

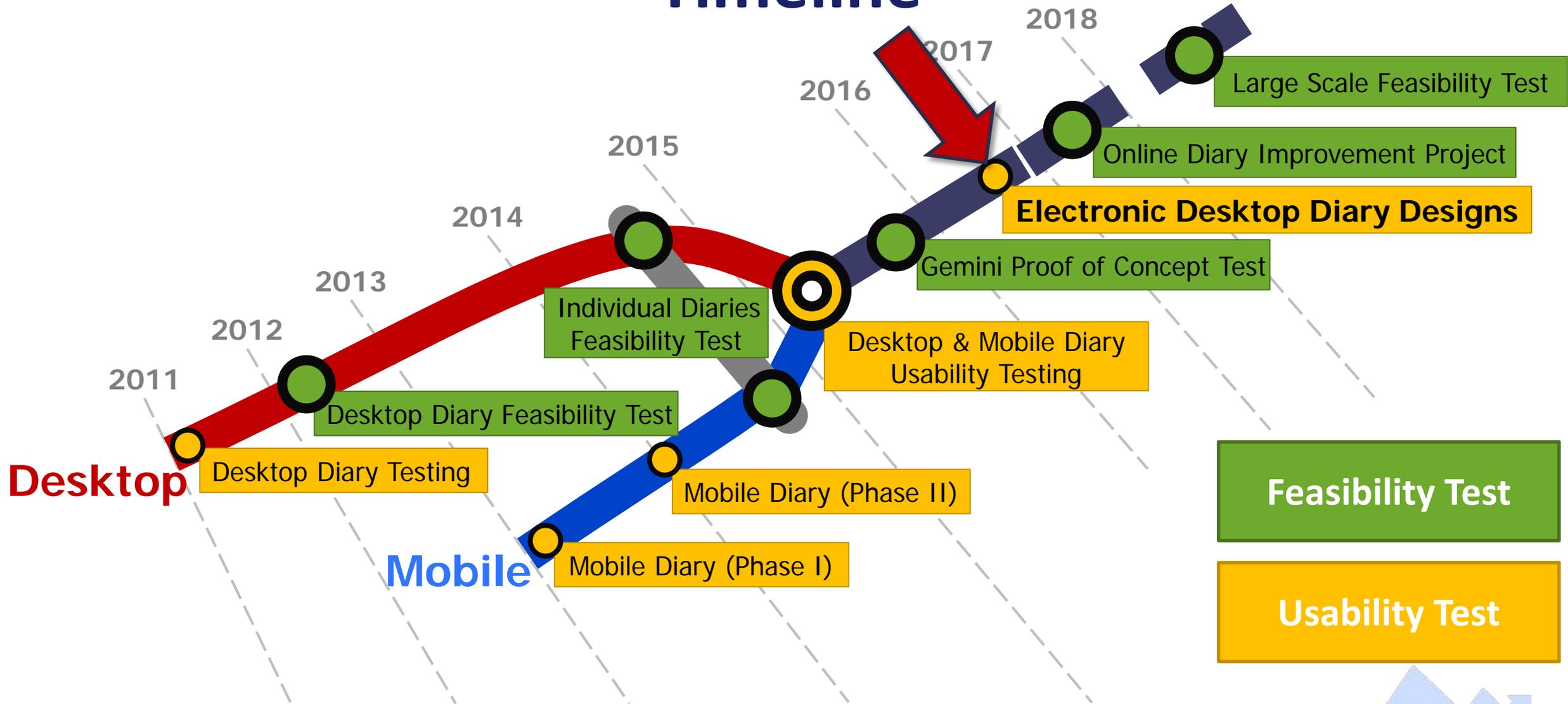
# What's New With the CE Online Diary?

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Office of Survey Methods Research  
2016 CE Survey Methods Symposium  
July 12, 2016



# Timeline



# The Online Diary

## Desktop

United States Census Bureau

### CONSUMER EXPENDITURE DIARY SURVEY

Information User Guide User Settings Logout

Enter Your Expense Below

Date	Description	Cost	Category
February 24, 2015	Enter Description	\$0.00	Food and Drink for Home Consumption

**Date** February 24, 2015 **Description** Enter Description **Cost** \$0.00 **Category** Food and Drink for Home Consumption

Type of packaging: Select One  Purchased for someone outside your household

Delete	Edit	February 26	Electric bill	\$136.25	All Other Products and Services
Delete	Edit	February 26	Strawberries	\$3.20	Food and Drink for Home Consumption
Delete	Edit	February 26	Soup and salad	\$6.22	Food and Drink Away from Home
Delete	Edit	February 26	Gas	\$46.50	All Other Products and Services
Delete	Edit	February 25	Dinner at Irish Pub	\$62.00	Food and Drink Away from Home
Delete	Edit	February 24	Jeans	\$49.98	Clothing, Shoes, Jewelry, and Accessories
Delete	Edit	February 24	Coffee	\$3.00	Food and Drink Away from Home

## Mobile

Home Info CE Diary Logout

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

Cancel Save

# 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

Test	Median Entries (Online)	Median Entries (Paper)
Web Diary Feasibility	61	69
Individual Diaries Feasibility	51	72



# Navigation/Login Challenges

- 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

The image shows a user guide for the CE Web Diary. The header includes the date 'May 2015' and the code 'CE-FLD 10283-4'. The title is 'USER GUIDE CE Web Diary'. The main text thanks the user for participating in the Consumer Expenditure Survey (CE) and provides a link to the survey website: <http://www.bls.gov/respondents/cex/>. It also provides contact information for the Division of Consumer Expenditure Survey. The login section includes fields for Respondent Name, Username, Line Number, Start Date, and End Date. A separate login box contains fields for Username and Password, with a 'Forgot password?' link and a 'Login' button. A note suggests creating a desktop shortcut. The bottom of the page includes contact information for the CE Help Desk and the U.S. Census Bureau logo.

May 2015  
CE-FLD 10283-4

## USER GUIDE CE Web Diary

**Thank you** for agreeing to participate in the Consumer Expenditure Survey (CE). We understand that this task takes time; however, your information is very important to us and will be used for many purposes that affect all Americans. Among the most important, it is used to help calculate the Consumer Price Index, or CPI, which is a basic measure of the rate of inflation. For more information about the survey, visit <http://www.bls.gov/respondents/cex/>.

By law (Title 13, U.S. Code), we must keep your information confidential; we use it for statistical purposes only. If you have comments regarding this survey, please send them to: Division of Consumer Expenditure Survey, 2 Massachusetts Avenue N.E., Room 3985, Washington, DC 20212.

**Login to your CE Web Diary at:** [respond.census.gov/poc](https://respond.census.gov/poc)

### Username and Password

Logging in to the diary requires a unique and secure username that is assigned to each eligible member in your household. For security reasons, your password is provided separately by your Field Representative.

Respondent Name: \_\_\_\_\_  
Username: \_\_\_\_\_ Line Number: \_\_\_\_\_  
Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Username: \_\_\_\_\_  
Password: \_\_\_\_\_  
[Forgot password?](#) [Login](#)

**Note:** It may be helpful to create a shortcut from your computer desktop or home screen. This will make it easier to access your diary each day as you are entering expenses. See the instructions on the back of this user guide for how to create a shortcut.

### Questions?

Field Representative's name: \_\_\_\_\_ Telephone: \_\_\_\_\_

CE Help Desk: 1 (877) 744-1522 (Monday-Friday 9am-10pm, Saturday 9am-7:15pm, Sunday 11am-9:15pm EDT)  
[NPC.CE.POC.Helpdesk@census.gov](mailto:NPC.CE.POC.Helpdesk@census.gov)

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

United States  
**Census**  
Bureau

# Training Challenges

The screenshot shows a YouTube video player with the following content:

- Video Title:** CE Individual Diary Survey: Part 3 - Entering and Editing Expenses
- Channel:** uscensusbureau (3,730 subscribers)
- Views:** 66 views
- Video Content:** A composite image showing a receipt from Val-U-Mart Superstore and a screenshot of the 'CONSUMER EXPENDITURE DIARY SURVEY' web application. Red arrows indicate the flow of data from the receipt to the survey form. The receipt lists items like SHAMPOO, MILK, and VEGETABLE SOUP. The survey form has fields for Date, Description, Cost, and Category. A 'Summary of Expenses' table is also visible below the form.

Item	Price
SHAMPOO	2.94
1 GAL MILK	3.75
VEGETABLE SOUP	2.85
VEGETABLE SOUP	2.85
VM MENS DRESS SHRT	31.00
<b>SUBTOTAL</b>	<b>44.39</b>
<b>OH TAX 5%</b>	<b>2.17</b>
<b>TOTAL</b>	<b>46.56</b>

Date	Description	Cost	Category
May 14	Shampoo	\$2.94	All Other Products and Services
May 14	Milk	\$3.75	Food and Drink for Home Consumption
May 13	Club membership	\$25.00	All Other Products and Services
May 13	Topperware	\$4.00	All Other Products and Services
May 13	Hamburger	\$7.85	Food and Drink for Home Consumption
May 11	Green screen table	\$86.40	Food and Drink Away from Home



# 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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