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Subject: CAWI in Multi-Mode Data Collection

CAWI in Latvian LFS

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Abstract

The paper gives information about our experience with incorporating CAWI in Latvian Labour Force Survey (LFS) data collection mixed-modes system – pilot testing and conditions considered when using CAWI in the LFS core questionnaire.

Data collection modes in Latvian LFS

The Latvian LFS was launched in November 1995. Until 2005, a PAPI method was used, while in 2006 it was changed to CAPI method. After a short period (in the 2nd quarter of 2007) a new interviewing mode – CATI – was introduced, and until 2018 Latvian LFS was conducted by using two interviewing methods – CAPI and CATI.

In 2018, Central Statistical Bureau of Latvia introduced CAWI, and at present LFS is based on three interviewing modes – CAPI, CATI and CAWI.

Until the 1st quarter of 2013, Blaise was the data entry programme used in the Latvian LFS. Later it was changed, and now interviews (including CAWI) are conducted with the help of Integrated Statistical Data Management System – Computer Assisted Survey Information System (ISDMS–CASIS) developed in Latvia.

Decision on the introduction of CAWI was made with an aim to reduce interviewing costs (especially in CAPI) and reach respondents preferring to complete questionnaire by themselves, which nowadays is becoming more and more popular.

Structural indicators were introduced in 2017, and the respective questions are asked only at first interview (CAPI), thus CAWI interviews (used in 2nd-4th waves) are shorter and burden on respondents is reduced.

CAWI pilot survey

Before introducing new method used to collect the key LFS data, a pilot testing was performed. Pilot survey field work was performed in the 2nd quarter 2017.

Before the pilot testing, it took a lot of hard work to adopt the LFS questionnaire to the CAWI – wording of questions, answers, explanations. This work was done by five Employment Statistics Section employees over the period from January to April. Latvian LFS questionnaire is available in two languages – Latvian and Russian.

The data entry programme and logon to the web questionnaire was updated by three programmers and testing of the pilot survey web questionnaire was done by the same five persons who made changes in the questionnaire wording during the period from April to mid- May.

Respondents for pilot testing were selected over the period from January to April 2017, when the 4th wave interview was supplemented with question on willingness to participate in testing of the web questionnaire and a request to indicate e-mail address. Pilot testing field work took slightly more than two weeks (19 days – from 17 May to 4 June).

Respondents received an invitation letter five days before web-interviews were started.

Respondents had possibly to sign in web questionnaire via internet bank, e-identification card or e-signature. Although Latvian LFS is household survey, still only one household member (contact person) could allowed to authorise.

Respondents not completing web-questionnaire within first ten days was received a reminder e-mail.

CAWI pilot survey results and conclusions

After the pilot testing, the results acquired were analysed – response rate, time needed to of fill in the questionnaire, comments from respondents, etc.

We received 107 agreements to participate in the pilot survey, but only 40 households (37.4%) participated in web questionnaire testing.

During the first ten days, web questionnaire was completed by 63 % of households; during the second part of field work period – by 37 %. Activity increased after sending the reminder e-mail – 24 % of the e-mail receivers completed questionnaire. Although reminder was sent on Friday, reaction was observed on Monday. It allowed to draw a conclusion that persons check their e-mails or use internet on working days and during working time –58 % of questionnaires were completed during working hours (8.00 - 18.00 o'clock).

Average age of respondent accounted for 46 years, and large part of respondents consisted of women (72%).

CAWI interviews are longer than CAPI or CATI interviews – CAWI take 9 min per person, CAPI/CATI take 6 min.

End of the pilot survey questionnaire had a section with questions about general understanding of the questionnaire. The greatest part of respondents had no objections towards the meaning, wording and explanations of the questions. In respect to the questionnaire design, the opinion differs – part of respondents was satisfied with the design, while part advised to improve it.

CAWI in core survey

The pilot test results helped to decide about the conditions to be incorporated CAWI in the Latvian LFS CAWI – age group, questionnaire completion time (for how it will be open), changing of the interviewing mode in case of non-response in web, etc.

In 2018 core survey, CAWI was incorporated in the 2nd and 3rd waves.

To make CAWI shorter and reduce burden on respondents, structural indicators asked only at first interview (CAPI) were introduced, and, also a preprint was used (for example, level of education acquired, work place), and in CAWI respondents are asked only about changes in the information given prior.

In the 2nd quarter, also ad hoc module questionnaire on reconciliation between work and family life was included in the CAWI.

For 2nd-4th wave interviews LFS questionnaire in all three modes (CAPI, CATI and CAWI) is the same. Moreover, questionnaire wording was updated to suit the CAWI. It was done during pilot run-up time.

CAWI mode is offered only to the households participating in the previous interview and mentioning that have possibility to use the Internet.

Before starting the CAWI, households by mail receive an invitation letter. The letter shall be given to the person having access to the Internet (web questionnaire), i.e., contact person, giving that he/she is aged 15–64.

Information on all household members may be acquired by using proxy interviews (i.e., all information is given by the contact person) or in a way when web questionnaire is accessed by the contact person, but each household members fills it in separately. Proxy interviews are the most popular option used, as opposed to only 14 % of the other method.

Web questionnaire may be accessed via e.csb.gov.lv and authorising with internet banks, e-identification card or e-signature in portal Latvija.lv.

CAWI interviews may be conducted one week after the reference week. Web questionnaires are opened on Monday and closed on the next Monday. On Wednesday, households receive reminder e-mail, if the e-mail address of the contact persons is known.

Non responding households are switched to CAPI and CATI modes on the day, when access to CAWI mode is closed.

First year with CAWI

After the first year, results of the CAWI interviews showed that web questionnaires were completed by nearly 10 % of the respondents selected for CAWI and it is less than we have expected. In 2018, CAWI mode constituted very small part of the LFS interviewing methods. It is partly because web interviews were introduced gradually – starting with the 2nd wave in the 1st, 2nd and 3rd quarter and following with the 2nd and 3rd wave in the 4th quarter.

Both pilot and interviews in first year showed that duration of web interviews are longer than that of CAPI and CATI.

Respondents faced the most difficulties when using classifications (for example, NACE, classification of fields of education and training).

First year of using CAWI showed that one week for web questionnaire sometimes is too short because households may have not received invitation letter on time (due to mail delay, especially around Christmas and New Year).

Although reminder about the web questionnaire is very useful, it was not used widely due to the lack of e-mail addresses.

Introducing of a new interviewing mode hinders field work management as shortens time for CAPI or CATI mode in case household has not filled in web questionnaire, moreover situation with web interviews statuses and changing of interviewing mode, if any, must be done quickly.

CAWI in 2019

This year, the same interviewing period for web interviews has been kept one week. At present, we cannot prolong the period for web questionnaire accessing.

We are using the same system – sending invitation letter to household before opening the web questionnaire and afterwards a reminder in case the e-mail is known.

Since this year web questionnaire is used in all planned LFS waves – 2nd, 3rd and 4th – and in all quarters as well as only in the core questionnaire (without ad hoc module), because ad hoc module questions are introduced in the 1st wave interview. Structural indicators also are included in the 1st wave interview which always is CAPI.

After analysis of the interviews results, a decision was made to remove the 64-year upper age limit for contact person in CAWI starting from the 3rd quarter and use the age limit 15 and over.

We hope that CAWI mode becomes more popular among respondents and takes more significant place among other LFS interviewing methods.