

turning knowledge into practice

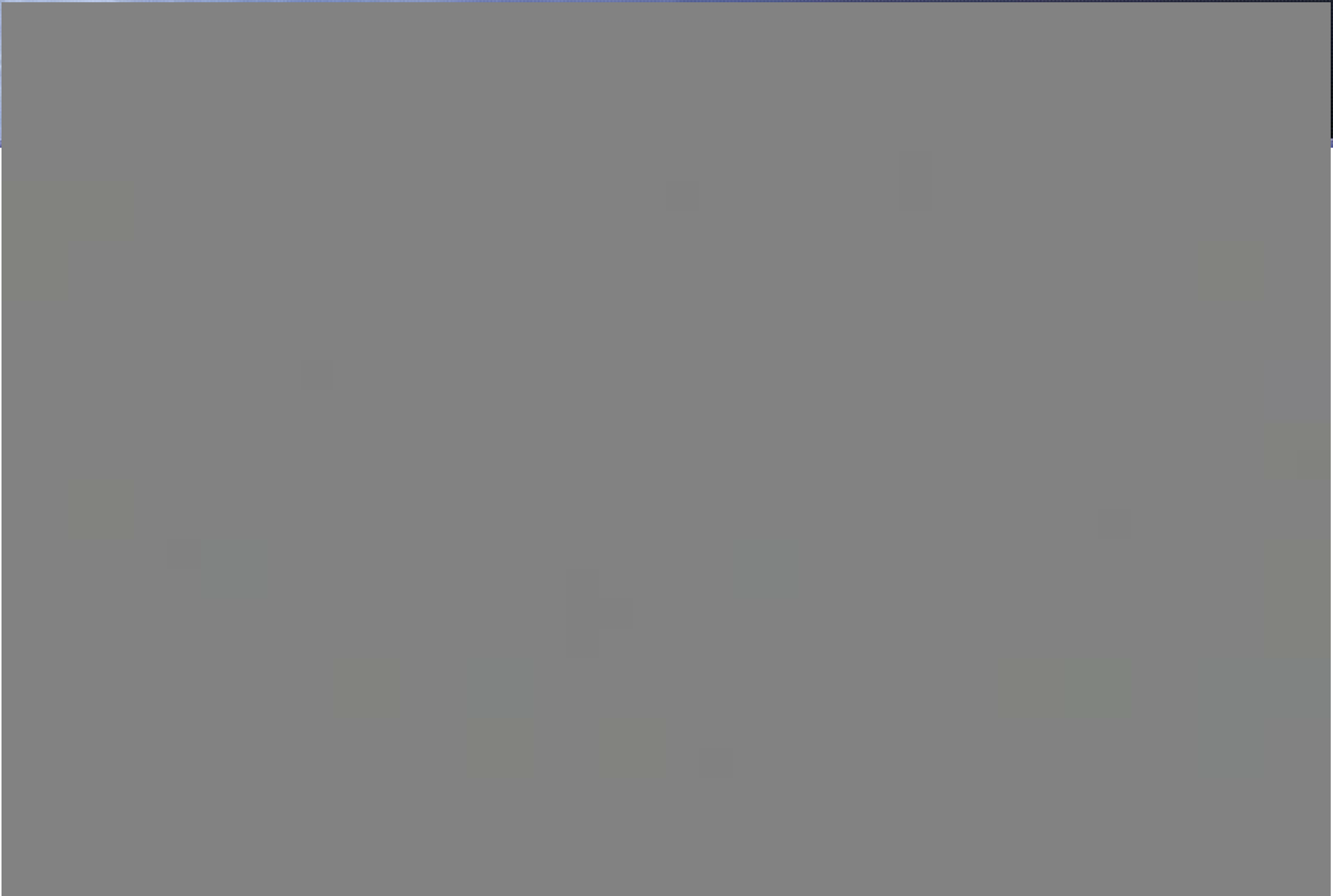
Results of a Pilot Test: Smartphone-Enabled, Full-Probability Panel

Craig A. Hill, PhD

*BLS Data Capture Technology Forum
March 2010*



RTI International is a trade name of Research Triangle Institute



Full-probability panel with Smartphones

- **2007: The problem**
- **A potential solution**
- **How will we know if it works?**

A potential solution



Samsung BlackJack™



Batteries x 2



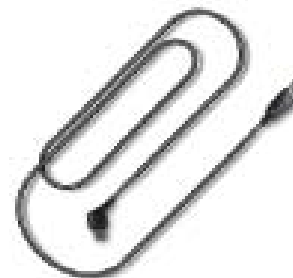
Battery Charger



Getting Started CD



Travel Adapter



Data Cable



Parental Controls



NYC

BBDO

AT&T

"Gadget Blackjack 2 LAB Ver. 3"

WFST-4870

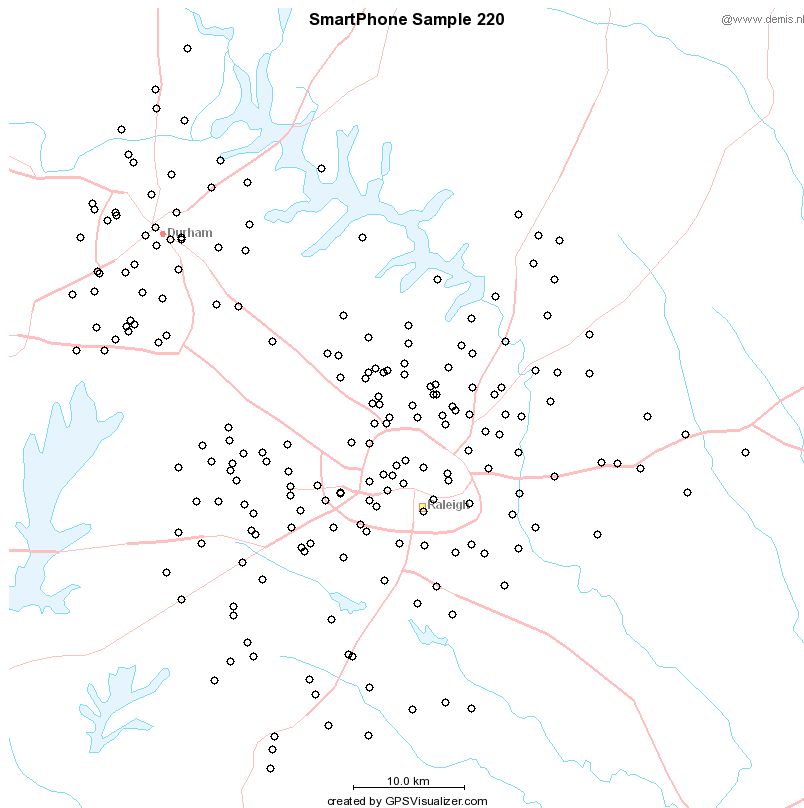
SD

Length :30

12.June.2008

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A potential solution



- **Feasibility test**
- **Internal (R&D) funding**
- **Full area-prob sample**
- **Blackjack devices**
- **6 interviewers recruited/trained**
- **92 panellists enrolled**
- **Data collection: Jun – Nov 07**

Data Collection

- **19 weekly waves**
 - **Jul – Nov**
 - **Email w/ hotlink, plus text reminder**
- **3 SMS surveys**
- **National/local issues; health; leisure activities; device usability**


Evaluation

- **Viability of the platform for different question types, formats, and lengths**
- **Develop and test interviewer training program for recruitment and support**
- **Develop and test panel recruitment strategies, and incentive packages/related materials**
 - **contact (screening) rate**
 - **acceptance (recruitment) rate**
 - **response rate (over time)**
 - **attrition (retention) rate**

Experiments

- **Screen “real estate”**
- **SMS (“texting”)**
- **Pix**

Evaluation: Real Estate

smartphone.rti.org/Default.aspx 

Thank you. Based on the information you've given me, John is the person I need to speak to. Is John available to speak with me about the rest of the study now?

YES
 NO
 REFUSED

[<< Back](#) [Continue >>](#) [Breakoff](#)

[Favorites](#) | [Menu](#)

Evaluation: Real Estate

smartphone.rti.org/Default.aspx

3. What is your age, in years?

<< Back Continue >> Breakoff

Favorites | Menu

Evaluation: Real Estate

smartphone.rti.org/Default.aspx:    

5. Which one of the following groups do you identify with the most? Would you say...

- White,
- African American,
- Asian, Hawaiian/Pacific Islander,
- Native American/Alaskan native or
- Some other race?
- DON'T KNOW
- REFUSED

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Menu

Evaluation: Real Estate

smartphone.rti.org/Default.aspx

Thank you, once again, for agreeing to participate in the Triangle Opinion Panel. We look forward to hearing your opinions on a number of issues this summer and are excited that you have agreed to help us explore this new and innovative way of collecting survey data.

Page 1 of 13

[Continue >>](#)

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Evaluation: Real Estate

smartphone.rti.org/Default.aspx

What type of pet(s) do you have? *(check all that apply)*

Cat

Dog

Hamster or Guinea Pig

Rabbit

Fish

Lizard

Other, please specify:

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Evaluation: Real Estate

smartphonedev.rti.org/Default.aspx?ta 

The following items are about activities you might do during a typical day. Does your health now limit you in these activities? If so, how much?

2) Vigorous activities, such as running, lifting heavy objects, participating in strenuous sports.

Yes, limited a lot. Yes, limited a little. No, not limited at all.

<< Back

Continue >>

Favorites

Menu

smartphonedev.rti.org/Default.aspx?Ca 

The following items are about activities you might do during a typical day. Does your health now limit you in these activities? If so, how much?

Yes, limited a lot Yes, limited a little No, not limited at all

2) Vigorous activities, such as running, lifting heavy objects, participating in strenuous sports.

3) Moderate activities, such as

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Menu

Evaluation: Real Estate

smartphonedev.rti.org/Default.aspx?Ca 

5) How often do you eat vegetables?

Far more than I should	More than I should	Slightly more than I should	As much as I should	Slightly less than I should	Less than I should	Far less than I should
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) How often do you eat fruit?

Far more than I should	More than I should	Slightly more than I should	As much as I should	Slightly less than I should	Less than I should	Far less than I should
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Favorites

Menu

smartphonedev.rti.org/Default.aspx?Ca 

5) How often do you eat vegetables?

Far more than I should	More than I should	Slightly more than I should
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) How often do you eat fruit?

Far more than I should	More than I should	Slightly more than I should
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Published Results

Experiments in Mobile Web Survey Design: Similarities to Other Modes and Unique Considerations

Andy Peytchev and Craig A. Hill

Social Science Computer Review 000(00) 1-17-2009

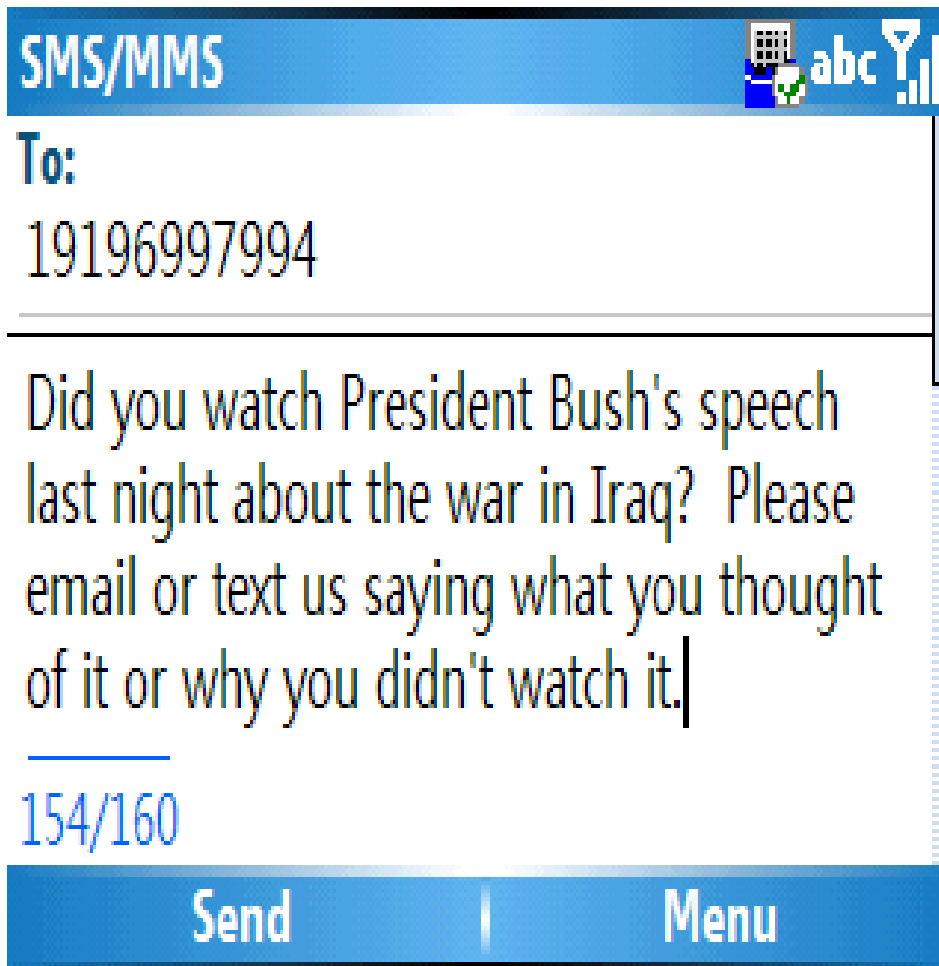
<http://sscr.sagepub.com>

**Social Science Computer Review OnlineFirst, published on
December 8, 2009 as doi:10.1177/0894439309353037**

Experiments

- **Screen “real estate”**
- **SMS (“texting”)**
- **Pix**

Evaluation: SMS/Texting



Experiments

- **Screen “real estate”**
- **SMS (“texting”)**
- **Pix**

Evaluation: Pictures

smartphone.rti.org/default.aspx?    

Thank you for your participation in the Triangle Opinion Panel (TOP). We have something different in mind for this week's "survey"—we would like to examine how easy it is to use some of the features the Blackjack offers. In order to do this, we ask only that you answer some questions regarding your use of the Blackjack. After you've answered the questions, we will ask you to take a picture and send it to us via a picture or MMS message. The instructions on how to do so will be sent to you in an email. Once we have verified the receipt of this picture, we will delete it from our records.

Favorites

Menu

Evaluation: Pictures



Evaluation: Pictures



Evaluation

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Interviewer Training

- **Sales, not interviewing**
- **In-home training: 2-3x as long**
- **Email set-up difficulty**
- **Provide device to FRs in advance**

Evaluation

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Thank you!

For more information:

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- **chill@rti.org**
- **Or, via smartphone**