

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 Ca	\$1.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		10-22-2012	X
Breakfast	fruit cup	Employer or School Ca	\$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

AT&T 11:29 AM 36%

Enter Date

respond.census.gov/cec Search

Logout CE Diary Info

March 14, 2013

Enter Description

\$0.00

Select Category

Cancel Save

United States Census Bureau

CONSUMER EXPENDITURE DIARY SURVEY

About the Survey Help User Guide Change Password

Submit Logout

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

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 x	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

Add Rows Save

Burden Statement Accessibility Privacy Security

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

AT&T 10:52 AM 74%

respond.census.gov

Info CE Diary Logout

May 11, 2015

Strawberries

\$3.20

Food and Drink for Home Consu

Type of packaging:

Fresh Frozen

Bottled/Canned Other

☐ Purchased for someone outside your household

Cancel Save

United States Census Bureau

CONSUMER EXPENDITURE DIARY SURVEY

Information User Guide User Settings Logout

Enter Your Expense Below

Date	Description	Cost	Category
March 10, 2015	Enter Description	\$0.00	Select Category

Clear Save

Summary of Expenses

You haven't entered any expenses this week.

☐ 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

Enter description

Total cost (do not include tax)

\$ 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 CED Alpha 2

← → ↻ [Secure | https://blsceddemo.westat.com/bls/expenses](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

Enter description

Total cost (do not include tax)

\$ 0.00

How was the item packaged?

☐ Fresh ☐ Frozen

☐ Bottled/Canned ☐ Other

Was this purchased for someone outside your household?

☐ Yes ☐ No

Clear Save

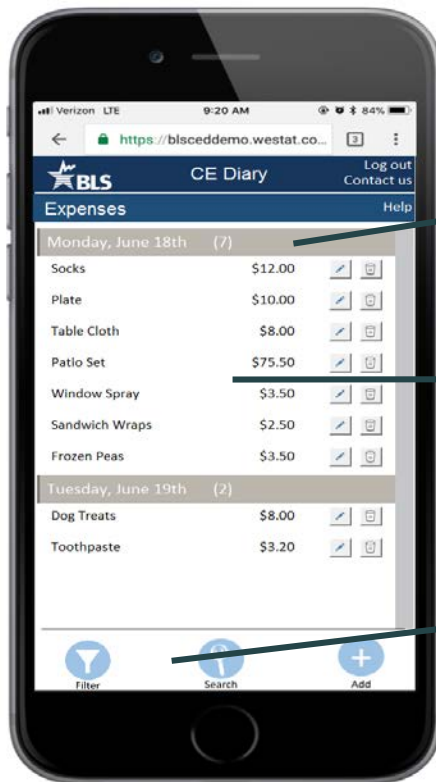
My Expenses View Members

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

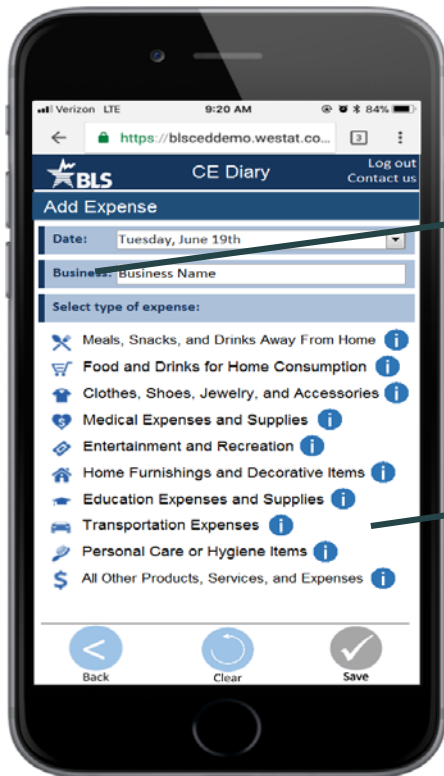


Date & Number
of Expenditures

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

Bar with Filter,
Search, & Add
Buttons

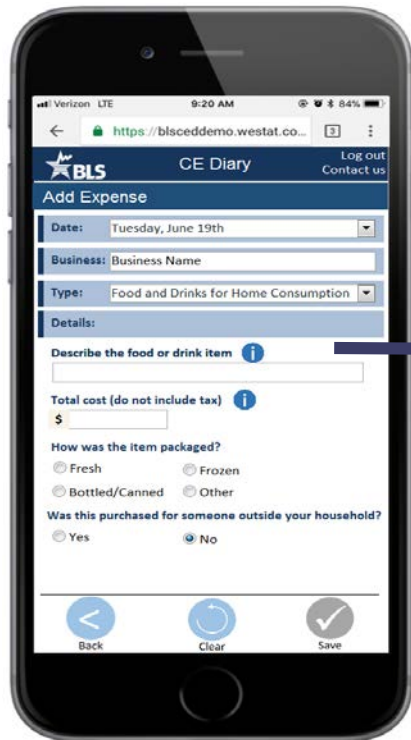
VI. Large Scale Feasibility Test



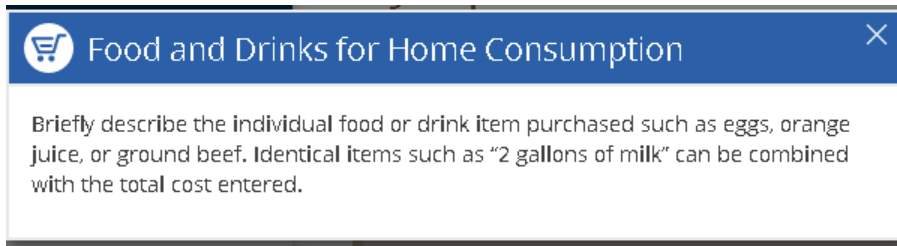
Outlet
Question

Expanded
"Other"
Categories

VI. Large Scale Feasibility Test



The image shows a smartphone screen displaying the BLS CE Diary 'Add Expense' form. The form includes fields for Date (Tuesday, June 19th), Business (Business Name), and Type (Food and Drinks for Home Consumption). Below these is a 'Details' section with a text input for 'Describe the food or drink item', a 'Total cost (do not include tax)' field, and radio buttons for packaging (Fresh, Frozen, Bottled/Canned, Other) and household status (Yes, No). At the bottom are 'Back', 'Clear', and 'Save' buttons. An arrow points from the 'Describe the food or drink item' field to a callout box.



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

The smartphone screen shows the BLS CE Diary application. The 'Add Expense' form includes the following fields and options:

- Date:** Tuesday, June 19th
- Business:** Business Name
- Type:** Food and Drinks for Home Consumption
- Details:**
 - Describe the food or drink item:** (Text input field)
 - Total cost (do not include tax):** \$ (Text input field)
 - How was the item packaged?**
 - ☐ Fresh
 - ☐ Bottled/Canned
 - ☐ Frozen
 - ☐ Other
 - Was this purchased for someone outside your household?**
 - ☐ Yes
 - ☒ No

Navigation buttons at the bottom: Back, Clear, Save.

The 'Receipt examples' window displays a Target receipt titled 'Food and Drinks for Home Consumption'. Red boxes and arrows highlight specific data points from the receipt to be entered into the form:

- Purchase Date:** 10/31/2015 (from receipt date 10/31/2015)
- Description:** 2 Jars of Peanuts (from receipt line item 71300004)
- How was the item packaged?:** Bottled/Canned (from receipt line item 71300004)
- Item Amount:** \$6.36 (from receipt line item 71300004)

The receipt also shows other items like 'CLEANING SUPPLIES', 'GROCERY', 'HEALTH BEAUTY COSMETICS', 'HOME', 'TOYS SPORTING GOODS', and 'MISC'.

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!

