



Implementing a Field Survey with ACASI in Blaise on a Touchscreen Laptop

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The Niche

- In-person survey with an interviewer present
- Use of a computer to present the questions and record responses
- Blaise survey package, to allow preloads, nesting, looping and other flow control
- Touch screen device
- Most of the survey is a self-administered questionnaire (SAQ)
- Pre-recording so the respondent can listen as well as see the questions and response options

Self-Administered Questionnaires (SAQ): Simplicity is the Key

- Simple hardware
- Simple questions
- Simple instructions
- Simple interface
- Interviewer starts the software, finds the case, asks intro questions
- One question per screen (Blaise standard)
- Tutorial section for practicing
- Minimal “hard checks”
- As few text-based responses as possible (minimize typing)

SAQ + Blaise on a Touchscreen Device

- Touchscreen devices: Tablets, smartphones, kiosks and convertibles
 - Becoming common for field data collection
 - Familiar to many respondents
 - Accepted well by respondents, even when not familiar in advance
- Can Blaise be used with touchscreens? Yes!
- In what ways does the Blaise instrument need to change?
 - For use by an interviewer: Little or none
 - For use by the respondent: Enhancements may be desirable

Audio Computer-Assisted Self-Interviewing (ACASI) in a Nutshell

- The survey is pre-recorded or “spoken” with text-to-speech software
- The respondent is provided with headphones for listening (audio)
- Respondent chooses whether to display the question and response options (visual)
- If the screen is off, the interviewer and others do not know what question is asked or what answer is given
- Purpose
 - For self-administered questionnaires
 - For sensitive topics
 - For enhanced privacy
 - To reduce the effect of the interviewer’s presence

SAQ + Blaise + ACASI on a Touch Screen

- Some things are the same as ACASI on a laptop
 - No difference in how sound is handled
 - Most devices have headphone jacks
- Some things are different, when using a tablet
 - No physical buttons for entering responses
 - Turning off the screen turns off the way to answer!
- Convertible device solves a problem
 - Has both a keyboard and a tablet-like interface
 - Allows use of touch screen with or without physical keyboard

Survey Overview

- Equipment
 - Lenovo ThinkPad X230 Tablet (x230t)
 - Convertible from laptop form to tablet
 - “Windows Touch”
- Instrument
 - Blaise software
 - Sensitive topic (domestic violence)
 - Non-sensitive section administered by interviewer
 - Audio recording turned on (with permission) during sections administered by the interviewer
 - ACASI tutorial section
 - ACASI sensitive section as a SAQ
- Survey start delayed till fall 2015

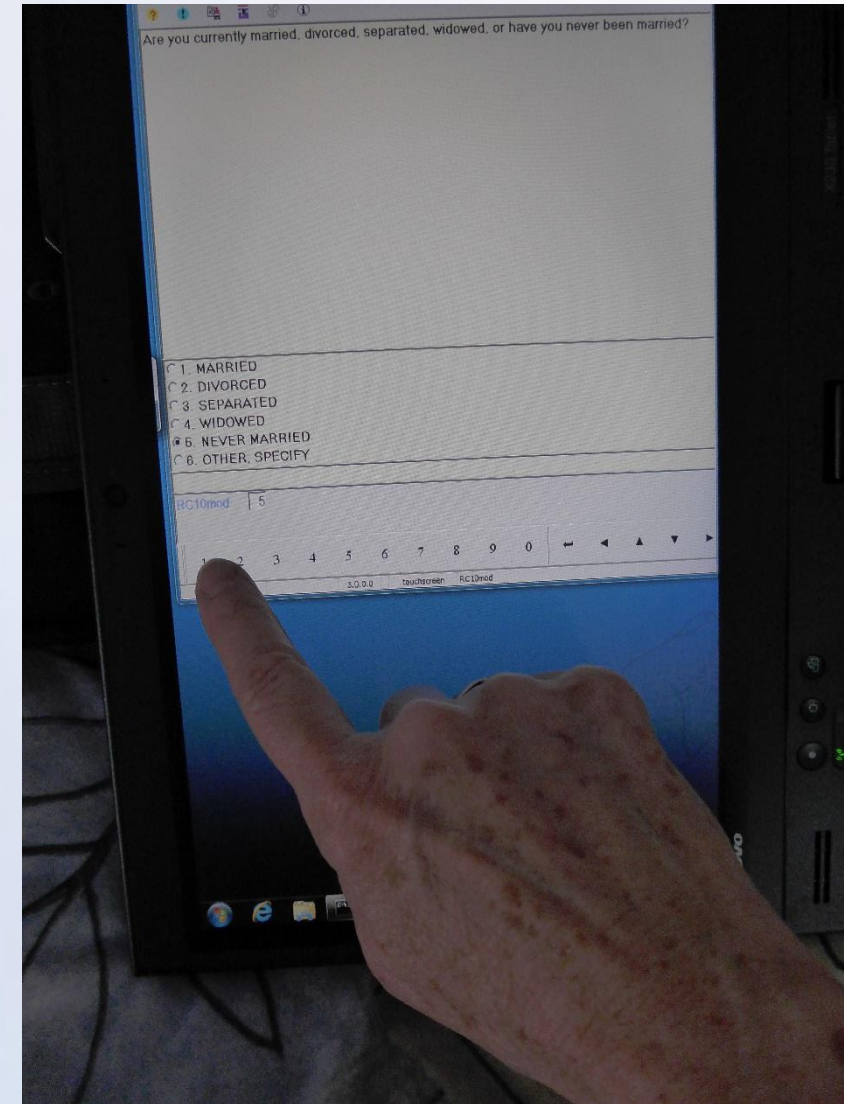


Touch Screen (Tablet Style) versus Laptop

- May be slower for interviewers
 - Typing is quicker on a standard keyboard
 - Keypad may be easier to use than linear number keys
 - Greater control of instrument through use of function keys
- May be quicker for respondents
 - Higher education and higher income respondents likely to be comfortable with both tablet or laptop equipment
 - Lower education, lower income may have less familiarity with keyboard and mouse, more with touch screen or tablet
 - Less cognitive burden and need for fine motor skills with touch screen

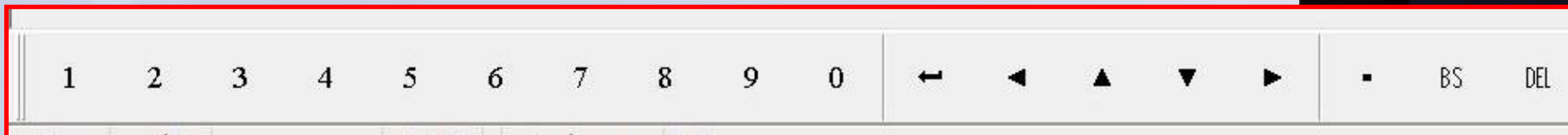
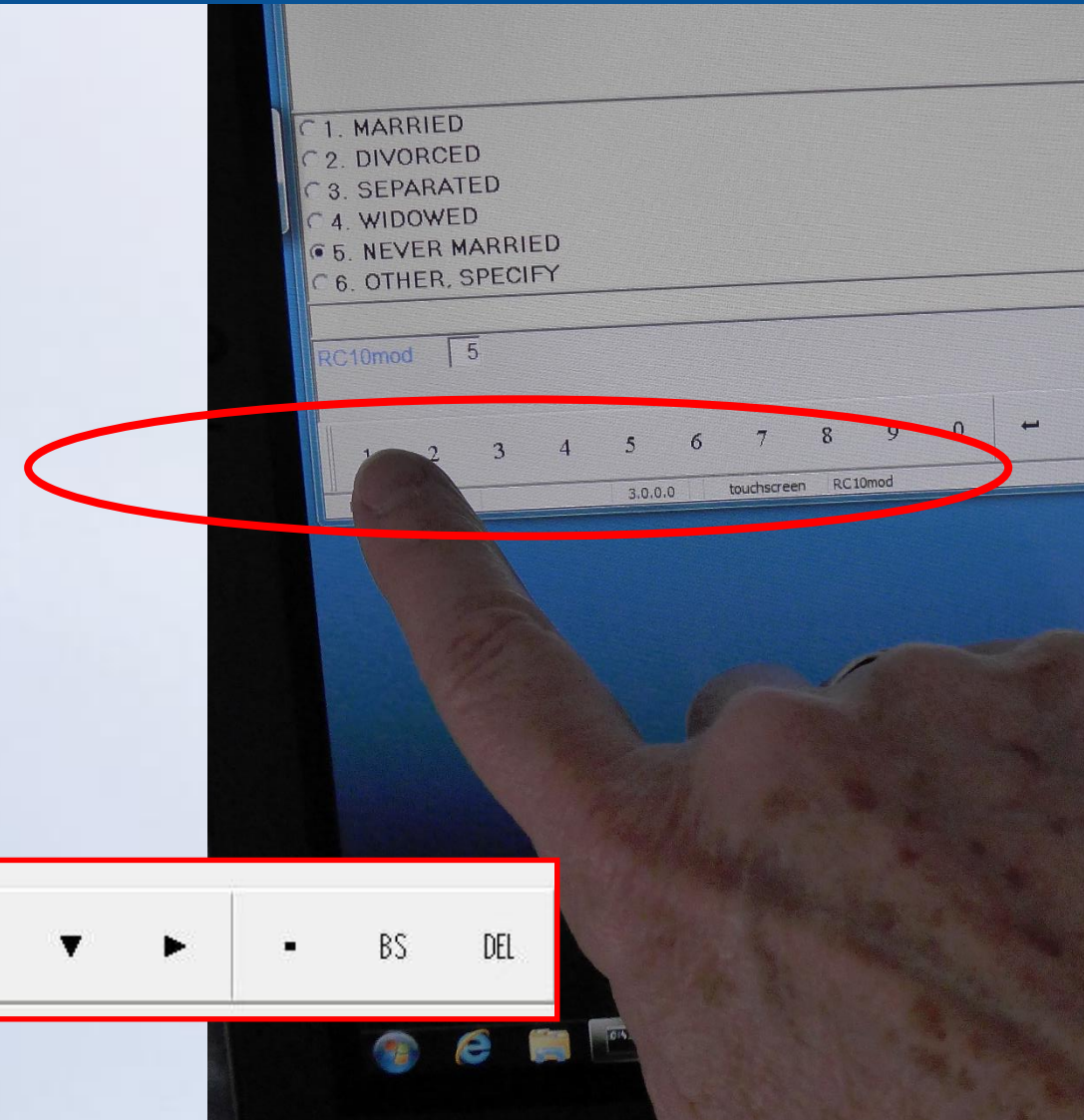
Built-In Touch Screen Features

- Use finger or capacitive stylus
- Tap == left-click
- Double-tap == double-click
- Press and hold == right-click
- Visual feedback for touch – small cursor shows the active touch spot
- “Soft” keyboard (slide to hide)
- Landscape/portrait choice (via sensor or button)
- Control buttons for rotation, power and “attention” (like ctrl-alt-del)
- Hardware buttons vary with type of device.

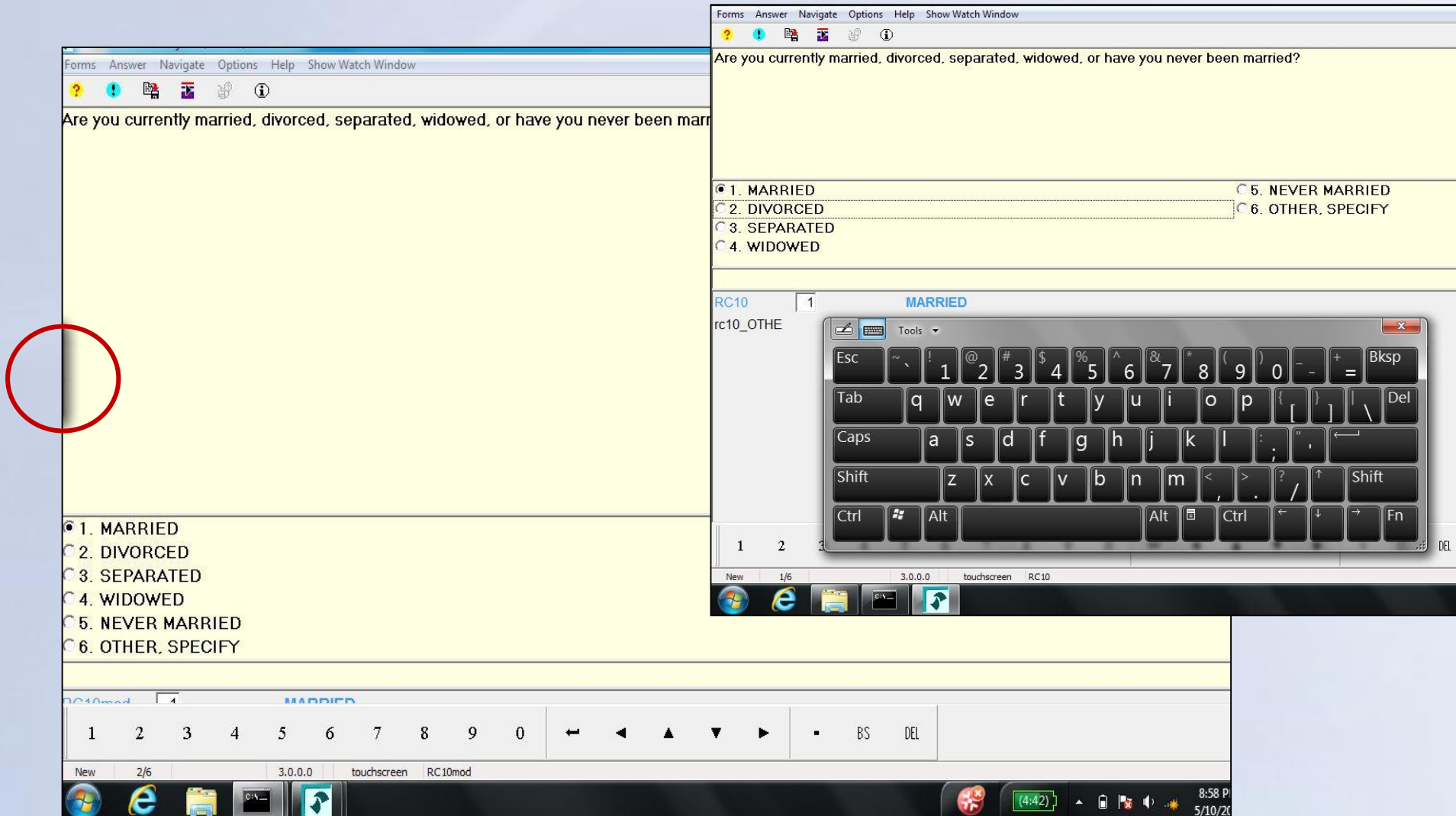


Adapting the “Normal” Blaise Screen for Touchscreen

- Blaise default screen is designed for use by trained interviewers
- Font may be too small for poor vision or low education levels
- Response areas may be too small for fingertips
- Can add “soft” keys
- Can change screen resolution



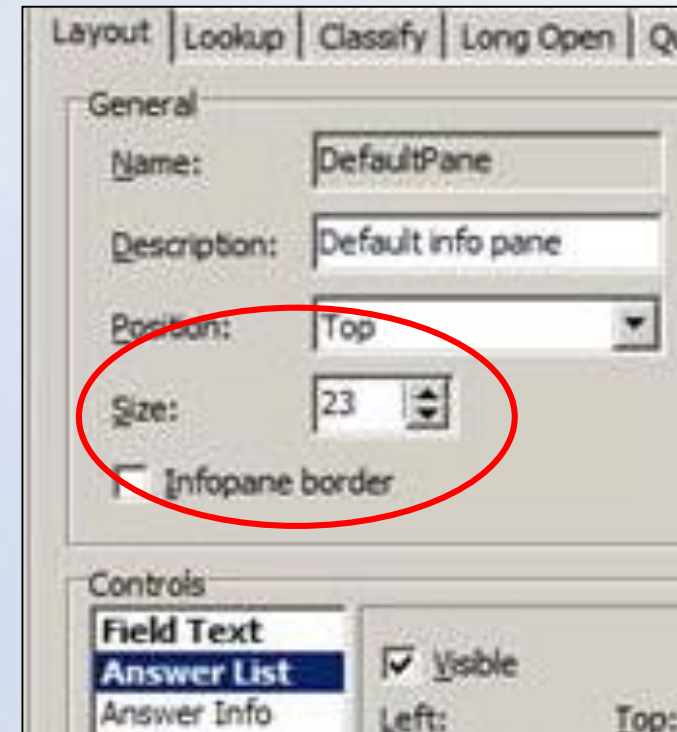
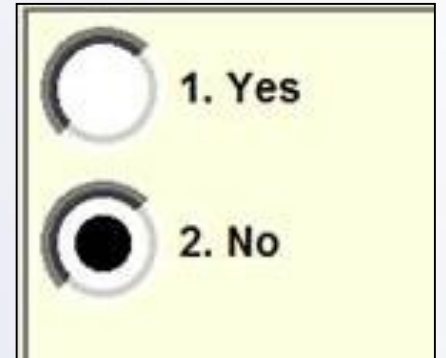
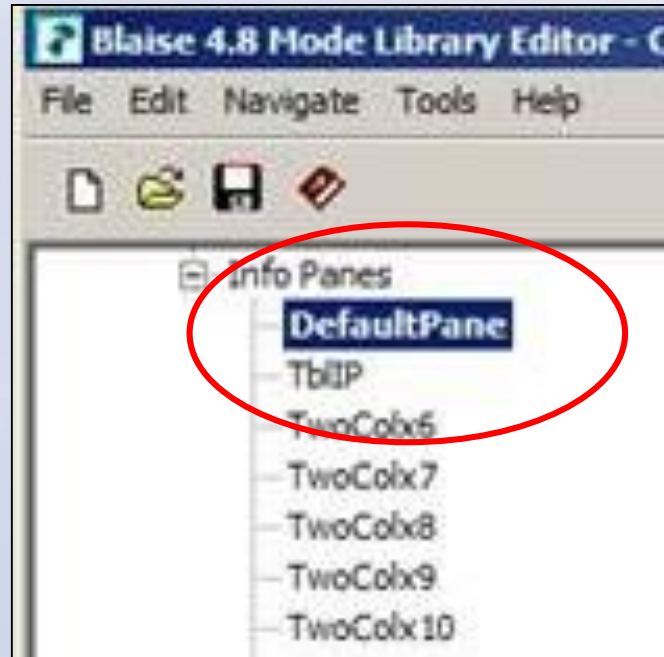
Tablet Mode: What Does the Respondent See?



- If the respondent controls orientation, check the appearance for both views.
- The shadow at left is the hidden “drawer” for the keyboard. If used, will it cover too much in either orientation?

Changing the Appearance of Blaise Screens

- Increase the button size for the response options
- Use the Mode Library Editor to modify the Default Pane, Layout tab, Answer List object, Size property
- Adjust question text size in a similar way



Fingers or Stylus?

- Fingers
 - Are free, never need replacing
 - May have sharp fingernails that damage the screen
 - Are larger, require more room to hit the target
- Stylus (capacitive stylus)
 - May get lost
 - Costs \$5 - \$30 for replacements
 - Can damage the screen if poked too hard
 - If a two-function stylus-pen, may accidentally use the wrong end on screen
 - Expected lifespan around 3 months
 - Can be “wearable”



Considerations

- Equipment choices
 - No compelling studies of tablet versus keyboard for SAQs
 - Some evidence that respondents prefer tablet mode
 - Little info about attitude towards stylus use
- Instrument modifications may be needed
 - Larger font size for elderly, very low-education or visually impaired respondents
 - Increased spacing between response options, for wide fingers
 - On-screen buttons to replace keyboard options and function keys
 - Hiding unnecessary information
 - Is there an option to hide the question and responses, without hiding the soft keyboard?

Thank you for listening!

Questions?

Comments?

For more information, please contact us:

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Gil Rodriguez: We appreciate your help!