



April 26, 2019

Happening in SRO

You can find this "Happening in SRO" and all similar newsletters on the SRO Intranet Home Page, located at: <http://isr-wp.isr.umich.edu/srointranet/> under Recent News.

If you have items for the newsletter or if you would like to highlight an event, please let Ann Vernier or your unit director know.

ISR Expo

(Stephanie Chardoul)

For the first time, SRO hosted a booth at the ISR Expo on April 4th. Over 30 programs and projects from across all five ISR Centers participated in the event. It was a great opportunity for SRO to showcase our structure, our data collection capacity, and to highlight some of our important projects that aren't as well known within the ISR community. We hope you were able to make it -- we highly recommend checking it out next time!





Project Update: Video Communication Technologies in Survey Data Collection (VCT) (Kallan Larsen)

Increasing costs and declining response rates make the development of more cost-effective alternatives to face-to-face interviews (that do not sacrifice their benefits to data quality) more important than ever. As video communication technologies mature, they become attractive options for conducting interviews with hard-to-reach populations, including sample members in remote locations, those deployed overseas, etc. Interviews conducted via live or recorded video may combine the data quality benefits of face-to-face interviewing (increased motivation and engagement) with the increased social distance of self-administered and telephone interviewing, leading to increased disclosure – more honest answers to sensitive questions.



A new methodological study on this subject, led by [Dr. Frederick Conrad](#) (SRC Survey Methodology Program) and [Dr. Michael Schober](#) (The New School for Social Research), is being funded by the [National Science Foundation](#) with supplemental funding from the [Michigan Center on the Demography of Aging](#). Among Drs. Conrad and Schober's previous collaborative studies are studies of precision and disclosure across different survey modes using iPhones and human versus animated interviewers.

A nationally representative address-based sample (n=10,000) will be contacted via mail starting June through September 2019. Sample members will be pre-assigned to one of three mode conditions: (1) Textual Self-Administered (TS) – a traditional web survey, (2) Video Self-Administered (VS) – a web survey in which questions are asked via pre-recorded videos of interviewers reading the questions, (3) Video-Mediated (VM) – a live video interview conducted via BlueJeans. It is expected that 125 interviews will be conducted in each mode in the first replicate, 125 per mode in the second replicate, and 33 per mode with adults over the age of 65 in the final replicate. In total, we anticipate 850 completed interviews. VM Interviews will be conducted by 10 SSL interviewers, each of whom will also be recorded reading the survey questions for VS Interviews.

In the initial mailing, respondents assigned to the VM condition will receive the link to an online screener, during which they will complete a connection test before scheduling an appointment with a third-party self-scheduling tool. Each interviewer assignment will be made randomly so as to facilitate analysis of interviewer effects in the video modes.

Candidate survey questions were selected from prior studies where they have shown mode effects in the form of disclosure, straightlining, or rounding. The sensitivity of each candidate item and each response option were then rated by an online panel (n=447). The resulting sensitivity ratings were combined with the prevalence of each response option as observed in previous studies to compute final sensitivity scores. The final questionnaire consists of sensitive questions where many respondents will have to give a sensitive answer and minimally sensitive questions that are likely to promote straightlining or rounding effects. The main questionnaire will take about 15 minutes to complete, after which respondents will be asked debriefing questions about their survey/interview experience, which will take about 5 minutes to complete.

Built into this study is an incentives experiment, where the allocated pre-incentives budget is split evenly between \$2 cash and \$2 e-gift codes. It is anticipated that this will reduce costs as only a portion of sample members will actually redeem the codes. Additionally, having to enter the online instrument to receive the pre-incentive may increase the likelihood that those who redeem the pre-incentive will complete the instrument.

This study will provide insights into both the effects and feasibility of video interviewing as a mode of data collection, putting SRC on the forefront of advancing survey research techniques. The project's results will reveal the extent to which, and for whom, less costly interaction (live but remote vs. recorded) with an interviewer promotes engagement and data quality comparable to what is found in similar FTF interviews. The arm of the study targeting older adults will inform efforts to make it easier for older Americans to respond to surveys using new technologies and how this affects the quality of survey estimates. More generally, the findings will address when and in what ways modern communication modes that reduce social presence and are less personal might be equal to or even more effective than FTF interaction.

Our Work in the World – BFY

(Stephanie Chardoul)

We are nearing the end of our first year of data collection on Baby's First Years (BFY), and are on target to successfully recruit 1000 new moms from our four sites. If you want a reminder of our role on the project, please see Piotr's description in the February 2018 edition of *Happening in SRO*, or check out the study website: <https://www.babysfirstyears.com/>. Recently, one of the core Principal Investigators, Dr. Kimberly Noble (a pediatrician and neuroscientist at Columbia University Teachers College), gave a TED Talk on the theory behind BFY -- that income has a significant impact on babies' brain development.

https://www.ted.com/talks/kimberly_noble_how_does_income_affect_childhood_brain_development

SRO Wellness Committee

A new committee has been formed in SRO--the SRO Wellness Committee. This committee is designed around the U-M Well-Being initiative ([Well-Being at U-M](#)), which created a model that identifies eight key dimensions of personal well-being. "The philosophy embraces the concept that well-being encompasses the whole person, with many factors affecting your quality of life and playing a part in achieving balance, purpose, and vitality in your career and at home."

At the December 2018 end-of-year potluck, we voted on the dimensions in the model to determine areas of focus for SRO in 2019. The top four dimensions based on voting were: Physical, Emotional/Mental, Financial, and Occupational. The committee began meeting in April to start planning wellness initiatives. Stay tuned!

Committee members are: Rebecca Gatward, Ashanti Harris (Lead), Nicole Kirgis, Janet McBride, Shannon Vida, and Laura Yoder. The committee can be reached at: srowellcomm@umich.edu. We welcome your thoughts and ideas!

New Staff in SRO

Suzie Mihic is a new Administrative Assistant Intermediate. Suzie has more than 15 years of administrative support experience, including human resources and accounting duties. She is also licensed in California as a court reporter, requiring very fast, accurate typing skills, as well as impeccable grammar, extensive vocabulary, and strong understanding of technical terminologies. Suzie has spent the last 11 months in a temporary position supporting the SSL and DCO. In her new role, Suzie will continue to support the SSL, DCO Director, and the field production team as well.



Pooja Varma-Laughlin joined the SSL as a Survey Technician for HRS in 2018. Since then she has also worked on SCA and PSID. In April she started her new role at the SSL as a Survey Specialist Intermediate. Pooja studied Political Science and Applied statistics at the University of Michigan. She moved to the East Coast a month after graduation and moved back to the Mitten State a few years later. Her interest in the intersection of technology, research and data has been a constant in her career with previous experience in data analysis, digital analytics and project management working at a Fortune 500 company, startups and the non-profit sector. If she had to pick, interning at the Canadian Parliament and experiencing the Parliamentary system first hand would be one of the more interesting experiences she's had so far. Pooja looks forward to the Ann Arbor Art Fair and she also enjoys gardening. She's happy to share parking tips and extra pilea peperomioides plantlets!

Ann Jastrzembowski joined the Data Collection Services team as an Administrative Assistant Intermediate. Ann has been an employee of the University and ISR for more than 16 years, with positions in ICPSR and ISR HR. She earned her PHR (Professional in Human Resources) certificate in 2012. She enjoys spending time with her family, especially her two grandchildren (with one more on the way!), gardening, her three dogs and yard work.



Sean Phillips joined the SRO Technical Services Group as a Systems Administrator. He graduated with a B.S. in Information Assurance from Eastern Michigan while working on the Army STARRS project. He worked the previous 6 years at the School of Public Health as a Systems Administrator and has now returned to ISR to work on multiple projects such as MSMS and SurveyTrak. Sean enjoys reading, gaming, tinkering with electronics, gardening, animals, nature, skiing and bike riding. Sean's pets include a Black Lab/American Bulldog, a Ball Python, and a Leopard Gecko.



SRO Tips and Tricks

(Kelly Chatain)

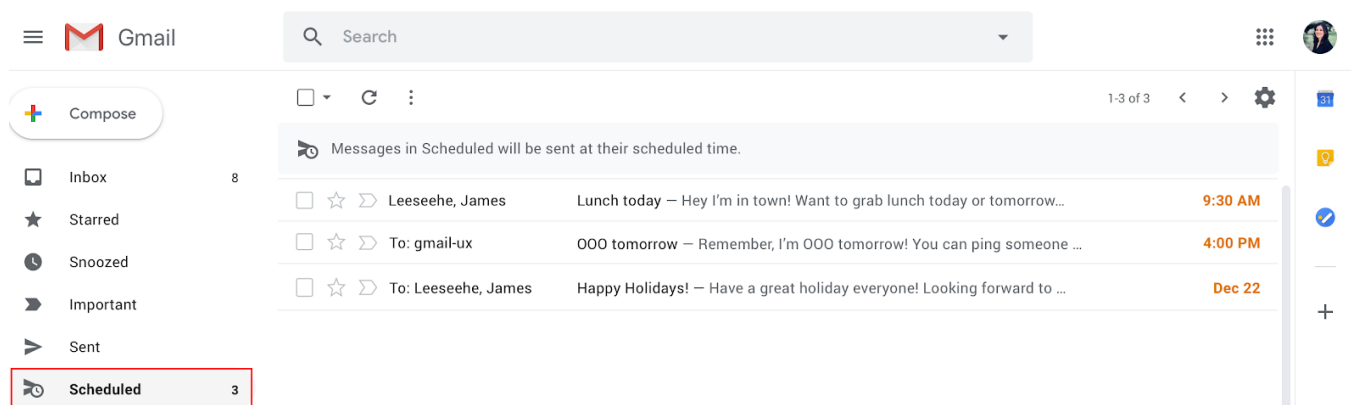
You will soon be able to schedule your emails in Gmail to be sent at a later date and time.

When drafting an email or reply in Gmail, you will see an arrow next to the **Send** button. Clicking this arrow will give you the option to **Schedule send**. After clicking **Schedule send**, you can pick the specific date & time at which you'd like the message to be delivered.

This feature will be available on Android and iOS apps and Gmail on desktop browsers.

With this launch, Google will also be adding a **Scheduled** folder in Gmail. Scheduled messages will appear in the **Scheduled** folder while queued to be sent.

Note: It is expected behavior that you may see the **Scheduled** folder before you are able to schedule emails.



According to Google, the full rollout for scheduled send starts on **April 15, 2019**, and may take **longer than 15 days** for feature visibility. For more information, visit [Google's G Suite Updates Blog](#).

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