



## 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 Brenda Spaulding or your unit director know.***

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### Daily Cannabis Use Study (Gary Hein)

What motives lay behind individual decisions to use marijuana? A new study brought to us by Dr. Brady West (SRC) and Dr. Sean McCabe (School of Nursing) aims to find out. This pilot study will explore the feasibility of collecting daily measures of motives for cannabis use via smartphones or personal computers and, in addition, whether or not this methodology can be implemented in larger-scale studies.

The study will recruit 50 cannabis users from the UMHealthResearch.org database, based on cannabis use in the previous 30 days, and assign them into groups of 25 'light' users and 25 'heavy' users. These 50 respondents will be asked to complete a baseline survey of about 10 or 15 minutes, 28 daily surveys of about 5 minutes, and a follow up survey of 15-20 minutes. The baseline and follow-up surveys will ask general information about mental health and history of substance use. The daily surveys will delve into cannabis use in the previous day, and ask why they decided to use on that day.

All surveys, and the screener, are being programmed in Qualtrics. The project team purchased a block of texting credits so that survey invitations can be sent to respondent phones directly from the Qualtrics survey program. Incentives will be delivered as Tango cards at the end of each instrument (baseline, 28 daily surveys, and follow-up).

This project is funded by NIH using previously awarded funds. Recruitment is slated to begin at the end of April, with data collection ending in late May or early June.

## Phone Number Reputation Enhancement (Grant Benson, Paul Burton, Ruyi Chen)

Over the past year, interviewers have been reporting increased incidents where their phone numbers are blocked or appear as spam on respondent phone lines. The AAPOR report on spam flagging and call blocking<sup>1</sup> notes that there are 3 main sources of call blocking: “operating system providers such as Apple (iOS) and Google (Android), cellular telephone companies such as AT&T and Verizon, and 3rd party apps such as Truecaller” (Dutwin et al 2018, p. 2).

The large cellular phone carriers work with third parties to offer an exclusive service to provide ‘reputation enhancement’ for a fee. Phone enhancements generally take two forms. The first is to remove spam and nuisance flags that the cellular provider has attached to a particular number. The second is to add branding or caller ID display to each phone number (for example “University of Michigan”). To date, one problem with both of these approaches is that they have been limited to just the one company that you are contracting with. So when we worked with Neustar prior to the pandemic<sup>2</sup>, it presumably had a beneficial impact on some of our Verizon numbers (the Neustar-related company), but not for AT&T, T-Mobile, Sprint or other carriers.

In February of this year, we were able to pilot a reputation enhancement service, Hiya, that included *all* the major cellular carriers – Verizon, AT&T, T-Mobile, Sprint, and Cricket. While we were unable to field a true experimental design, we did not submit phone numbers associated with dialing effort on the Surveys of Consumers (SCA) and used that as our baseline for comparing outcomes on other projects.

Although all SRO phone numbers (SSL and Field) – except numbers related to SCA – were included in the enhancement, our primary focus was on our SSL calling activities. We specifically sought to track initial contact rates and dials to find on MTF Winter Location in the month immediately prior to the enhancement and the month immediately following the enhancement, but also considered other projects if data was available.

### Results

The phone number enhancement was implemented on February 2<sup>nd</sup>. This included removing spam flags from cellular carriers and branding phone numbers as being either “Univ of Michigan” (Verizon) or “University of Michigan” (AT&T, Sprint, T-Mobile, and Cricket).

HiYa reported that spam blocking by AT&T (their primary carrier) of SRO phone numbers dropped from 13.49% in January to 0.25% in February. They did not have data from the other carriers.

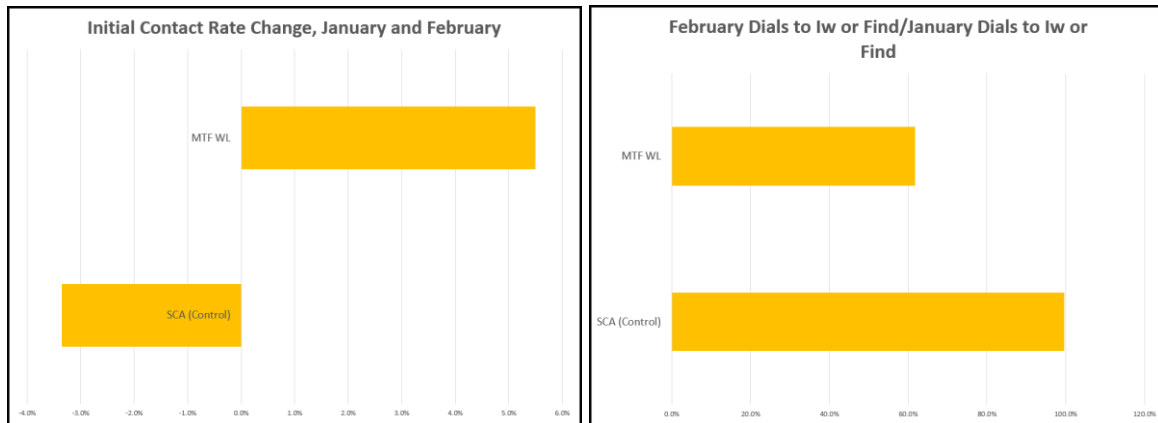
On the production side, initial results on MTF Winter Location were very promising but they were constrained by small sample sizes.

As SCA and MTF WL are very different studies, our focus was on *change* in contact rate on the initial attempt. We subtracted the January contact rate from the February contact rate to view a net change. Interestingly, SCA saw a decrease in contact rate on the initial attempt. By contrast, MTF WL – which had treated numbers in February – saw a substantial increase in initial contact rates.

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<sup>1</sup> David Dutwin et al (February 2018) *Spam Flagging and Call Blocking and its Impact on Survey Research*. American Association for Public Opinion Research. <https://aapor.org/wp-content/uploads/2022/11/AAPOR-Spam-Report-021218.pdf>. Downloaded 3/10/2023

<sup>2</sup> In January, February, and March 2020, we worked with the Verizon-designated vendor, Neustar, to ‘enhance’ our SSL phone numbers as part of a controlled experiment. We found at that time that there was no statistically significant benefit to either our contact rates or our interview rates from the enhancement and discontinued the service.



Comparing the total number of dials to complete an interview (SCA) or find (MTF WL) in February with the dials to complete an interview or find in January, we see very little change with SCA. That is, the effort to complete an interview was about the same. By contrast, for MTF WL, the cases that were only worked in February required considerably fewer dials to find a respondent than those dialed only in January, about 62% of those needed in January, providing a significant efficiency increase.

It bears repeating that our sample sizes for initial contact rates for MTF WL worked only in February was very small at 50 cases. We are therefore unable to confidently assert that this finding is statistically significant.

Given the small sample sizes we had for our treatment sample, we also explored contact and dials to interview rates on STARRS (January and February) and HRS Screening in the SSL (December, February and March). Overall, there was little support for any positive impact of the treatment on either project, and the HRS SSL Screening effort actually looked worse in March than it did in December.

Finally, we reviewed honored telephone appointment rates on the Health and Retirement Study, considering only cases with fewer than 12 attempts due to a known incentive intervention, and found some support for improved honored appointment rates, particularly among MBB cases (not shown). However, without a control sample, it is impossible to determine if this was due to other changes in data collection protocols or other environmental changes.

## Conclusion

Overall, the results of the HiYa phone reputation enhancement effort were generally in the right direction in terms of reduced effort and increased contact rates, though with substantial caveats. Given that this is a relatively expensive service at approximately \$0.10 per attempt, we did not believe that we had sufficient evidence to warrant continuing the service, so it was discontinued in April. However, we will continue to look for opportunities to improve project efficiency while giving interviewers the tools that they need to be successful. Hiya remains a service that projects may be interested in experimenting with.

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## Tips/Tricks – Google Sharing (Kelly Chatain)

When someone leaves SRO, we work with them to transfer ownership of their Google content, but we can't centrally identify every file that's been specifically shared with that individual by others. If that person remains at the University, is a retiree or an alumni, their account stays active and that SRO content continues to be shared with them. This is where you come in! Google's made it easier to find files that you own which have been shared to specific people. And that makes it easier for us to keep those permissions up to date as people come and go.

In five minutes you'll be able to search, select, and remove access for staff who you know are no longer working in SRO. Open the Advanced Search options and follow these steps:

1. In Owner, choose "Owned by Me"
2. In Shared To, type the individuals name/email address and hit Search
3. Select everything in the list with Ctrl + a and click on the Share icon
4. In the dropdown arrow next to the persons name, select "Remove access"
5. **SAVE** your changes at the bottom.
6. Done and done!

Search in Drive

Type: Any

Owner: Owned by me

Has the words: Enter words found in the file

Item name: Enter a term that matches part of the file name

Location: Anywhere

☐ In trash ☐ Starred ☐ Encrypted

Date modified: Any time

[Learn more](#) [Reset](#) [Search](#)

Search in Drive

Item name: Enter a term that matches part of the file name

Location: Anywhere

☐ In trash ☐ Starred ☐ Encrypted

Date modified: Any time

Approvals: ☐ Awaiting my approval ☐ Requested by me

Shared to: Enter a name or email address...

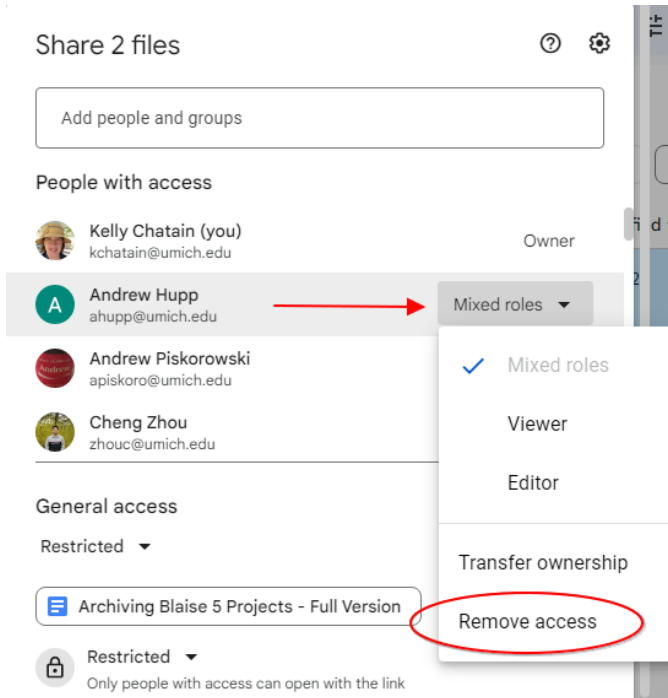
Follow-ups: -

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2 selected

Location File type Kelly Chatain Last modified Title only To do Clear all

Name	Owner	Last modified	File size	Location
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<input checked="" type="checkbox"/> MSMS Ad Hoc Working Group	me	Aug 23, 2022	8 KB	My Drive



## CCP Corner - Spring has Sprung (Elany Clark)

Spring is finally here! The snow is melting and the temperature is rising, and during this time outdoor events like boating, grilling and hiking are calling us from our indoor havens. Here are some great activities to be enjoyed this spring season in the metro-Detroit area and throughout Michigan.

<https://www.michigan.org/article/trip-idea/things-do-michigan-your-ultimate-spring-bucket-list>

<https://www.annarbor.org/events/>

<https://toursanner.com/blog/fun-things-to-do-in-detroit/>

## SRO Wellness News (SRO Wellness Committee)

Please reach out if you are interested in being part of the committee or if you have ideas to share. You can reach us at: [srowellcomm@umich.edu](mailto:srowellcomm@umich.edu)

### SRO Freecycle - REVISED DATE

The Freecycle event will be held on Wednesday, May 3 in room 2300 from 10:00 a.m. - 4:00 p.m.

What is Freecycle? Freecycle is about no-strings-attached gifts of physical items which would otherwise go into landfills. As we start thinking about spring cleaning and



decluttering, Freecycle offers a way to get rid of or pick up some items which you or others can use. And most importantly - it is **FREE**.

We will have the room open for dropping off items on Tuesday, May 2 after 3:00 p.m. or the morning of Wednesday, May 3. NOTE: If you have a free item that is too big to bring in - take a picture and leave it with a contact name, email, and phone number.

Feel free to stop by at any time during 10:00 a.m. - 4:00 p.m. to pick up any items you want!

At 4:00 p.m. we will be packing up the room and taking items to be donated.



### **Food Trucks Are Back!**

Tacos El Mariachi Loco (website: [El Mariachi Loco](http://ElMariachiLoco.com)) is scheduled to be at Perry on Wednesday, April 12 in front of the building from **11:00 a.m. - 2:00 p.m.**

The truck will be located in the parking lot near the Perry Atrium. Cash and credit are accepted. All Perry and Thompson Building staff are welcome!

### **Save the Dates for Future Food Trucks**

May 10 - CCs Soul Food - Soul Food, Comfort Food

June 14 - Jamaican Spice - Jamaican, Caribbean

July 12 - BBQ Guys - BBQ, Ice Cream

August 9 - PizzaPazza Wood Fired Pizza

September 13 - TBD

October 11 - Tim's Good Food Grill - Gourmet Sliders

November 8 - TBD

### **M-Healthy Living Newsletter**

If you haven't had a chance to look at the March newsletter, there is a lot of programming happening in April such as Smoking Cessation, Financial Literacy Month, Donate Life Month, and Cooking Classes, just to name a few.

[March M-Healthy Living Newsletter](#)

### **Parking and Construction**

Just a reminder with parking and construction starting up again, U-M employees with your yellow M-card can ride **free** on the AATA buses. Park further away (Pioneer High School Ride Lot, State Street Park and Ride, etc.) and ride the bus into downtown Ann Arbor.

[More information on the AATA-UM Ride Partnership](#)