

The Good, The Bad, and The Online Diaries

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Outline

- I. Background
- II. Web Diary Feasibility Test
- III. Individual Diaries Feasibility Test
- IV. Proof of Concept Test
- V. Online Diary Improvement Project
- VI. Large Scale Feasibility Test



I. Background - Consumer Expenditure Diary Overview (i.e. Single and Searching)

- CE currently uses one paper diary to collect household expenditures for a week
- Interviewers “place” the diary in-person and conduct one more visit
- The Diary gathers more detailed expenditures than the Consumer Expenditure Interview Survey
- Single proxy reporter for all HH expenditures
- The Diary is divided into four sections:
 - ▶ Food Away From Home
 - ▶ Food for Home Consumption
 - ▶ Clothing, Shoes, Jewelry and Accessories
 - ▶ All Other Products, Services and Expenses



II. Web Diary Feasibility Test (i.e. The Meet Cute)

Overview

- Mode: Desktop Diary
- New materials
 - ▶ Interviewer Talking Points
 - ▶ User Guide
- Eligible cases
 - ▶ English only
 - ▶ No Multi-CU HHs or Replacement HHs
- Single proxy reporter for all HH expenditures
- Assignment Protocol
 - ▶ If a HH screened in as eligible, HH was assigned a single diary for the entire HH, similar to official assignment protocols

Findings

- Higher median expenditures for the following sections:
 - ▶ Clothing, Shoes, Jewelry, and Accessories
 - ▶ Food and Drinks for Home Consumption
- Lower item nonresponse, as defined for a diary instrument
- Week-to-week drop-off potentially validate shift to one-week collection period

II. Web Diary Feasibility Test





CONSUMER EXPENDITURE
DIARY SURVEY

[About the Survey](#) [Help](#) [User Guide](#)

Submit
Logout

Please report expenses for these people in your household:
John Doe

Food and Drink Away from Home
Food and Drink for Home Consumption
Clothing, Shoes, Jewelry, and Acc.
All Other Products/Services

Meal Type	Description	Where Purchased	Total Cost with tax and tip	Alcohol Included? (Check all that apply) Wine Beer Other	Total Alcohol Cost	Date Purchased	Clear
Breakfast	coffee	Employer or School Ce	\$1.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		10-22-2012	X
Breakfast	fruit cup	Employer or School Ce	\$2.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		10-24-2012	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X
Select One		Select One		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Select One	X

Add Rows
Save

[Burden Statement](#)
[Accessibility](#)
[Privacy](#)
[Security](#)



III. Individual Diaries Feasibility Test (i.e. The Honeymoon Period)

Overview

- Modes: Desktop and Mobile
- New materials
 - ▶ User Guide
- Eligible Cases
 - ▶ English only
 - ▶ No Multi-CU HHs or Replacement HHs
 - ▶ Home internet access via PC, tablet, Smartphone
- Person-level reporting, main R recorded expenditures for ineligible Rs and for any HH members not participating
- Assignment Protocol
 - ▶ If a HH screened in as eligible, HH members were offered modes sequentially
 - ▶ Mobile first &, if they did not possess a Smartphone, then
 - ▶ Desktop mode
 - ▶ Absent eligible members were assigned mode by main R

III. Individual Diaries Feasibility Test (i.e. The Honeymoon Period)

Findings

- No improvement in household cooperation rates
- Determining the extent of contemporaneous reporting of expenses was hampered by data limitations
- Difficulty distinguishing single proxy respondents versus multi-member HHs
- Fewer entries and lower reported expenditure totals
- Positive feedback regarding the ease of recording expenses and the security of the data



III. Individual Diaries Feasibility Test

Mobile app interface for CE Diary. The screen shows a date selector set to March 14, 2013, a text input field for 'Enter Description', a numeric input field for '\$0.00', and a dropdown menu for 'Select Category'. There are 'Cancel' and 'Save' buttons at the bottom.

Web interface for CONSUMER EXPENDITURE DIARY SURVEY. The page shows a table of items with columns for 'What did you buy or pay for?', 'Is this item?', 'Total Cost without tax', 'Purchased for someone outside your household', 'Date Purchased', and 'Recorded for another household member'. There are 'Add Rows' and 'Save' buttons at the bottom.

What did you buy or pay for?	Is this item?	Total Cost without tax	Purchased for someone outside your household	Date Purchased	Recorded for another household member	Clear
wheat bread	Fresh	\$3.19	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
eggs	Fresh	\$2.99	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
skim milk	Fresh	\$2.25	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
chicken wings	Frozen	\$6.60	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
orange juice	Bottled/Canned	\$2.99	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
canola oil	Bottled/Canned	\$3.29	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
baby food (5 jars)	Bottled/Canned	\$4.95	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
ketchup	Bottled/Canned	\$2.20	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
apples	Fresh	\$2.65	<input type="checkbox"/>	07-15-2014	<input type="checkbox"/>	X
	Select One		<input type="checkbox"/>	Select One	<input type="checkbox"/>	X



IV. Proof of Concept Test (i.e. Honey You're Great, but...)

Overview

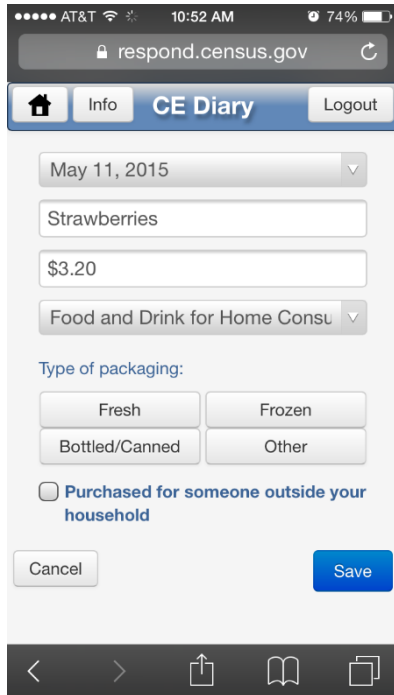
- Tested full redesign
 - Modes: Desktop, Mobile, & Paper
 - Incentivized
 - Person-level reporting, main R recorded expenditures for ineligible Rs, HH level expenses, and for any HH members not participating
 - Interviewers had access to a summary report of web diaries for their cases
 - Interviewers were told to call the main R within 2 days of placement, if a R hadn't logged in or if R hadn't made entries
- Assignment Protocol
 - ▶ Member-level internet access and level of use were determined
 - ▶ Members with internet access were offered an online diary or a paper diary
 - ▶ Members without were offered the paper diary
 - ▶ Absent eligible members were assigned mode by main R

IV. Proof of Concept Test (i.e. Honey You're Great, but...)

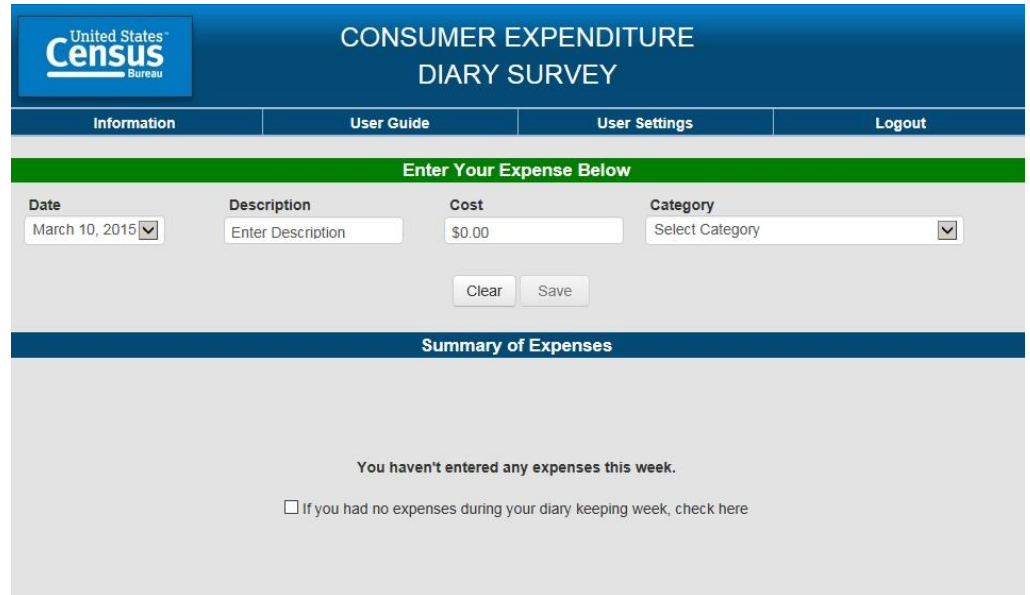
Findings

- Participation within HHs was much broader for the POC than in prior tests
- Respondents generally higher educated and under the age of 39
- Lower take up rate for the online diary when offered a paper option
- Diary expenditures were not significantly different than equivalent production amounts
- However, HHs reported lower median expenditure totals and
- Greater numbers of small-value expenditures

IV. Proof of Concept Test



Mobile app interface for the Consumer Expenditure Diary Survey. The screen shows a date selector set to May 11, 2015, a description field containing "Strawberries", a cost field with "\$3.20", and a category dropdown menu set to "Food and Drink for Home Consu". Below these fields are buttons for "Type of packaging" (Fresh, Frozen, Bottled/Canned, Other) and a checkbox for "Purchased for someone outside your household". At the bottom are "Cancel" and "Save" buttons.



Web browser interface for the Consumer Expenditure Diary Survey. The page title is "CONSUMER EXPENDITURE DIARY SURVEY". The header includes the United States Census Bureau logo and navigation links for Information, User Guide, User Settings, and Logout. The main content area is titled "Enter Your Expense Below" and contains a form with fields for Date (March 10, 2015), Description (Enter Description), Cost (\$0.00), and Category (Select Category). Below the form are "Clear" and "Save" buttons. A "Summary of Expenses" section at the bottom states "You haven't entered any expenses this week." and includes a checkbox for "If you had no expenses during your diary keeping week, check here".

V. Online Diary Improvement Project (i.e. The Self Reflection Stage)

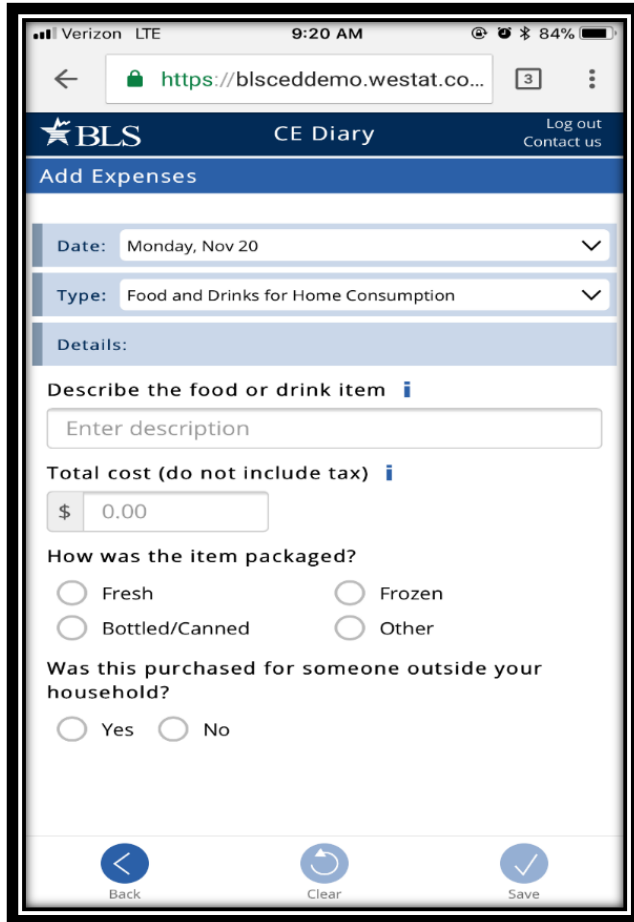
Overview

- Two instruments optimized to the R's device (mobile or desktop/laptop) and accessed through a single portal
- Incentivized
- Person-level diary design
- Developed based on previous CE online diaries
- Robust paradata output
- Modular design that allows for technological enhancements

Findings

- Mobile devices were frequently used, but not as expected
 - ▶ Most respondents used at home
- Expenses entered via mobile device were more timely
- Password the biggest barrier to access & mobility
- Low incidence of data quality issues, but still problematic

V. Online Diary Improvement Project



Verizon LTE 9:20 AM 84%

https://blsceddemo.westat.co...

BLS CE Diary Log out Contact us

Add Expenses

Date: Monday, Nov 20

Type: Food and Drinks for Home Consumption

Details:

Describe the food or drink item *i*

Enter description

Total cost (do not include tax) *i*

\$ 0.00

How was the item packaged?

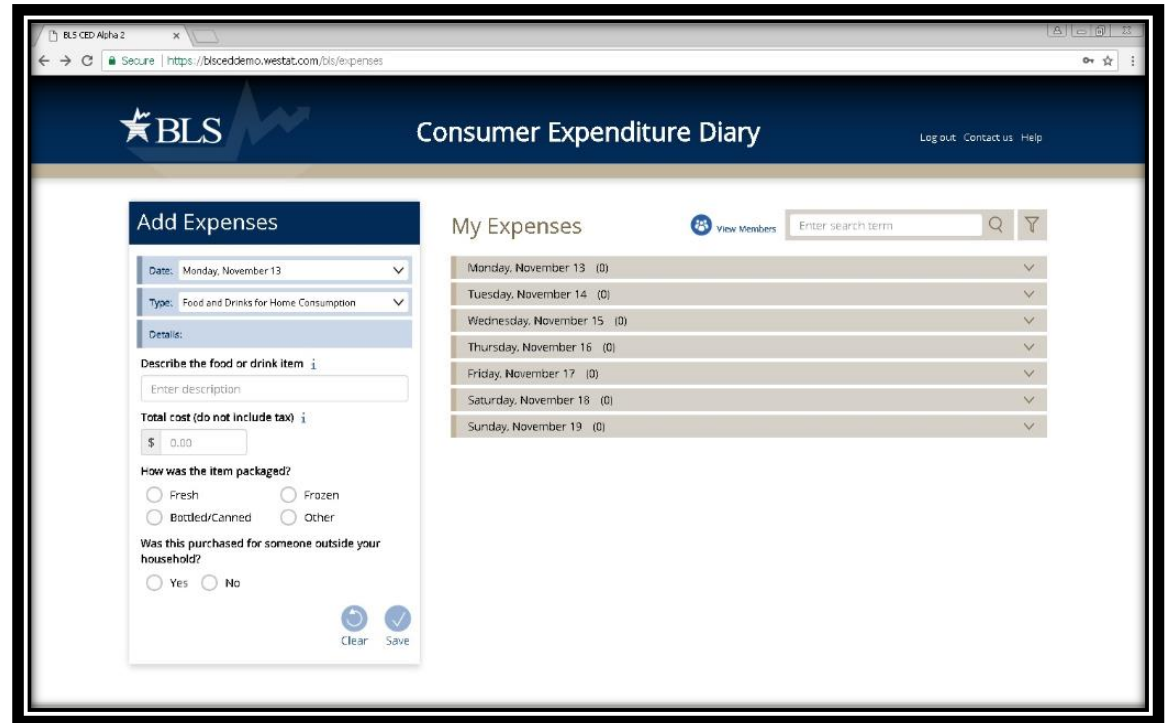
Fresh Frozen

Bottled/Canned Other

Was this purchased for someone outside your household?

Yes No

Back Clear Save



BLS Alpha 2

Secure https://blsceddemo.westat.com/bls/expenses

BLS Consumer Expenditure Diary Log out Contact us Help

Add Expenses

Date: Monday, November 13

Type: Food and Drinks for Home Consumption

Details:

Describe the food or drink item *i*

Enter description

Total cost (do not include tax) *i*

\$ 0.00

How was the item packaged?

Fresh Frozen

Bottled/Canned Other

Was this purchased for someone outside your household?

Yes No

Clear Save

My Expenses *View Members* Enter search term

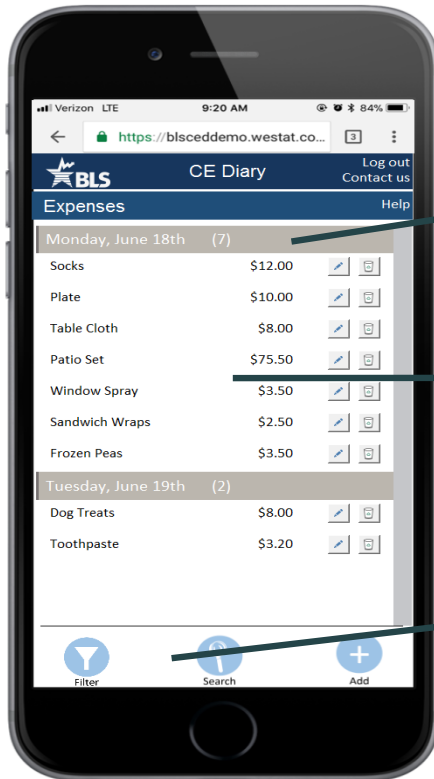
- Monday, November 13 (0)
- Tuesday, November 14 (0)
- Wednesday, November 15 (0)
- Thursday, November 16 (0)
- Friday, November 17 (0)
- Saturday, November 18 (0)
- Sunday, November 19 (0)



VI. Large Scale Feasibility Test (i.e. Does a Large Feasibility Test Mean Forever?)

- Large-scale implementation of Online Diary Improvement Project diary design
- Return to HH-level diary in lieu of personal diaries
- Restores two one-week diary design
- Introduction of outlet question for recording business where item was purchased/consumed at
- Elimination of conditional incentives with token incentive remaining

VI. Large Scale Feasibility Test

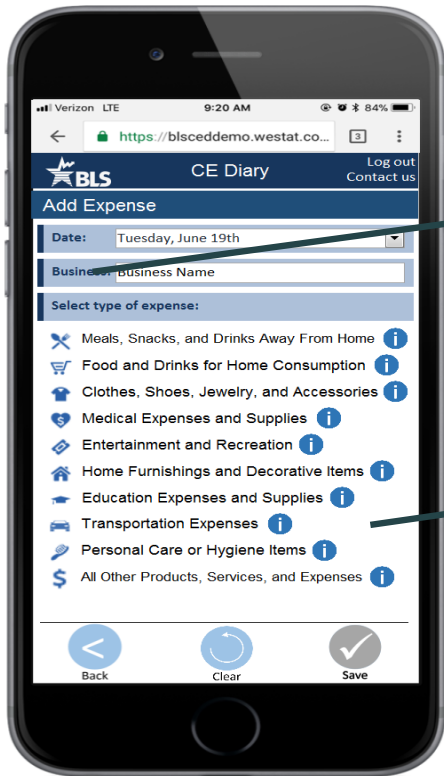


Date & Number of Expenditures

List of Expenditures, Price Paid, & Edit and Delete Buttons

Bar with Filter, Search, & Add Buttons

VI. Large Scale Feasibility Test

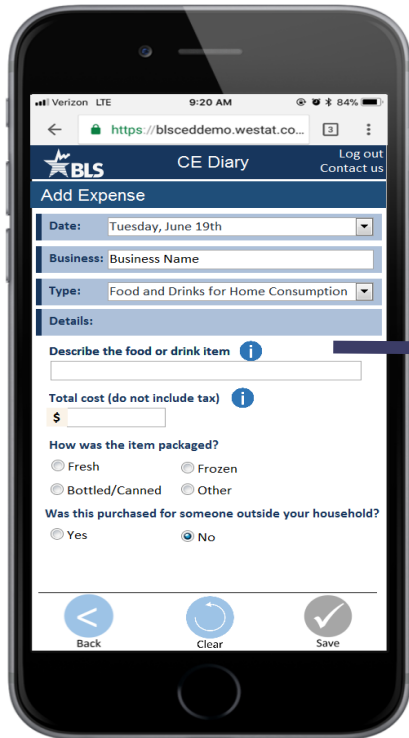



**Outlet
Question**

**Expanded
“Other”
Categories**



VI. Large Scale Feasibility Test



 Food and Drinks for Home Consumption ×

Briefly describe the individual food or drink item purchased such as eggs, orange juice, or ground beef. Identical items such as "2 gallons of milk" can be combined with the total cost entered.



VI. Large Scale Feasibility Test

Verizon LTE 9:20 AM 84%

https://blsceddemo.westat.co...

BLS CE Diary Log out Contact us

Add Expense

Date: Tuesday, June 19th

Business: Business Name

Type: Food and Drinks for Home Consumption

Details:

Describe the food or drink item

Total cost (do not include tax)

How was the item packaged?

Was this purchased for someone outside your household?

Back Clear Save

Receipt examples

Food and Drinks for Home Consumption

Purchase Date: 10/31/2015

Description: 2 Jars of Peanuts

How was the item packaged?: Bottled/Canned

Item Amount: \$6.36

Item Description	Quantity	Price
CLEANING SUPPLIES	1	\$1.79
GRAND	1	\$6.36
HEALTH BEAUTY COSMETICS	1	\$3.02
HOME	1	\$6.99
TOYS-SPORTING GOODS	1	\$7.98
MISC	1	\$9.99



VI. Large Scale Feasibility Test

- Desktop version will render similar to the mobile version, but allow for more screen real estate
- Screenshots forthcoming



The Good, The Bad, and The Online Diaries

“You see, in this world there’s two kinds of surveys, my friend: Those that are online and those that aren’t. This one’s online” – Blondie



Contact Information

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Double Secret Slide – Wonder Twins Powers Activate!

