



**INSTITUTE FOR SOCIAL RESEARCH • SURVEY RESEARCH CENTER**  
**SURVEY RESEARCH OPERATIONS**  
UNIVERSITY OF MICHIGAN

# **SRO All Staff**

## **Business Meeting**

### **January 26, 2015**



**Welcome all...**

Welcome  
“remoties”

# John O'Duinn's blog



RSS

[Home](#)

[Hello and welcome!](#)

[Quotes...](#)

[Useful links...](#)

[My Travel Journal...](#)

09 Nov  
2014

**“We are ALL Remoties” (Nov2014 edition)**



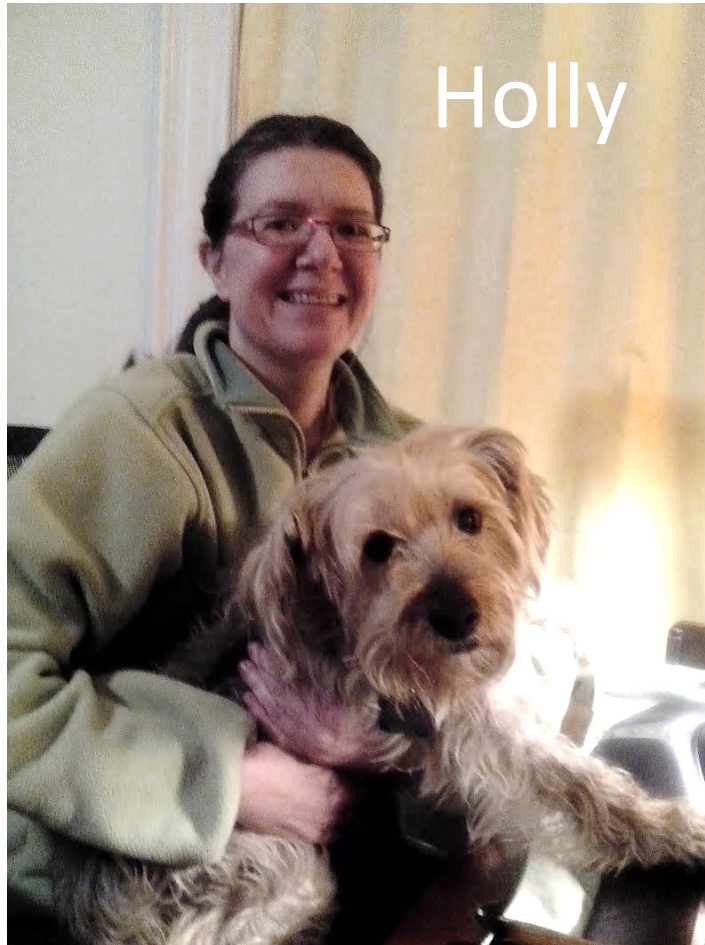
John



HortonWorks, Mozilla, Remoties



3 Comments



Holly



“loaner dog” Billy









Grant

Dressed for  
the photo

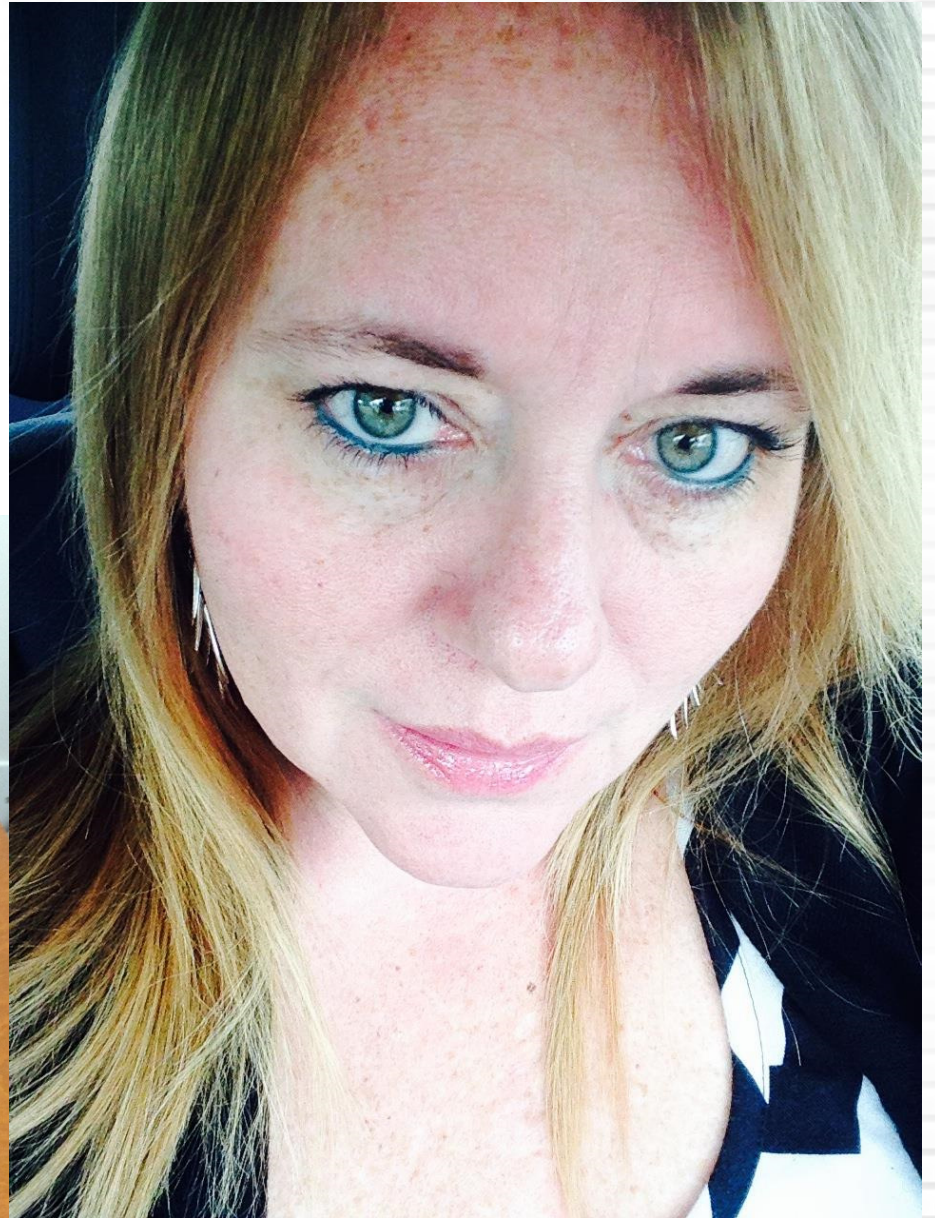
Admin  
Assistant



**Theresa**



**Assistant**





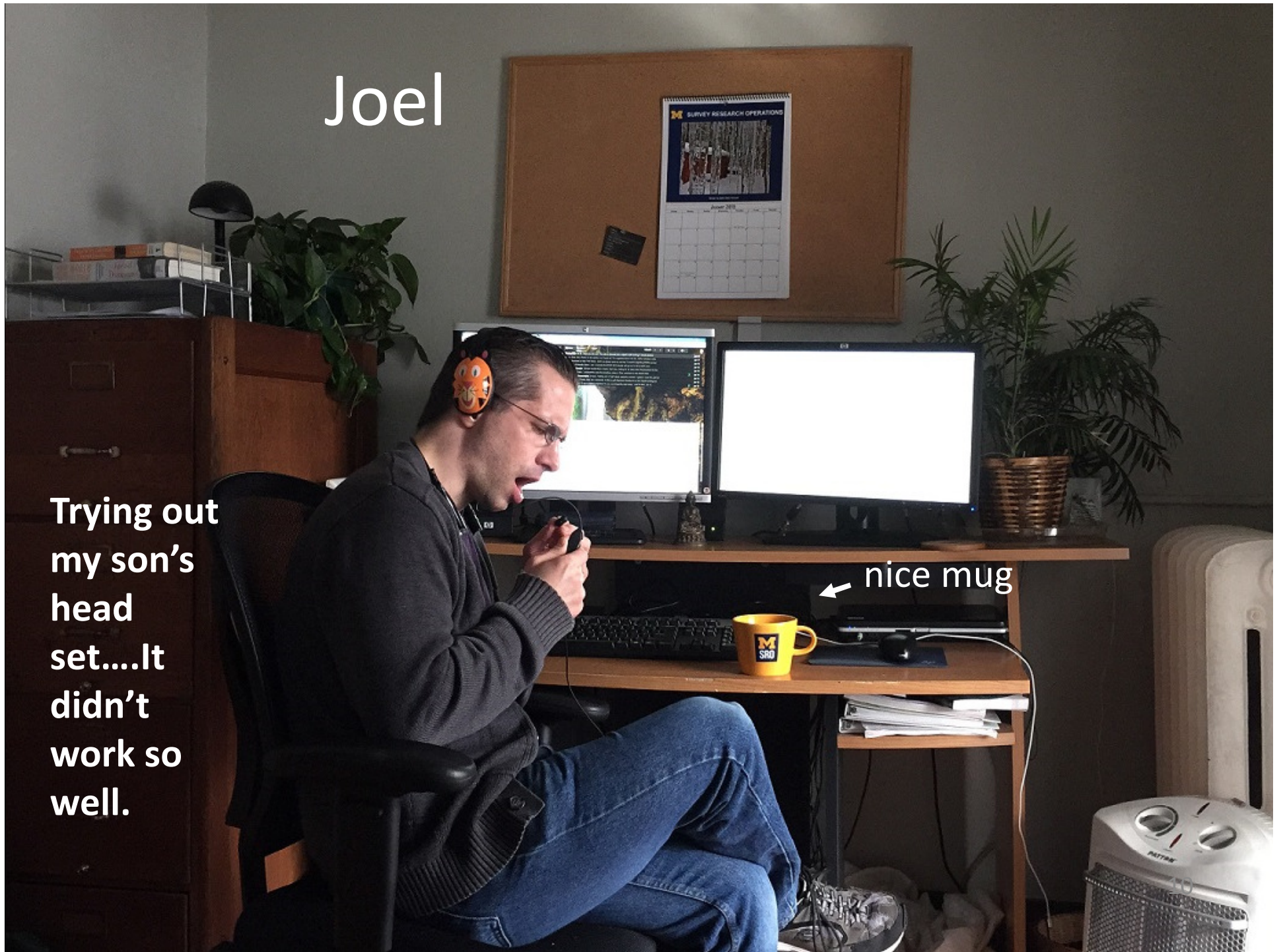




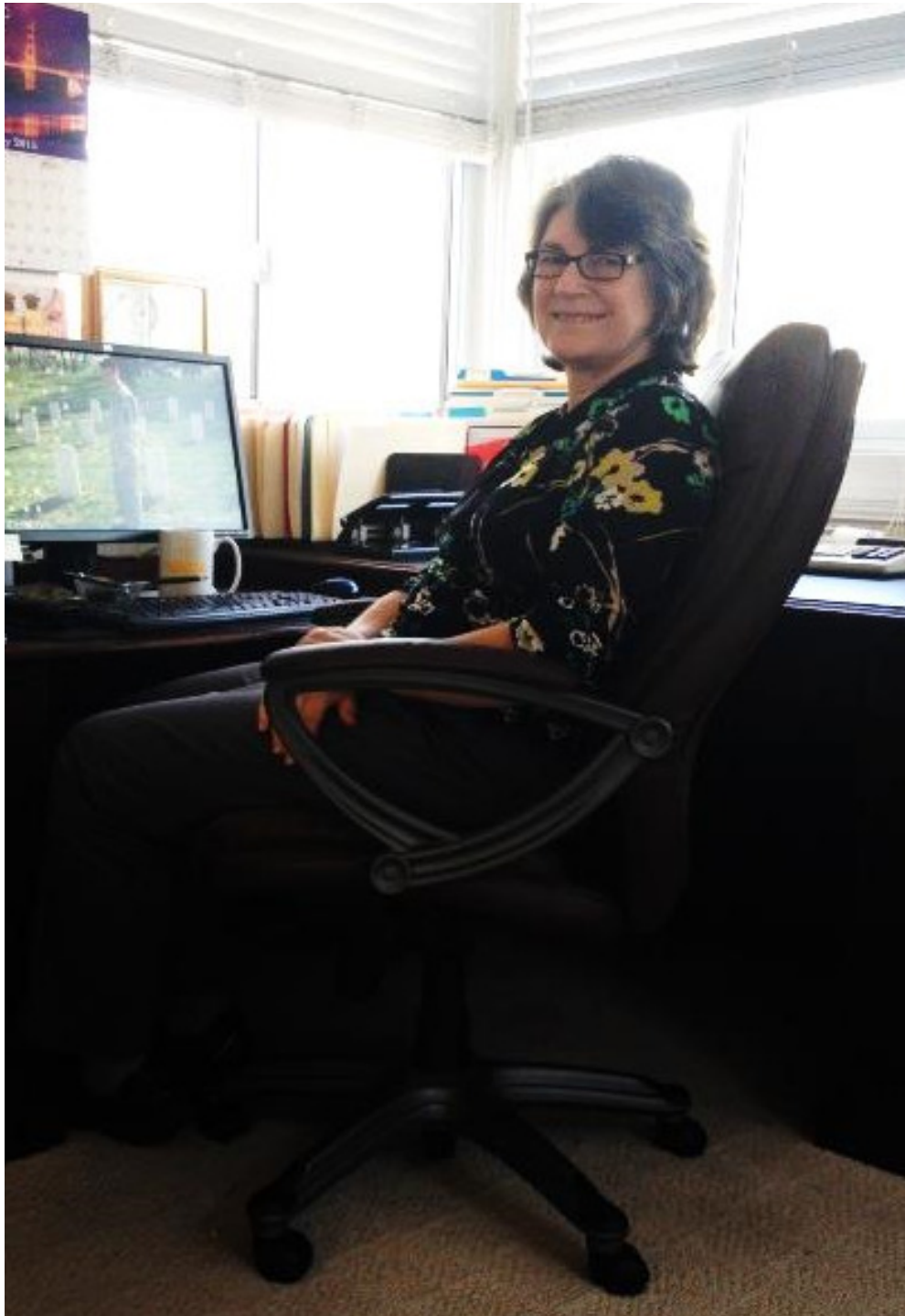
Joel

Trying out  
my son's  
head  
set....It  
didn't  
work so  
well.

← nice mug







## Nancy Gebler (PDMG)

- Began my career in survey research as a student interviewer with the Detroit Area Study
- Started working at ISR in 1980
- Have been working remotely (on and off) since 1989
- Currently living in Southern Pines North Carolina, near Ft. Bragg
- Married, two children



# Brad Goodwin





## Peggy



Ryan

Made the desk →







## **Remote staff who made the trip to Ann Arbor...**

**Veronica Connors-Burge – Bloomfield Hills**

**Sarah Crane - Toledo**

**Sharon Parker - Rochester**

**Stephanie Sullivan - Pittsburgh**





# Today's agenda

**New Boss Talk**

Trivellore Raghunathan  
("Raghu")

**Projects – Upcoming & proposed**

Stephanie Chardoul

**BREAK - refreshments**

**People – staff news**

Jody Dougherty

**Numbers – financial update**

Ryan Neice

**Faculty Talk**

Zeina Mneimneh

**Reflections – Summary remarks**

Patty Maher

# Table Talk: News to share

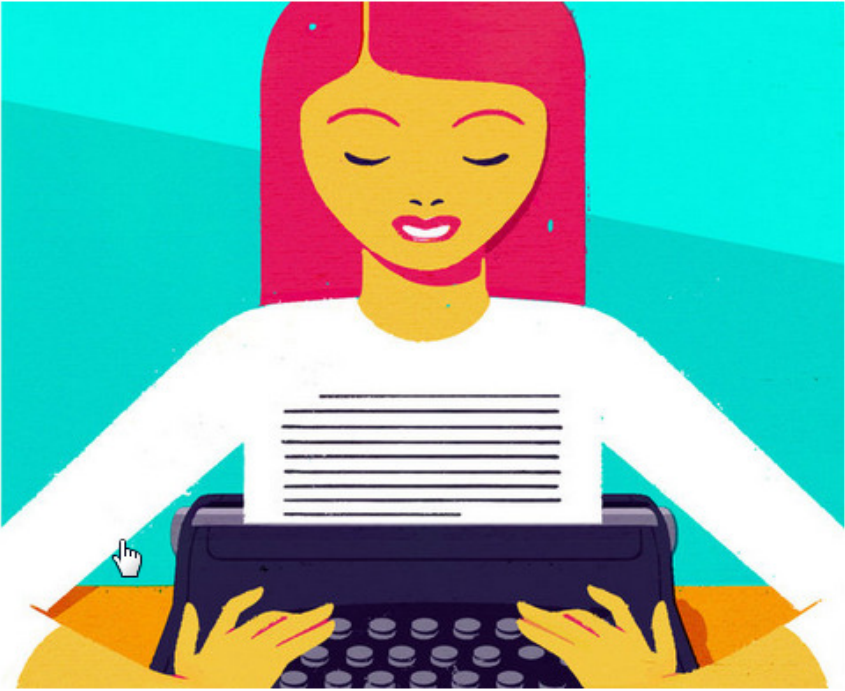
## Your turn...

EXAMPLE:

WELL

### Writing Your Way to Happiness

By TARA PARKER-POPE JANUARY 19, 2015 5:30 PM 134 Comments




Chris Gash

The scientific research on the benefits of so-called expressive writing is surprisingly vast. Studies have shown that writing about oneself and personal experiences can [improve mood disorders](#), help reduce symptoms [among cancer patients](#), improve a person's health after a heart attack, reduce doctor visits and even [boost memory](#).

Now researchers are studying whether the power of writing — and then rewriting — your personal story can lead to behavioral changes and improve happiness.

**THE WELL COLUMN**  
Tara Parker-Pope on living well.



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## **Director, Survey Research Center**



**Trivellore Raghunathan**

# A Statistician's Paradise: Combining Information from Multiple Sources

Presentation at  
All SRO Staff Meeting





Dr. Raghunathan presented material that is still being developed and reviewed for publication.

Please feel free to email him directly with questions or comments about the material he presented.

[teraghu@umich.edu](mailto:teraghu@umich.edu)



# Projects





# Upcoming Projects

(Specifically \*not\* going to talk about Housing & Children or any of the HRS2016 components – though lots of exciting stuff going on there!)



# Upcoming Projects

- PSID 2015
  - Training late February
  - Decentralized (mostly) telephone
  - Complete ~9335 interviews by December 31
- PSID TA (Transition to Adulthood)
  - Decentralized telephone
  - October 2015 – March 2016
  - Complete ~1800 interviews



# Upcoming Projects

- Survey Measures of Subjective Well-Being
  - 8 focus groups in March and April
- Ethical Considerations of Biobanks
  - Currently running Pilot: recruit ~85 participants
  - Two main data collections, in July and November, recruit ~350 participants each
- Optimizing Youth Suicide Risk Screening in ER
  - Delay from original plan, but starting this spring!





# Upcoming Projects

- STARRS LS (Longitudinal Study)
  - Web/phone follow up with original STARRS respondents
  - SRO leading technical development and protocols; sharing data collection with Harvard
  - Fall 2015 interviewing start (?)



# Upcoming Projects

- Remediating Skill Deficits Among Disadvantaged Youth (“BAM-2”)
  - Part of much larger evaluation of tutoring program
  - Builds on work already done on BAM
  - Up to 1,800 in-person interviews
  - Data collection start early 2016



# Pending Proposals

(Not exhaustive list but highlighting  
some interesting potential new work)





# Proposals

- PSID 2017 & 2019
  - Next cycle (5 years) of funding from NSF
  - Possible integration of Blaise5/self-administered
  - Immigrant refresher component
- PSID TA Birth Record Consent
  - Add-on to TA15
  - All TA respondents and their children



# Proposals

- Dynamics of Peer Influence in an Era of School Choice
  - In-school web surveys of 6<sup>th</sup> graders in one city; then 4 follow-up surveys when 7<sup>th</sup> graders
  - Using school internet and hardware
  - Innovative programming such as displaying school pictures of classmates
- Dartmouth University Climate Survey
  - Web survey of faculty, staff, and students



# Proposals

- National Writing Survey
  - Web survey of STEM faculty at research universities: How they use writing in curriculum
- Cataract Surgery Outcomes
  - Telephone interviews with patients from regional treatment centers
  - Recruitment interview, then follow up interviews at 6 weeks and 12 months





# Proposals

- Cognitive Economics
  - Over 5 years, multiple waves of web/mail surveys and cognitive interviews
  - Starting fall 2015
- Predictors of Successful Transition to Civilian Life
  - Concurrent with STARRS LS (interviewing fall 2015)
  - 2 to 3 waves of interviewing with soldiers leaving the Army
  - Web/phone design



# Proposals

- Research, Measurement, Assessment, Design & Analysis (RMADA)
  - Task Order: evaluation of end-stage renal disease care initiative
  - Control and Treatment samples
  - 6000 interviews per year in SSL for 4 waves; 20,000 year 1 interviews in Field
  - Project start summer 2015; data collection in fall



# Proposals

International edition...





# Proposals

- Gene, Environment, Family, and Mental Health
  - Using CIDI and saliva collection on Chitwan Family Panel Study
  - SRO technical system and questionnaire development, + data collection expertise
- Partnering and Parenting Transitions and Mental Health
  - CIDI baseline interview, and frequent brief text/phone follow-ups to identify life events and mental health disorders



# Proposals

- American Samoa Health Interview Survey
  - U.S. Territory; Department of the Interior, Office of Insular Affairs
  - SRO technical system and q'naire development; interviewer training; production management
- Global Girls Research Initiative
  - DFID; partner with ODI (leading think tank on humanitarian issues) in London
  - 4 countries, 3 waves, 9-year project



# **Break...**

# **Talk to someone new**



# People





# Staffing

- 143 total regular staff

Which includes one new person since our last meeting:

- Rachel LeClere (PDMG) – student in SMP



# By the numbers...

Years of service	Count of staff
less than 1	6
1-2 years	8
3-5 years	34
6-10 years	21
more than 10	74



# Staffing News

- Zeina Mneimneh
  - Assistant Research Scientist (SMP)
  - February, 2015



Table Talk...

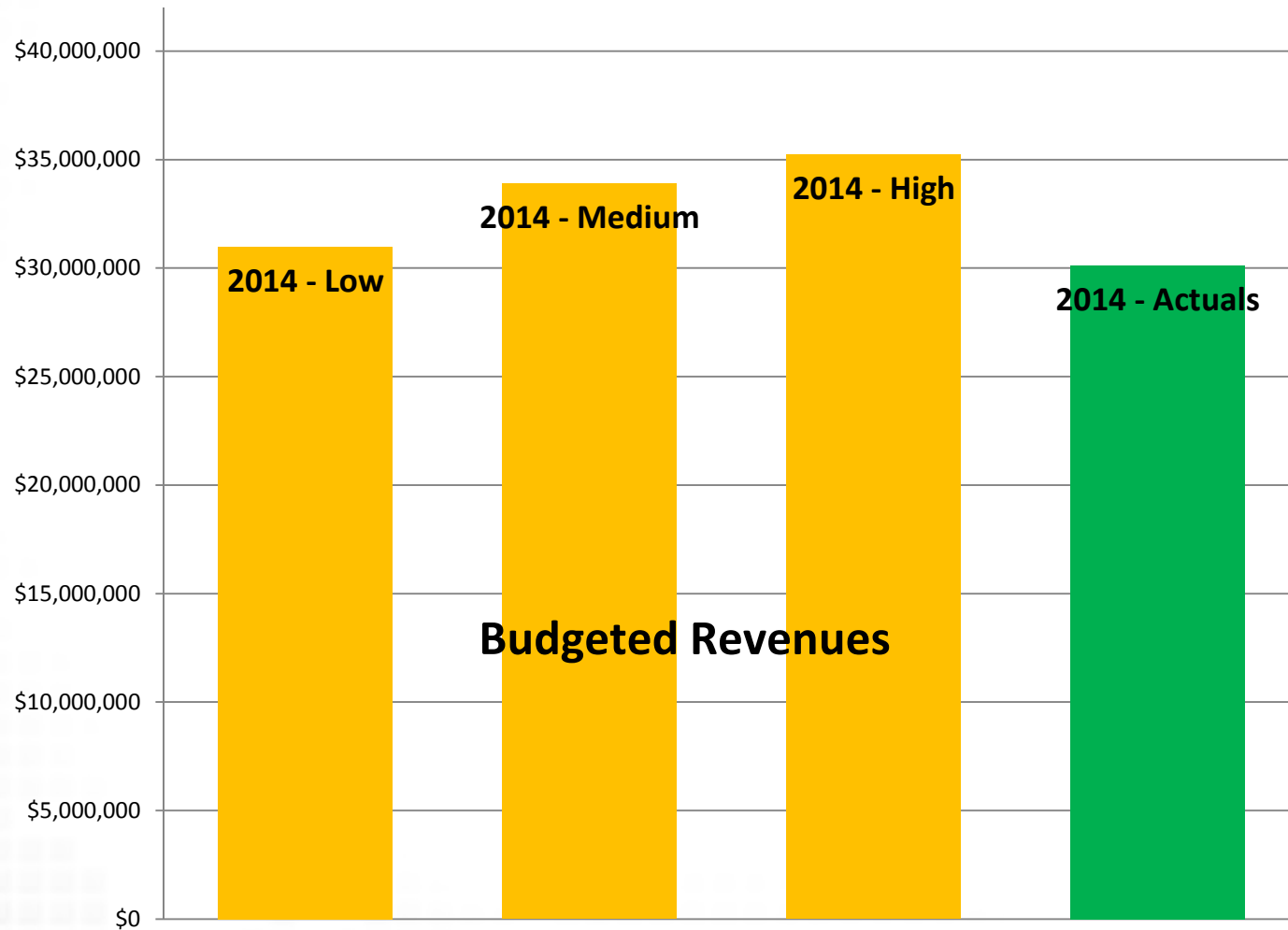




# Financials

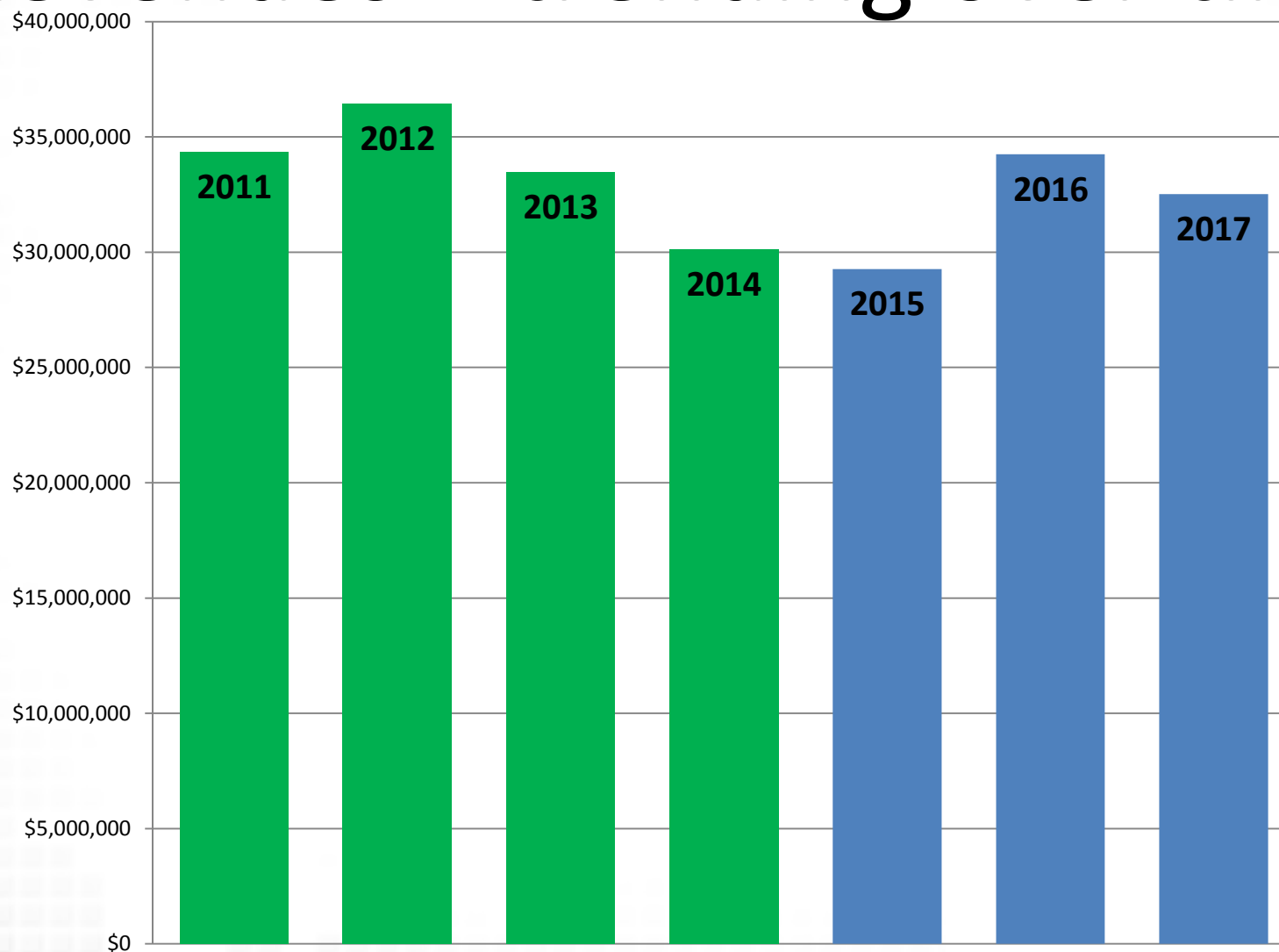


# FY14 - How did we do?



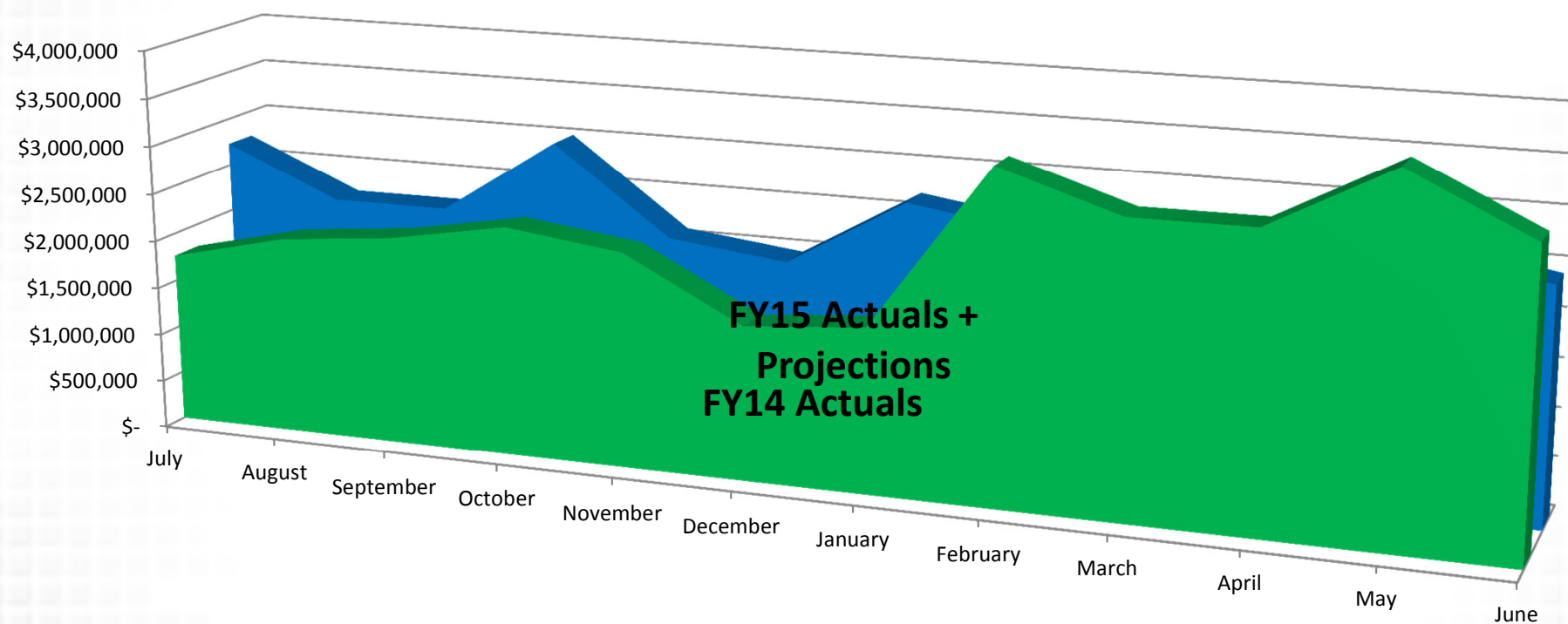


# Revenues – trending over time





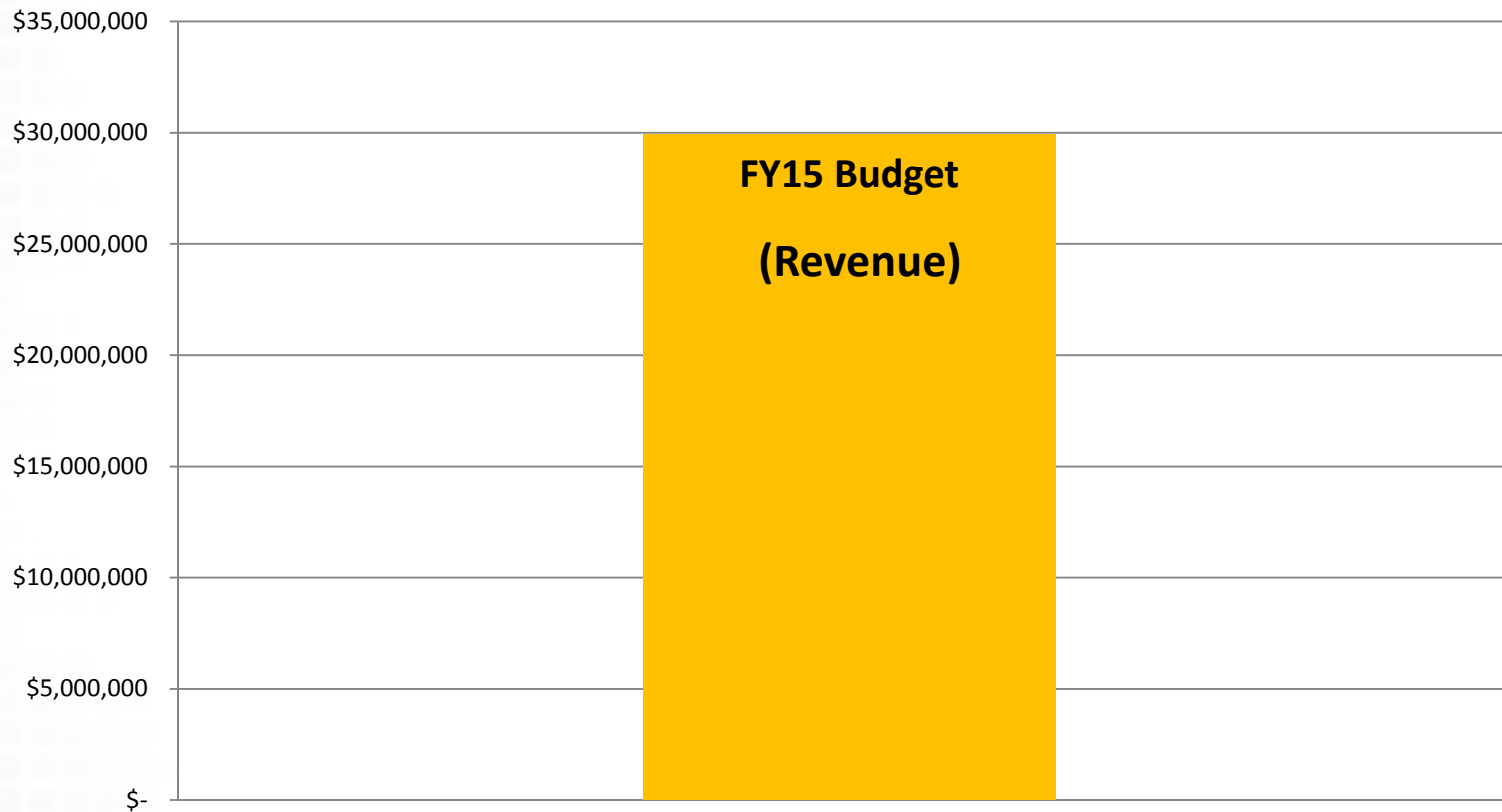
# FY15 Budget vs. Actuals/Projections





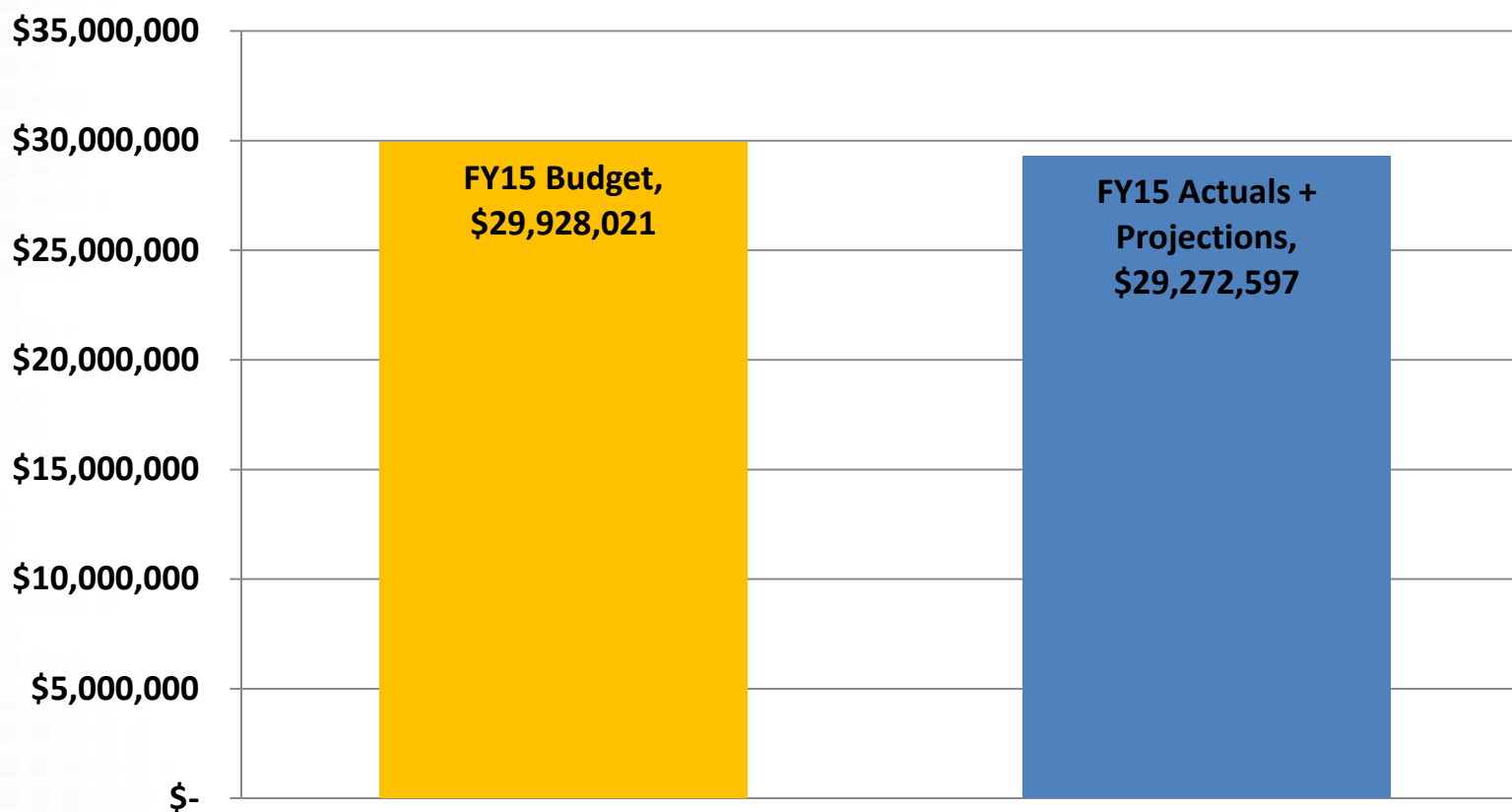


# FY15 – chasing numbers



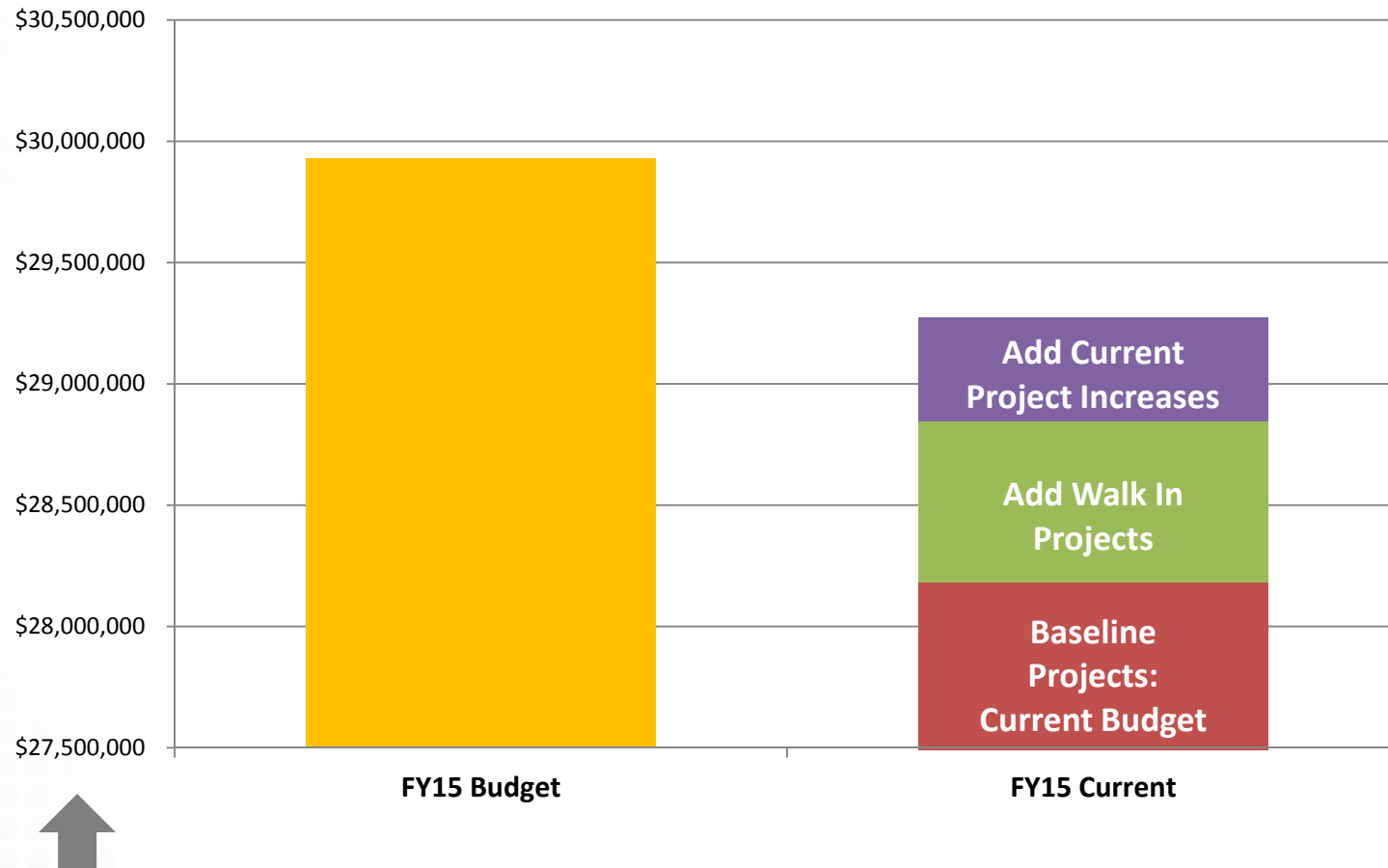


# FY15 – chasing numbers



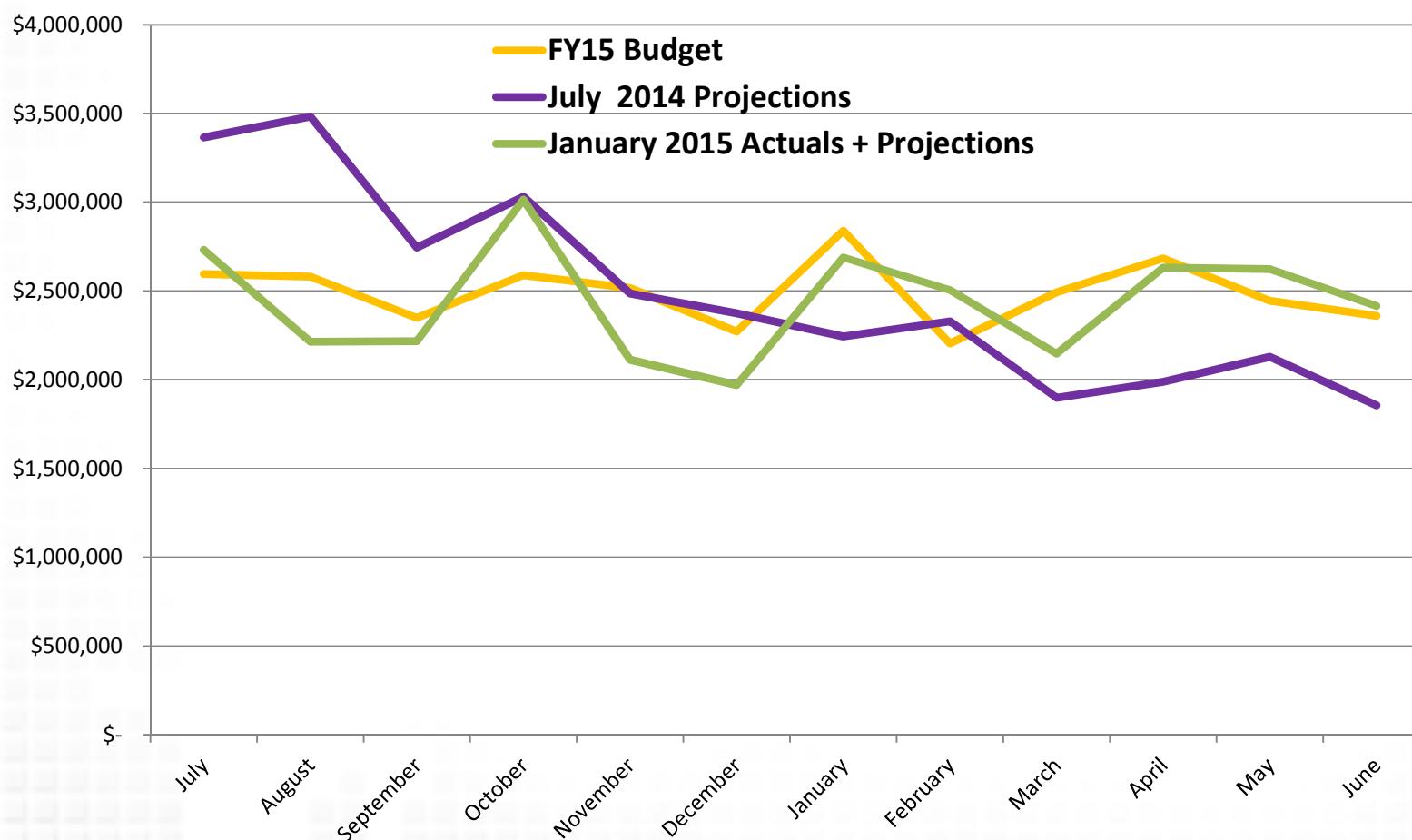


# FY15 – chasing numbers





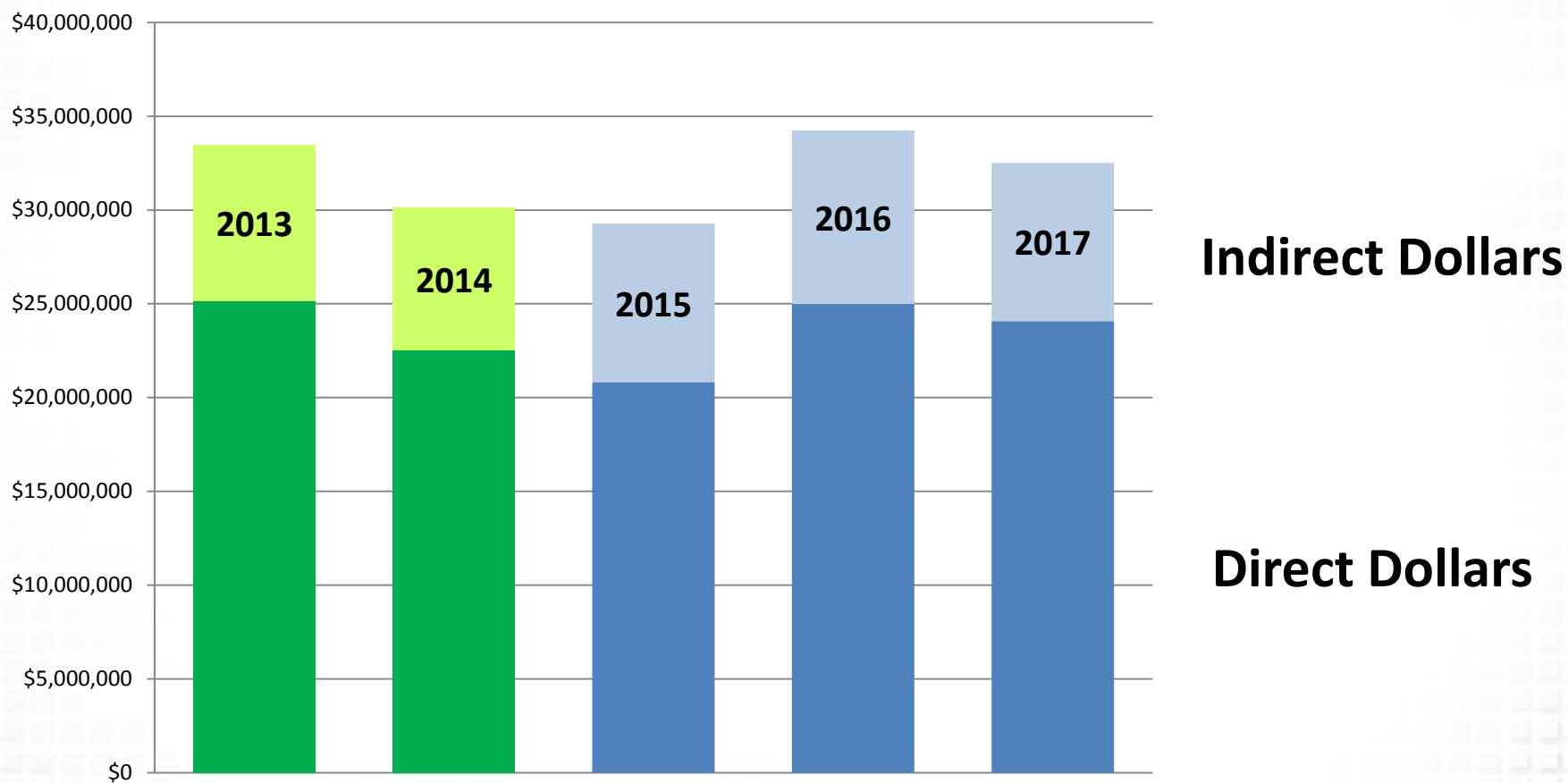
## Monthly Revenue – Making sense out of a moving target





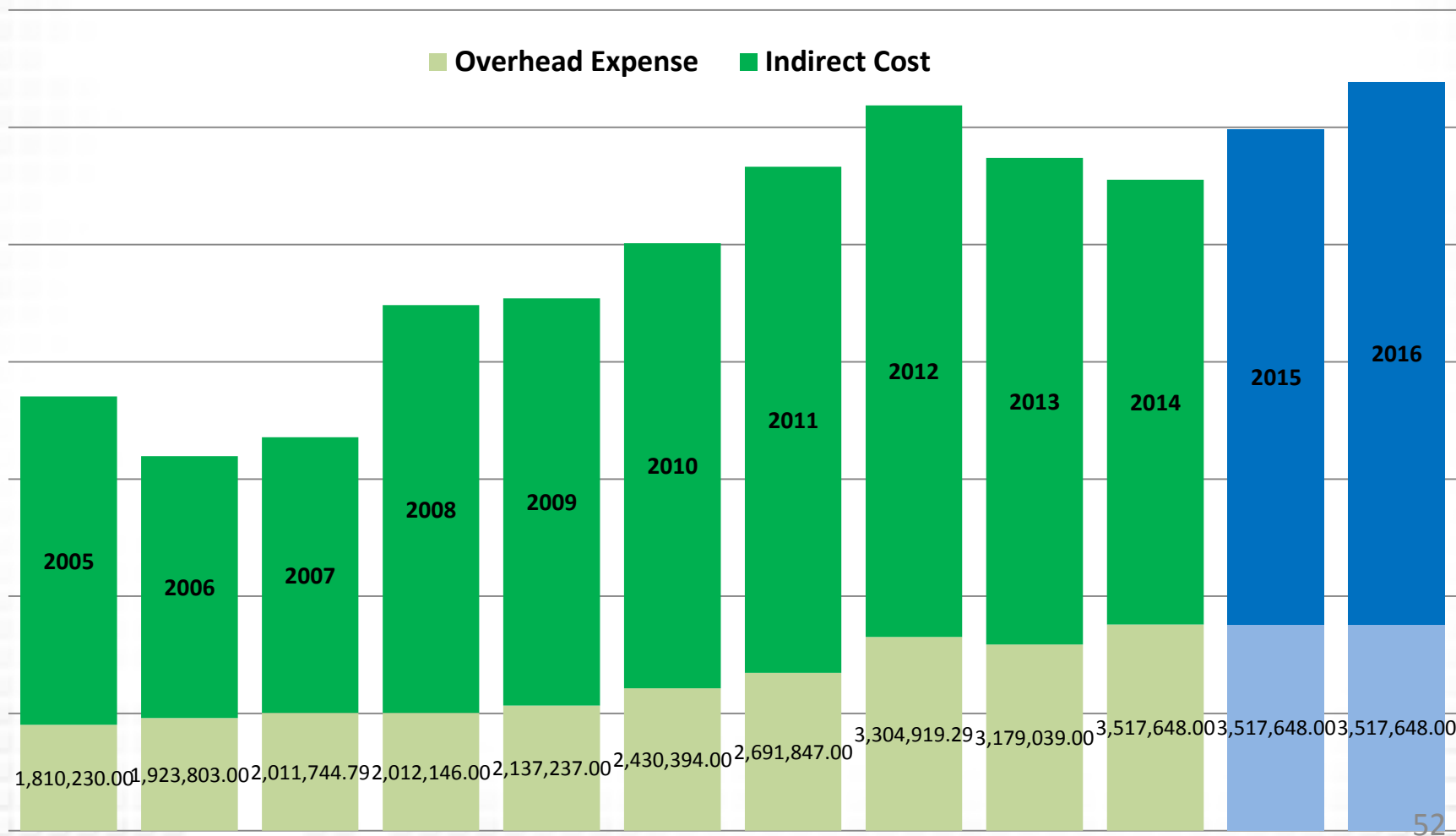


# Direct and Indirect Costs





# Indirect Cost vs. SRO Overhead





# Zeina's Talk



# Research Agenda: Past, Present, & Future

SRC–All Staff Meeting January 2015

Zeina Mneimneh



# Past and Present

Most have focused on sensitive information

1. Using cognitive interviewers to identify questions asking about sensitive information
2. Factors that affect reporting of sensitive information
3. Identifying socially desirable reporting behavior (It is a response behavior that projects a favorable image to maximize social conformity and minimize negative judgments by others)





## 1. Research Question: Do different cognitive interview probes elicit different respondent feedback on question sensitivity?

- Motivation:
  - Little guidance exists on the use of appropriate probes to elicit respondent feedback on question sensitivity.
- Design
  - Randomly assigned different probes to explore question sensitivity for a number of survey items that are judged to be potentially sensitive
  - Saudi National Health and Stress Survey: 49 cognitive interviews for a total of 137 question/probe interaction

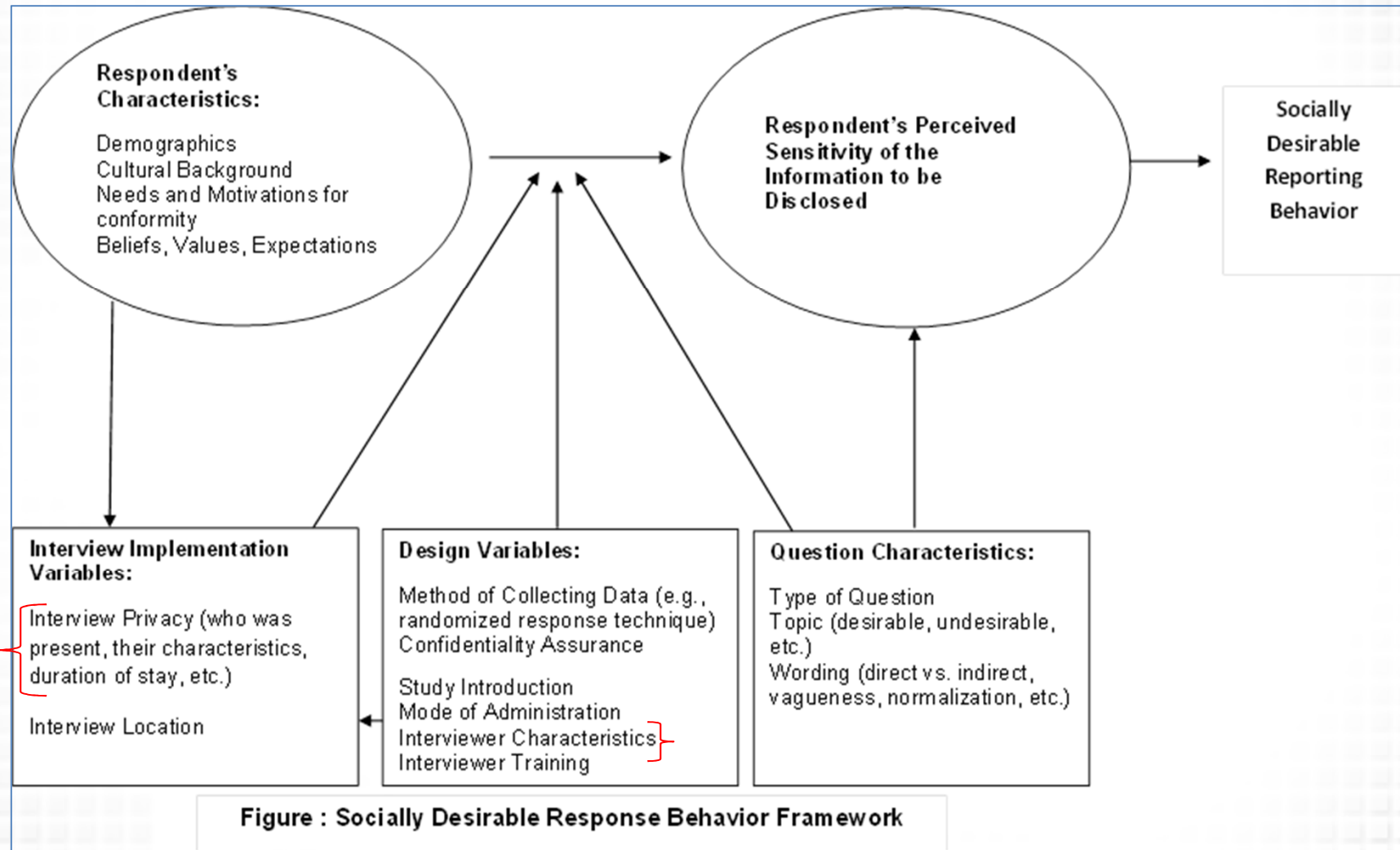


# 1. Research Question: Do different cognitive interview probes elicit different respondent feedback on question sensitivity?

- Three types of Probes
  - “How difficult/easy is it to talk about this issue ?”
  - “Do you think that others would find it uncomfortable to talk about this issue ?”
  - “Tell me more about your opinion of [how do you feel about] this question ?”
- Results : Different types of probes elicit different respondent feedback
  - “How others feel” elicited more feedback that identified sensitive information compared “How R feels” and a general probe like “tell me more about your opinion”
  - “Tell me more ..” elicited more feedback that was not codeable



## 2. Factors that Affect Reporting of Sensitive Information





# Interview Privacy



## 2.Motivation: Why interview privacy ?

- Non-private interviews are common (even when study protocol require privacy)
  - USA: 21% - 59% ; most rates are greater than 40%
- Literature on the effect of third party presence reporting factual and subjective information is mixed
- Factors possibly leading to such inconsistencies
  - Failure to understand determinants of interview privacy : especially interviewer effects
  - Failure to investigate interview privacy effects among different respondent groups
    - Respondent's need for social conformity
    - Cultural background





## 2a. Research Question: What determines interview privacy ?

- Case Study 1: World Mental Health Surveys
  - Main finding: Large between-interviewer variance
    - Almost as large as between-country variance
    - Did not vary greatly from one country to another
- Case Study 2: Value Orientations and Political Actions in Tunisia ( national study)
  - Large between-interviewer variation
  - Interviewer experience decreases likelihood of 3<sup>rd</sup> party presence among female respondents only
  - Sex of respondent, sex of interviewer, and level of conservativeness of respondent ( whether the female interviewer is wearing a veil or not) interact together and affect the gender of third person present



## 2b. Research Question: Does Interview Privacy Effects vary by R's need for social conformity ?

- Behavioral outcome: Ever thought, planned or attempted suicide
  - Respondent with low need for social conformity: Third party presence increased the odds of reporting suicidal behavior
  - Respondents with high need for social conformity: Third party presence reduced the odds of reporting suicidal behavior
- Attitudinal Outcome: Rating of Marital relationship
  - Effect did not vary by respondent's need for social conformity
  - Effect varied by country's income level : Partner presence increased the odds of reporting high marital rating in low and middle income countries
- Non-sensitive Factual: Having chronic physical conditions
  - No main or interaction effects



# Interviewer Characteristics



## 2c. Research Question: Do Iwer's own attitudes affect reporting of R's sensitive attitudes ?

- Motivation:
  - No research on whether iwer's attitudes affect R's attitudes
    - Directly
    - Differently by iwer's wardrobe
- Design
  - Value Orientations and Political Actions in Tunisia (national study)
    - 2974 respondents
    - 268 PSUs
    - 46 interviewers partially interpenetrated



## 2c. Research Question: Do Iwer's own attitudes affect reporting of R's sensitive attitudes ?

- R's religious intolerance (e.g. "Our children should not be allowed to learn about other religions", "The followers of other religions should not have the same rights as mine")
  - Iwers explain a significant 5.7% of the variation in respondent attitudes
  - Among female iwers wearing veil: As iwer's religious intolerance increases R's reported intolerance increases
  - Among female iwers not wearing veil: effect is slightly lower ( than female wearing veil)
  - Among males: effect is larger ( than female wearing veil)
  - Iwer characteristics reduces interviewer variance by 42%





## 2. Research Question: Do Iwer's own attitudes affect reporting of R's sensitive attitudes ?

- R's support for secular politicians (e.g. "Religious leaders should not interfere in politics ")
  - Iwers explain a significant 2.5% of the variation in respondent attitudes
  - Female iwers not wearing religious veil elicit more support for secular politicians than female iwers wearing veil
  - As iwer's support for secular politicians increases, R's similar attitudes increase
  - Iwer characteristics reduces iwer variance by 32%



# Operational Implications

1. Carefully design and choose cognitive interview probes targeted at identifying sensitive questions
2. Better train interviewers on how to request, achieve, and maintain interview privacy ( if privacy is a concern)
  - Grant proposal submitted
3. Better train interviewers on the importance of collecting accurate observations on the interview context
  - Collecting data to measure quality of interview privacy measures
4. Collect more detailed section specific measures ( for sections that collect sensitive information) of interview privacy and circumstances that lead to third person presence
  - Have been implemented in two studies and will be analyzed
5. Increase interviewers' awareness and understanding of interviewer effects especially when collecting sensitive attitudinal measures
6. Consider interviewer/respondent matching on measures other than gender/race if large interviewer effects are suspected
7. Collect more interviewer characteristics and measures that are related to key outcomes



# Identifying socially desirable reporting behavior



### 3. Identifying Socially Desirable Reporting Behavior

#### Motivation:

- Existing measures are general respondent-level measures such as Marlowe-Crowne Scale, Balanced Inventory of Desirable Reporting
- Several Concerns raised about these general measures
  - The assumption that from the time the scale is administered, the respondent's need for social conformity is stable across all the survey questions
  - However respondent's need for social conformity can change over the course of the interview and is topic specific
- Lack of topic-specific measures that identify respondents who are more likely to respond in a socially desirable manner

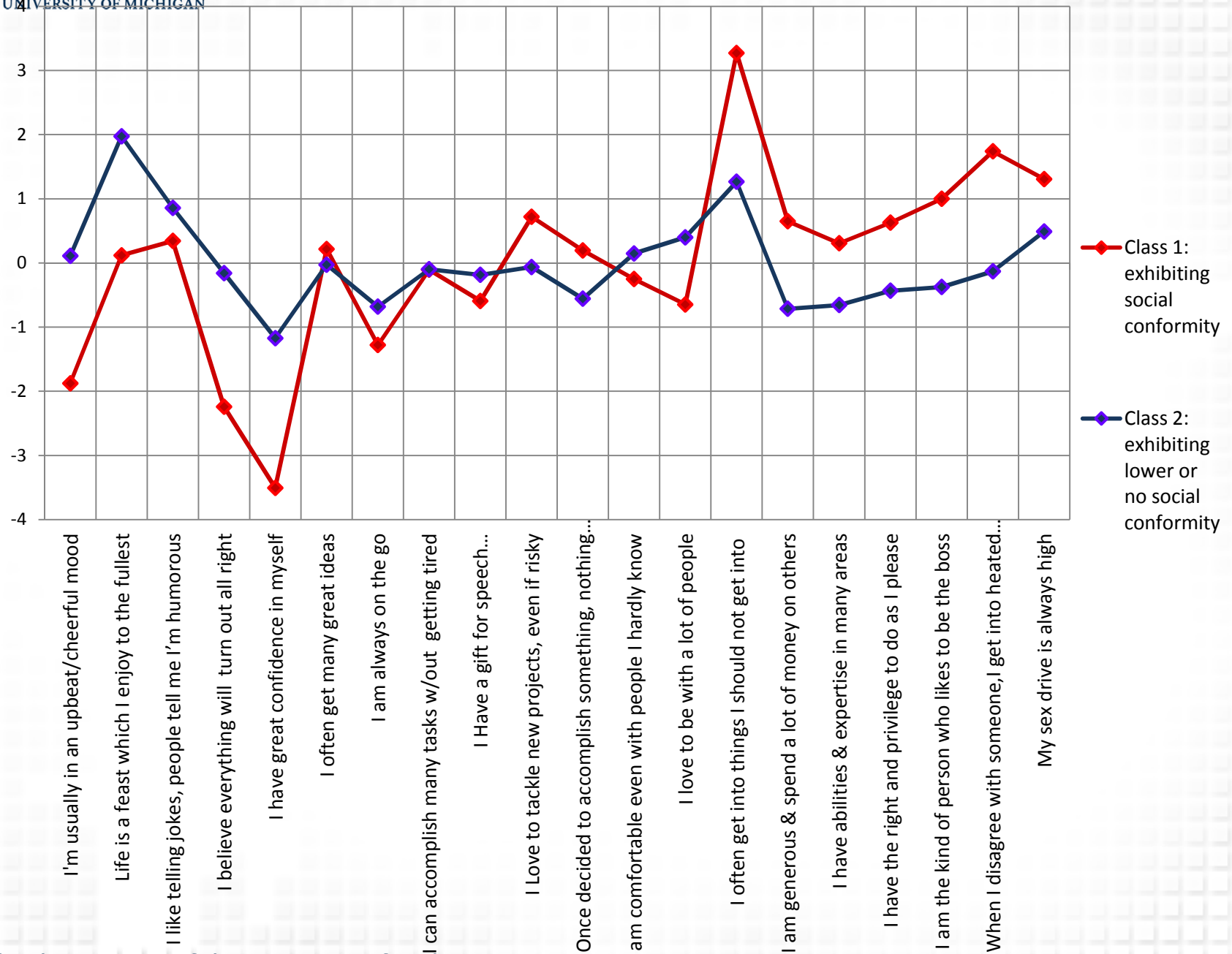
#### Design

- Scale data : multiple items that measure one construct with some items asking about desirable and undesirable information . E.g. hyperthymic scale , depression scales, etc..
- Mixed Rach models that classify respondents into groups based on response patterns while controlling for construct



## Two-Class Mixed Rasch Model for Hyperthymic Subscale

Estimated Item Difficulty





# Operational Implications (2)

- Extend these models to real-time adaptive measurement tools targeted at reducing socially desirable reporting
  - Data being collected on random mode experiment to replicate earlier results
  - Next step, simulations followed by design of adaptive measurement tools





# Future work



# Dynamic Interviewer Evaluation

- Linking the process of monitoring interviewers on substantive and paradata to the flagging for evaluation by Olive
- Maintain an overall sample-level rate of **recording** ( if not 100% is recorded) and **interview evaluation** for a specific project by focusing more on interviewers that are flagged on **certain quality indicators** and focusing less on interviewers who seem to be performing well
- Initial flagging rates for recording and evaluation at an interviewer-level will be dynamically adjusted based on interviewer-level quality indicators
- The set of quality indicators will include a range of :
  - Substantive data,
  - Evaluation and verification results
  - Other paradata
- This will allow for an efficient allocation of resources for quality control

## Raw Data Sources

## Initial Random Flagging

## Compilation of Flagging Rate (by Iwer)

## Flagging System (by SID)

## Quality Control Methods

Random Flagging Rate by Iwer Stratification (e.g., previous experience, new/current hires)

Substantive Data (e.g., gate questions)

Paradata (e.g., failed verification, evaluation results, timing, recording quality)

Cube

Iwer #	Random Flag %	Random Flag Count	Substantive Flag Count	Eval. Result Flag	Verif. Result Flag	Record Consent Flag	Paradata Flag - Av. Iw Time	Paradata Flag - 1 sec Q reading	Total # of IWs Flagged	Total # of IWs completed
1	5%	1	0	0	0	0	1	0	2	20
2	5%	0	0	1	1	0	0	0	2	10
3	7%	4	1	0	1	1	0	1	8	60
4	7%	1	0	0	0	0	0	0	1	17
5	5%	6	2	1	1	1	1	0	12	90
6	7%	3	0	0	0	0	0	0	3	50
7	5%	2	0	0		2	2	2	8	50
8	10%	1	0	0	0	0	0	0	1	15
...		...	...			...	...		...	...
Total		X%	X%		X%				X%	X%

List of Completed SIDs for Review

Verification (WebTrak)

Evaluation (Olive)

Recording Rate (Increase)

## Flagging & Quality Control Reports

Report  
- % flagged by Iwer by Date  
- finding from VER/EVAL



# Future Work

- Currently creating the process and testing it
- Next Phase of dynamic interviewer evaluation
  - Testing effectiveness of different interviewer interventions ( refresher training, more recording, etc..) based on paradata, substantive data, and evaluation results
  - Impact on cost and interviewer-related errors ( e.g. interviewer variance )

Happy  
New Year!





# Summary Remarks from Patty





# Focus

- Today and future -- the horizon for SRO
- Update on a few key strategic initiatives and projects
- Take questions



# ISR/SRC Mission

- *Social Science in the Public Interest*
  - *Discoveries of social and economic phenomena of importance to society*
  - *Original measurement through high quality tools*
  - *Externally-funded, peer-reviewed, scientific research*
  - *We help society by permitting it to understand itself better*
- ***SRO exists to support and extend the scientific initiatives in SRC/ISR, UM and to researchers elsewhere***

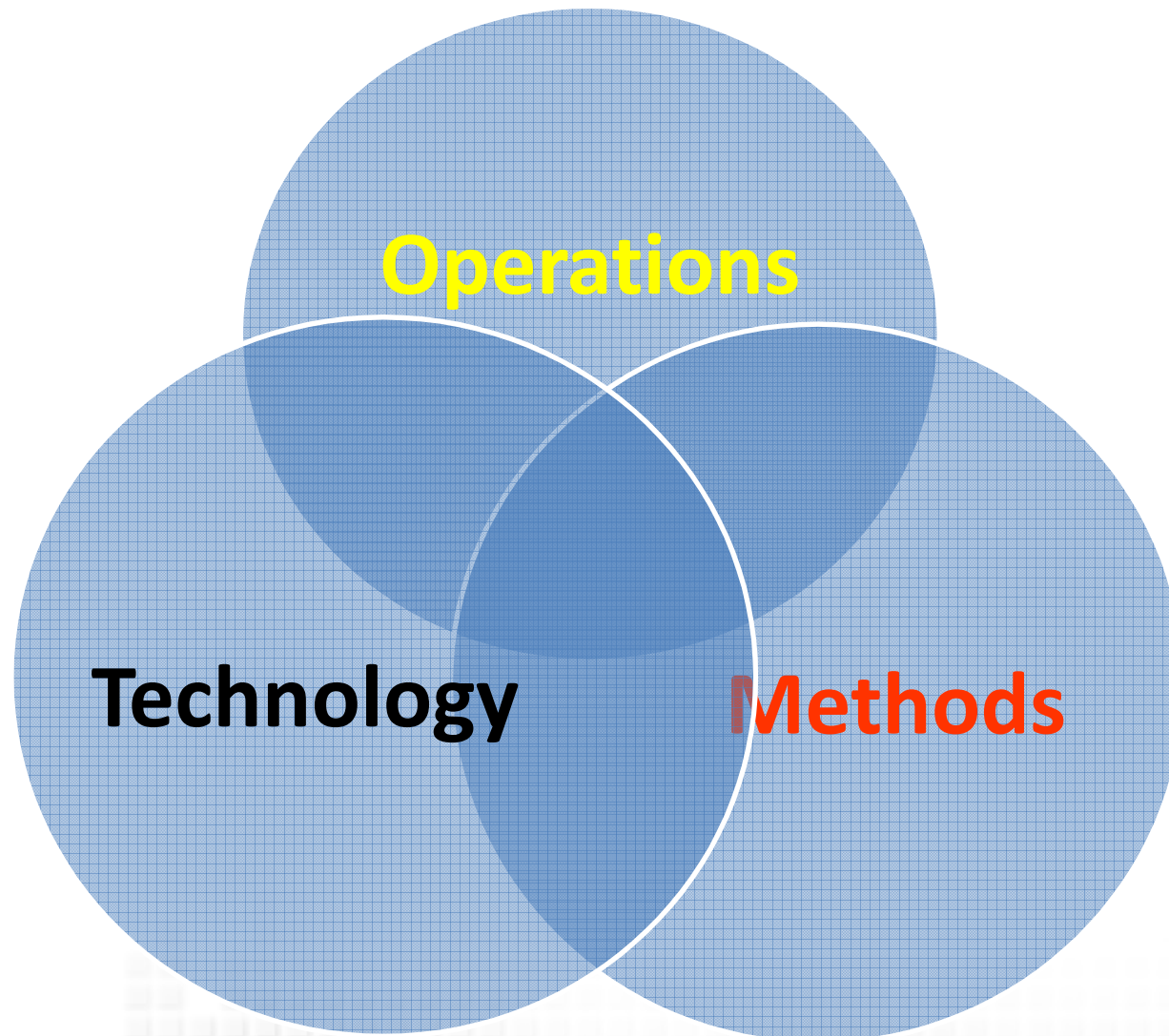


# SRO Reality and Context

- **Project-driven -- but SRO is not a collection of projects**
  - *Unique organization*
  - *Small but full-service data collection infrastructure*
  - *Never “right size” for our workload*
  - *Academic-based social science organization*
  - *High-quality work that is complex*
  - *Work with our “Board of Directors” as both clients and colleagues*
- 
- ***Change is constant***
  - ***Discovery and adaptation required***
  - ***Take calculated risks***
  - ***Cooperative, flexible and supportive environment***



# Survey Research Operations





# Survey Research Operations

**Maintain the mix of projects  
that challenges our talents,  
rewards us, extends our  
capabilities; keeps us  
pressing forward**





# Some Times It Feels Like ...







# Reality – Today, Tomorrow, Beyond

- Financial picture looks solid
- Walk in work (now)
- New projects (near term horizon)
  - Returning projects
  - Proposal submissions
- HRS 2016 scope



Success doesn't come to you,  
**YOU GO TO IT.**

*Marva Collins*



# Some Operational and Technical Developments

- Blaise 5 → intersection with PSID, HRS, and SRO
- Data collection QA/QC (OLIVE)
- Time and expense reporting system
- Financials system upgrade



## Michigan Survey Management Systems - **Next Steps**

- Software development and integration into operations continues throughout 2015. Includes integration of SRC-SRO staff into new processes
- Limited demonstration project in Aug-October, 2014 focusing on Web-SAQ and telephone follow up
- Focusing on features to ready MSMS 1.0 for a limited set of projects early 2015

**These projects are ...**



## Michigan Survey Management Systems - **Next Steps**

- Verification project (PSID)
- Web+NR+CATI (HRS Internet)
- Support our SRO technical, project and operational staff – learning, refining and extending the software and the related operational tools.





# Michigan Survey Management Systems - **2015 Resolutions**

- More features for MM data collection
  - Based on production experiences
- More integration in SRO
  - Just enough; more to learn and refine
- More stable
- More efficient





# Please Ask ...

- Gina's new role?
- Housing project?





# Next SRO All Staff

- Timing: summer or possibly fall
- Featuring: **Steve Heeringa**
  - SRC Associate Director
  - Focusing on several areas related to SRO functions
- Faculty research presentation
- Blaise 5 and MSMS update
- Upcoming work for the unit and financials