What’s New With the CE Online Diary?

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## The Online Diary

### Desktop

**CONSUMER EXPENDITURE DIARY SURVEY**

**Enter Your Expense Below**

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Cost</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 24, 2015</td>
<td>Enter Description</td>
<td>$0.00</td>
<td>Food and Drink for Home Consumption</td>
</tr>
</tbody>
</table>

**Type of packaging:** Select One

- [ ] Purchased for someone outside your household

### Mobile

**June 7, 2015**

**Enter Description**

**$**

0.00

**Food and Drink for Home Consumption**

**Type of packaging:**

- Fresh
- Frozen
- Bottled/Canned
- Other

- [ ] Purchased for someone outside your household

**Save**

**Cancel**
Room for Improvement
Data Entry Challenges

- These issues surfaced in both usability tests and feasibility tests.
- Expenses were often aggregated when written in the diary, e.g., “Groceries” instead of “milk”, “bread”, “cheese”.
- Respondents in the feasibility tests tend to enter fewer expenses than a matched sample from the paper survey.

<table>
<thead>
<tr>
<th>Test</th>
<th>Median Entries (Online)</th>
<th>Median Entries (Paper)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Diary Feasibility</td>
<td>61</td>
<td>69</td>
</tr>
<tr>
<td>Individual Diaries Feasibility</td>
<td>51</td>
<td>72</td>
</tr>
</tbody>
</table>
Participants in usability tests had trouble navigating to the website

- The url was: http://respond.census.gov/poc
- Participants searched for the link in Google or used autocomplete which led them to other Census surveys

Respondents in feasibility tests were given a written URL. Not an email or text message that they could click

Logins during feasibility tests have been low and sporadic, but we don’t have a solid benchmark to compare against

We (or I) believe that the complexity of usernames and passwords and navigation has something to do with this
Respondent Training Challenges

- We now need materials that cover desktop and mobile versions
- We have struggled to develop respondent training materials that are engaging and informative
- We are also working on various ways of integrating this information into the instrument
Training Challenges

[YouTube screenshot showing a Consumer Expenditure Survey form and a video thumbnail titled "CE Individual Diary Survey: Part 3 - Entering and Editing Expenses"]
Protocol Challenges

- One major benefit of an online instrument is paradata monitoring.
- In feasibility tests, Field Representatives have been asked to call respondents who have not logged into the diary to prompt them to respond. Compliance has been low.
- It is also unclear how much prompting is too much, what are the best modes to contact the respondent, etc.
Some Questions for Discussion

- How do we increase respondent engagement with the Online Diary?
- What can we do to improve the quality of the data entered?
- How can we maximize the usefulness of the paradata collected in the Online Diary?
- How many reminders is too many?
Contact Information

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