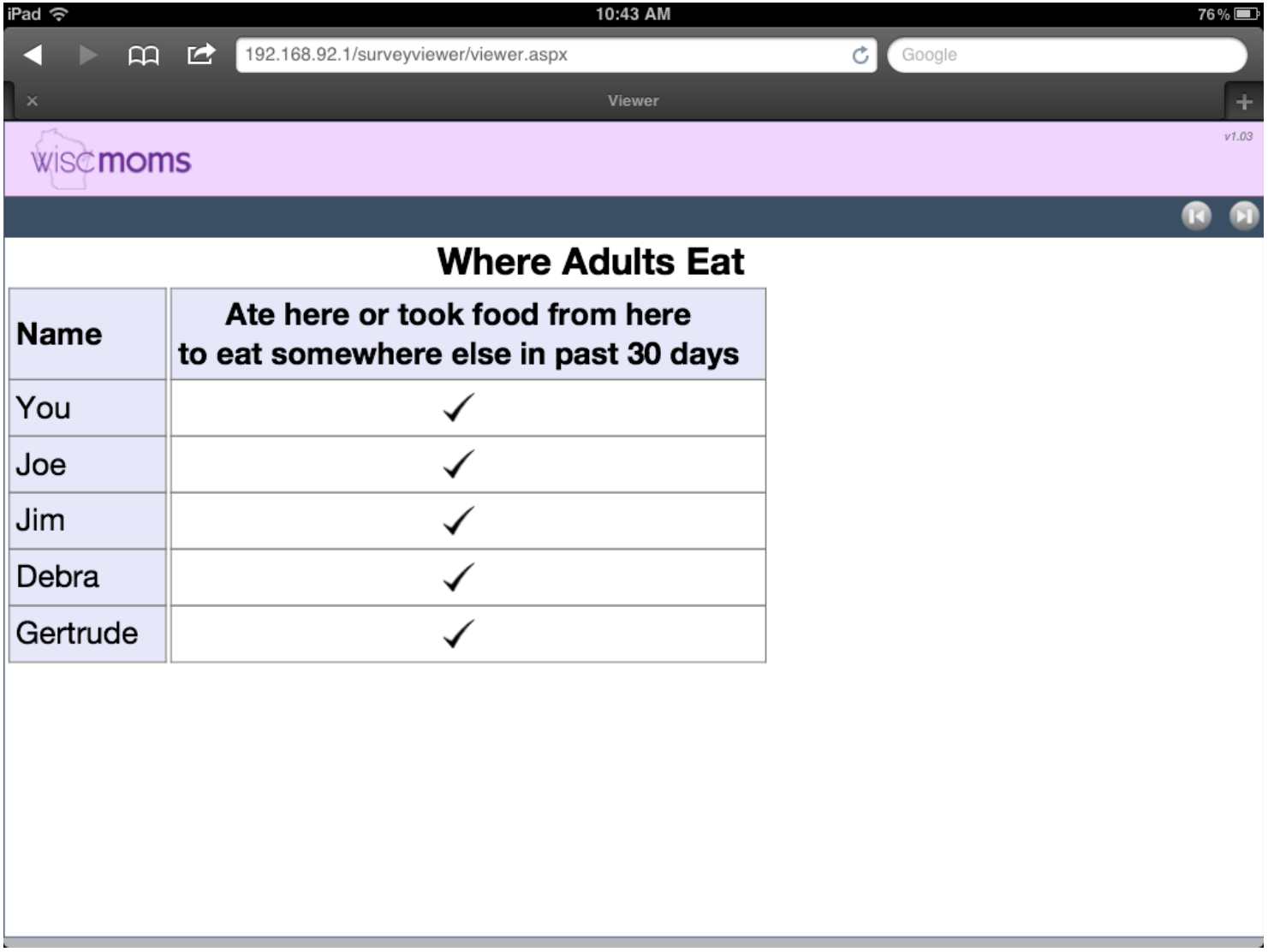
Timeline Features



Timeline Features



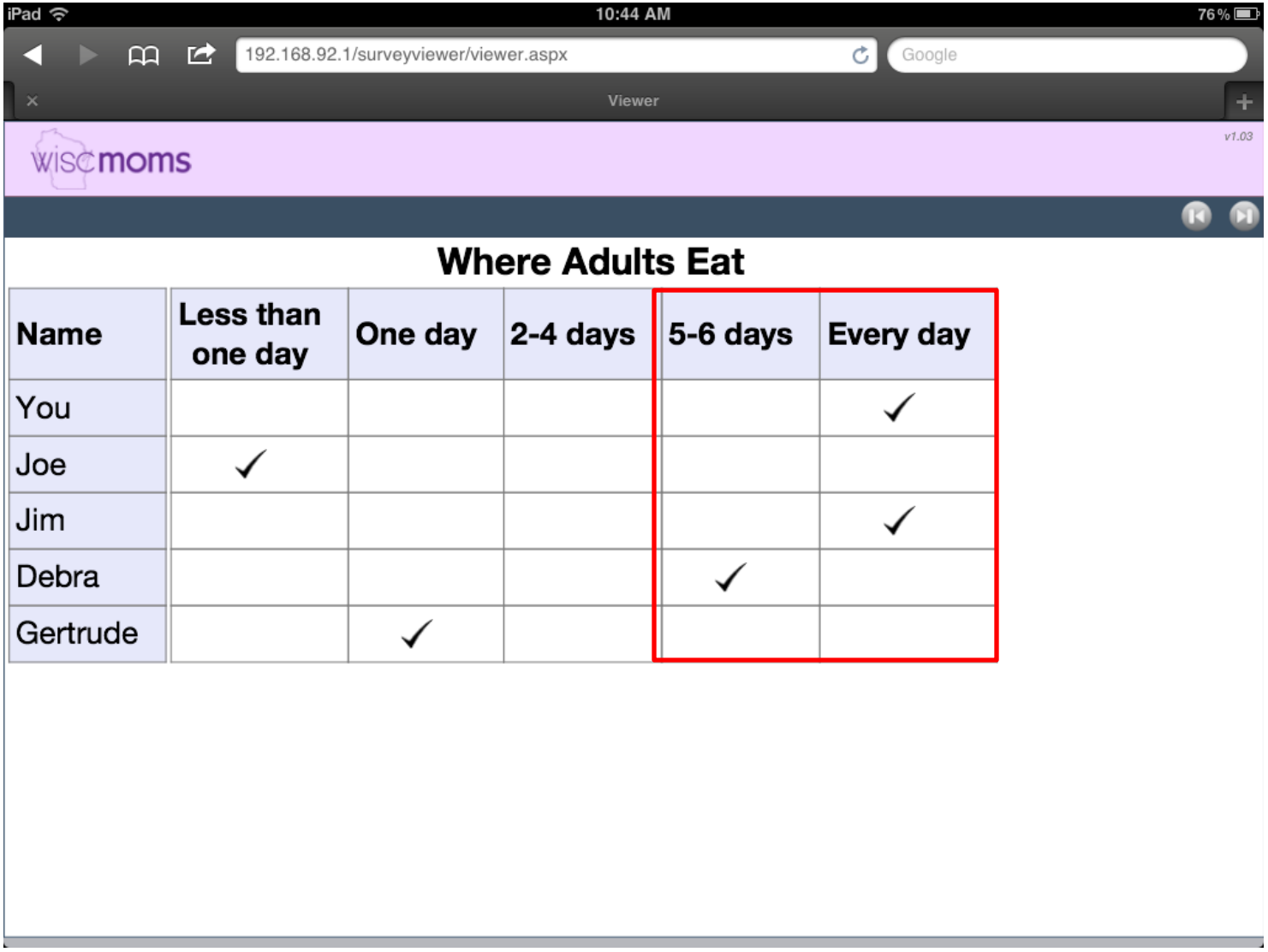
Food Section Features: The “Super” Yes and No



Where Adults Eat

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

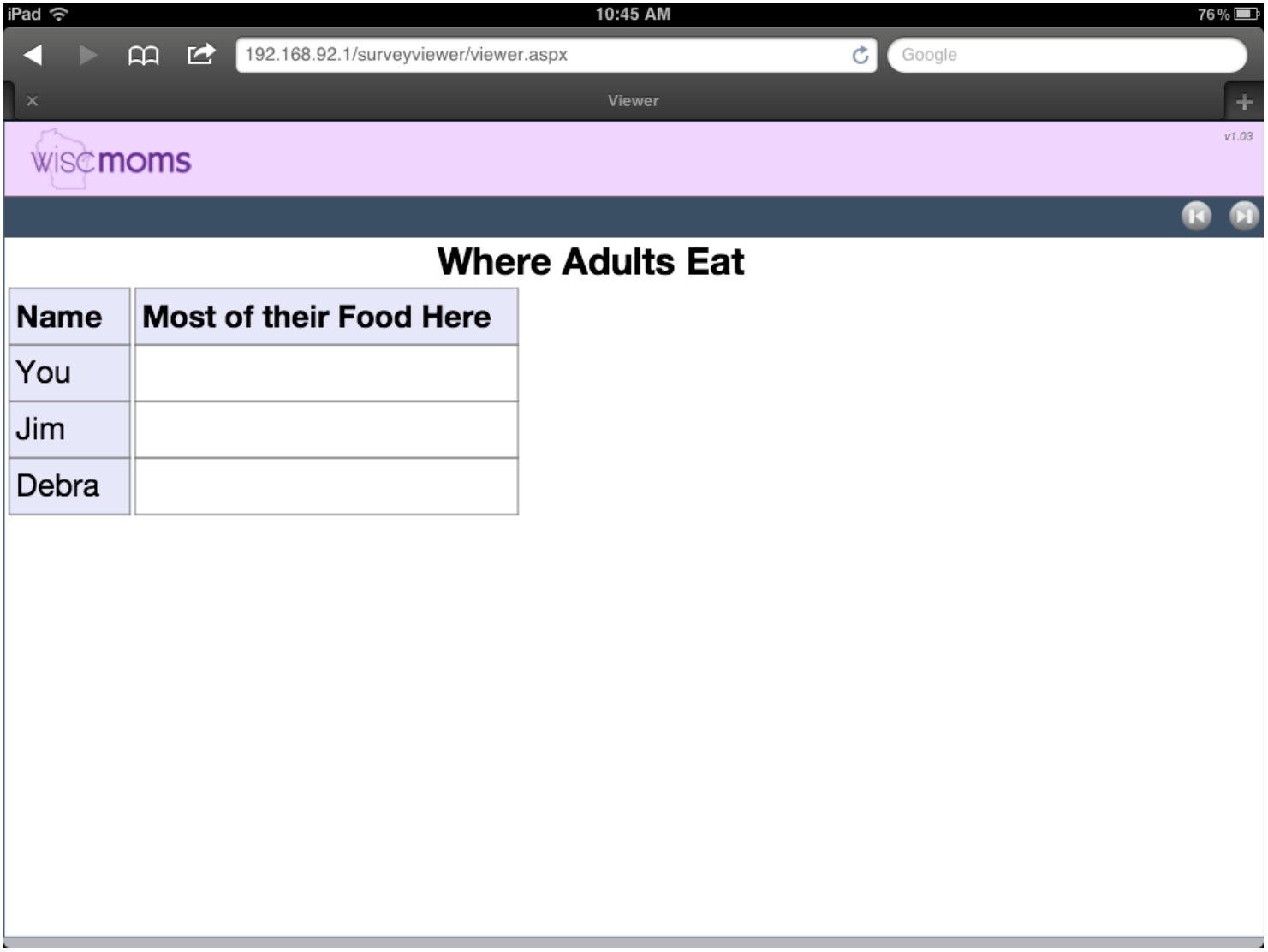
Food Section Features: Subset Displays



Where Adults Eat

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



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!

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