

Survey Solutions CAPI for surveys/censuses

Nadi, Fiji

Survey Solutions: Making your questionnaire user-friendly

Sergiy Radyakin

sradyakin@worldbank.org

Development Data Group (DECDG),
The World Bank

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DEVELOPMENT
RESEARCH



THE WORLD BANK



Food and Agriculture
Organization of the
United Nations

Navigation

- Modular structure;
- Intuitive sections and subsections;
- Short names for sections and subsections;
- Balanced structure;
- Optional/randomized modules;
- Sometimes: numbering of the questions.

Text piping

Example

How much did you get after selling your `%cowsSold%` cows?

How much did you get after selling your 5 cows?

- Substitute a value from one variable or question into another question.
- A question may have multiple substitutions.
- Useful to remind the values already provided by the respondents.
- The only way to display computed results.

Error messages

- Must be written in a way that interviewers understand them;
- Must be as precise as possible in describing where the error is, if questions are numbered, mention the question #;
- Use text piping in error messages:

Example

The person %name% is too young to have educational degree %educ%.

- Must give a clue of how the error may be fixed;
- Must be shown only in the case of confidence in error;
- Must be shown as close to the cause of the error as possible.

Error messages that are incorrect frustrate and confuse the interviewers, slow down the interviews.

HTML formatting

- Allows specifying text decoration attributes:
 - *italics*,
 - underline,
 - color,
 - **font size**, etc.
- Use formatting to highlight the difference in repetitive questions:

Example

What was the original purchase price of the refrigerator?

What was the original purchase price of the microwave oven?

- HTML formatting is applied with HTML tags embedded into the text of the question (or static text), such as:

Regular text<U>underlined text</U>Regular text

HTML formatting

- Remember to close the corresponding formatting tag;
- One can combine the formatting effects, e.g. to create underlined colored text , in which case the tags must be closed in the reverse order.
- Too much text decoration may confuse the interviewers.
- Only use red color when create messages aiding error messages.

Images

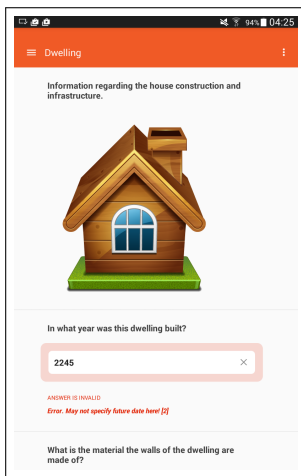
Use of images in the questionnaire:

- to ease navigation (section icons);
- to aid item identification for the interviewer;
- used as flash cards for the respondents;
- used as choices for categorical questions;

Inserting images into the questionnaire:

- image file formats;
- size and color;
- inserting;
- referring.

Images: section icons



The screenshot shows a mobile application interface for a questionnaire. At the top, there is a red header bar with a hamburger menu icon on the left, the text "Dwelling" in the center, and a vertical ellipsis icon on the right. Below the header, the text "Information regarding the house construction and infrastructure." is displayed. In the center, there is a 3D illustration of a brown wooden house with a chimney and a window. Below the illustration, the question "In what year was this dwelling built?" is shown. A text input field contains the value "2245" and has a small 'x' icon to its right. Below the input field, a red error message reads "ANSWER IS INVALID" followed by "Error. May not specify future date here! [?]", where the question mark is a red icon. At the bottom, the question "What is the material the walls of the dwelling are made of?" is partially visible.

Graphics can be embedded for convenience of navigation in the questionnaire.

Images: items identification



The screenshot shows a mobile application interface. At the top, there is a status bar with icons for signal, Wi-Fi, and battery (93%), and the time 04:36. Below the status bar is a blue header with the text "MAN /" and a menu icon on the left, and a three-dot menu icon on the right. Below the header is a white area with the text "8935049500414" and a three-dot menu icon. Below this is another white area with the text "8935049500414 Dasani (CocaCola) 350ml". Below the text is a photograph of a Dasani water bottle with a green cap and a white label, sitting on a dark surface next to a white and red marker. Below the photograph is a white area with the text "Is item present in the store?" and a radio button labeled "yes".

Graphics can be embedded to help identify items.

Images: flashcards

HOUSEHOLD ASSETS /

Small kitchen appliances

Do you have a **coffee maker**?

- yes
- no
- don't know
- don't know what a coffee-maker is

Do you have a **toaster**?

- yes
- no
- don't know
- don't know what a toaster is

Do you have a **blender**?

- yes


HOUSEHOLD ASSETS /

Small kitchen appliances

Do you have a **coffee maker**?

- yes
- no
- don't know
- don't know what a coffee-maker is

INTERVIEWER: SHOW THE FOLLOWING IMAGE TO THE RESPONDENT



Flashcards can help clarify the subject.

Multilingual questionnaires

Difference between the software language and the questionnaire language.

- Survey Solutions Interviewer App language switch;
- Survey Solutions Supervisor/Headquarter languages switch;
- Survey Solutions Questionnaire languages switch.

Multilingual questionnaires

- Used when respondents may be preferring interview process in a different language;
- Languages may be switched on the fly;
- Many languages – one logic;
- Main language (designer, interviewer, HQ) + translations;
- Preparing translation files with Excel, structure of a translation file;
- When to update translation files?

Structure of a translation file

Entity Id	Type	Index	Original text	Translation
489ce82e6bbd3916a9184804383dec06	OptionTitle	1	Andorra	
489ce82e6bbd3916a9184804383dec06	OptionTitle	2	United Arab Emirates	
489ce82e6bbd3916a9184804383dec06	OptionTitle	3	Afghanistan	
489ce82e6bbd3916a9184804383dec06	OptionTitle	4	Antigua and Barbuda	
489ce82e6bbd3916a9184804383dec06	OptionTitle	5	Anguilla	
489ce82e6bbd3916a9184804383dec06	OptionTitle	6	Albania	
489ce82e6bbd3916a9184804383dec06	OptionTitle	7	Armenia	
489ce82e6bbd3916a9184804383dec06	OptionTitle	8	Angola	
489ce82e6bbd3916a9184804383dec06	OptionTitle	9	Antarctica	
489ce82e6bbd3916a9184804383dec06	OptionTitle	10	Argentina	
489ce82e6bbd3916a9184804383dec06	OptionTitle	11	American Samoa	
489ce82e6bbd3916a9184804383dec06	OptionTitle	12	Austria	
489ce82e6bbd3916a9184804383dec06	OptionTitle	13	Australia	
489ce82e6bbd3916a9184804383dec06	OptionTitle	14	Aruba	
489ce82e6bbd3916a9184804383dec06	OptionTitle	15	Aland Islands	
489ce82e6bbd3916a9184804383dec06	OptionTitle	16	Azerbaijan	

- Translations + @@sheets;
- Editable and fixed columns;