

Gaining Perspective Through Individual Diaries

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Individual Diaries in the CE Survey

- CE recently began testing individual diaries
- Reason for individual diaries primarily data quality
- Tests have given insight into implementation
- Challenges with implementing and assessing individual diaries remain



Why Individual Diaries?

1. Measurement error: less proxy reporting
 - Proxy reporting leads to poorer data (Kojetin and Jerstad, 1997)
2. Measurement error: reduced recall bias
 - CE limits recall after certain time has passed
3. Respondent burden: limit burden placed on any one individual

E Pluribus Unum



1. How Many Report

- Need many participants for more self-reporting

Study	Description	Full participation (1+member)
Individual Diaries	Online diaries, No incentives	43%
Proof of Concept	Mix of paper & online, \$20/person incentives	77%



1. Effect on Reporting

- How did individual diaries affect reporting compared to current (1 HH proxy reporter) in multi-member HHs?
- In Individual Diaries test, did not find increased reporting with individual diaries (compared to production)
- In Proof of Concept test, within paper diary households, also no increase in reporting when full-HH diary participation
- This held when controlling for age, education and number of members



1. Effect on Reporting (cont.)

- Risk: certain expenditures do not get 'claimed' by any one individual diarist
- Had fewer expenditure reports in 'other' category for IDFT.
- Possible solution: Respondents may need more instruction on how to report common household expenses (e.g., rent, utilities, education fees)



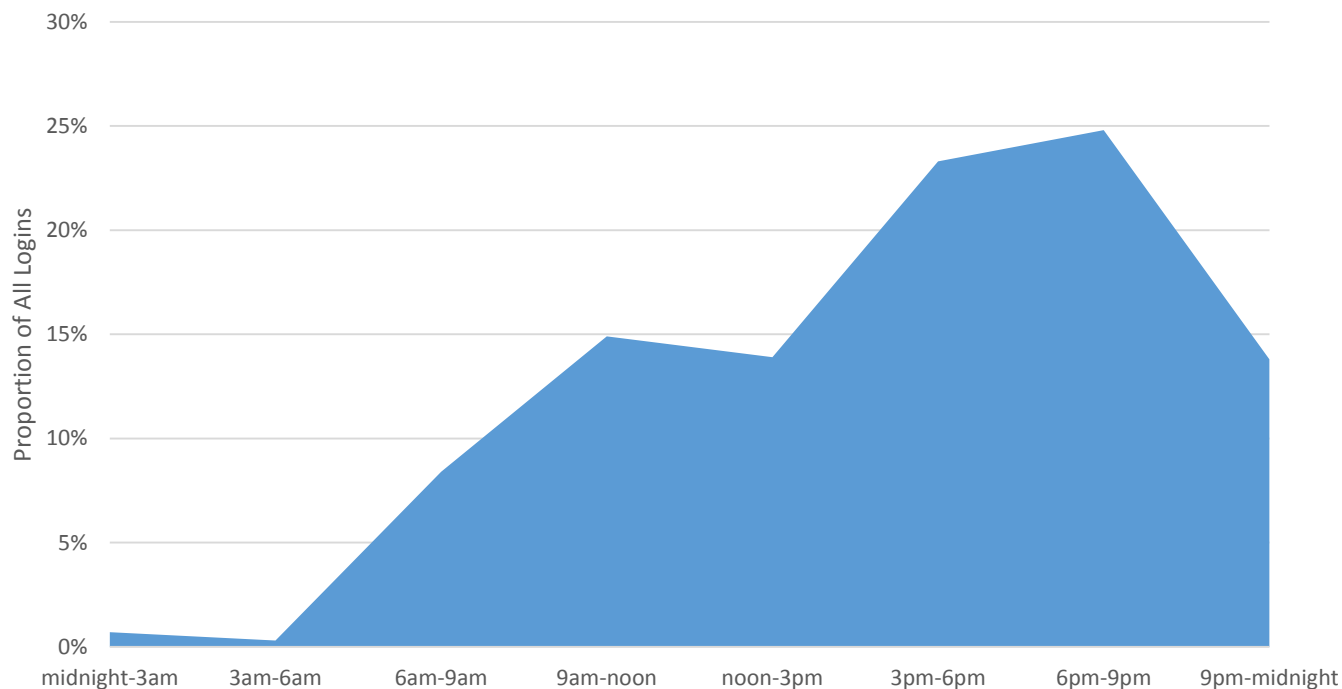
2. Less Retrospective Reporting

- Benefit of individual (mobile) diaries is enabling real-time reporting of expenditures made by each HH member



2. Estimating Real-Time Reporting

- Data showed average online POC diarist had 38% of logins between midnight and 3pm (N=302)



3. Diffused Respondent Burden

- No within-respondent comparison of proxy and individual reporting conditions to assess burden
- HHs may not prefer individual diaries though

Question	Response options	% of HHs
Would you prefer having a single diary for the whole household or having an individual diary for each member of the household?	Prefer single diary for the whole household	68.2%
	Prefer Individual Diaries	30.2%
	Don't Know	1.1%
	Refused	0.5%

-POC debriefing responses (N=374)



Challenges: Measurement Error

1. How to involve HH in participation?
 - a) Have respondent present at interview train others?
 - b) Set threshold for extent of participation required to be a complete?
2. How to sustain reporting over time?
 - a) Individual reminder contacts?
 - b) Optimal mode and frequency of contacts?



Challenges: Measuring Benefits

1. What are ways to measure whether real-time reporting is occurring?
2. Is there evidence that contemporaneous reporting is important?



Challenges: Design

- How to structure survey to maximize participation and minimize burden?
 - ▶ Have all eligible members equally responsible for participating?
 - ▶ Or have main diary and supplemental diaries?
- Sourcing: take information on some items from alternative sources?

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