

# MIXED MODE DESIGN IN OFFICIAL STATISTICS

## - WHERE ARE WE GOING? -

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Methods of primary data collection  
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# BACKGROUND

## Discussion within the European Statistical System (ESS)

- » **Mixed-Mode-Data Collection:**
  - » Which modes are still of relevance?
  - » Which mode should be the leading design?

MIMOD: Mixed Mode Designs in Social Surveys

- » **Aim of the MIMOD project:**
  - » Supporting National Statistical Institutes (NSI's) to implement mixed modes and mixed devices in social surveys

# THE MIMOD-PROJECT

## Mixed Mode Designs in Social Surveys (MIMOD)

- » ESSnet project awarded by Eurostat (12/2017- 04/2019)
- » Consortium of 5 countries and supporting National Statistical Institutes (NSI)
  - » ISTAT (Lead); CBS (Netherlands), SSB (Norway), STAT (Austria), Destatis (Germany) ...
  - » INSEE (France), Czech Statistical Office, Central Statistical Office of Poland, Statistic Finland and Statistics Sweden
- » Workpackage: CAWI on different devices (smartphones, tablets, PC/Laptop)

# WEB & SMARTPHONE OPTIONS IN EUROPEAN SURVEYS

Survey	Web option (out of 31 NSI)	Smartphone usable	Questionnaire slightly adapted
AES	10/31	8/10	1
EHIS	11/31	10/11	/
EU-SILC	7	4/7	1
HBS	5	3/5	/
HETUS	0	/	/
ICT	15	10/15	2
LFS	6	5/6	/

last updated July 2018

Adult Education Survey (AES), European Health Survey (EHIS), EU Survey on Income and Living Conditions (EU-SILC), Household Budget Survey (HBS), Harmonized European Time Use Survey (HETUS), Survey on Information & Communication Technology (ICT), Labour Force Survey (LFS)

# FITNESS CRITERIA & ASSESSMENT FOR MOBILE USE

Survey	Screen size	Touch navigation	Duration
EHIS	Yellow	Green	Red
EU-SILC	Red	Red	Red
ICT	Red	Green	Green
LFS household	Red	Yellow	Red
LFS person	Red	Yellow	Green

last updated July, 2018

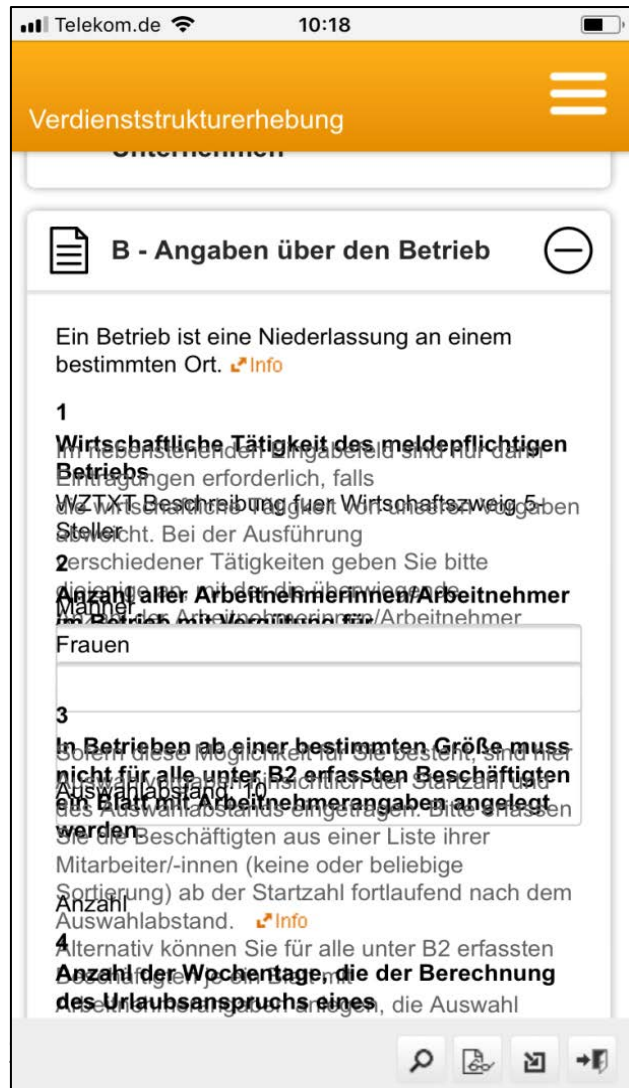
## Requirements:

**Green:** no specific adaption (general mobile layout)

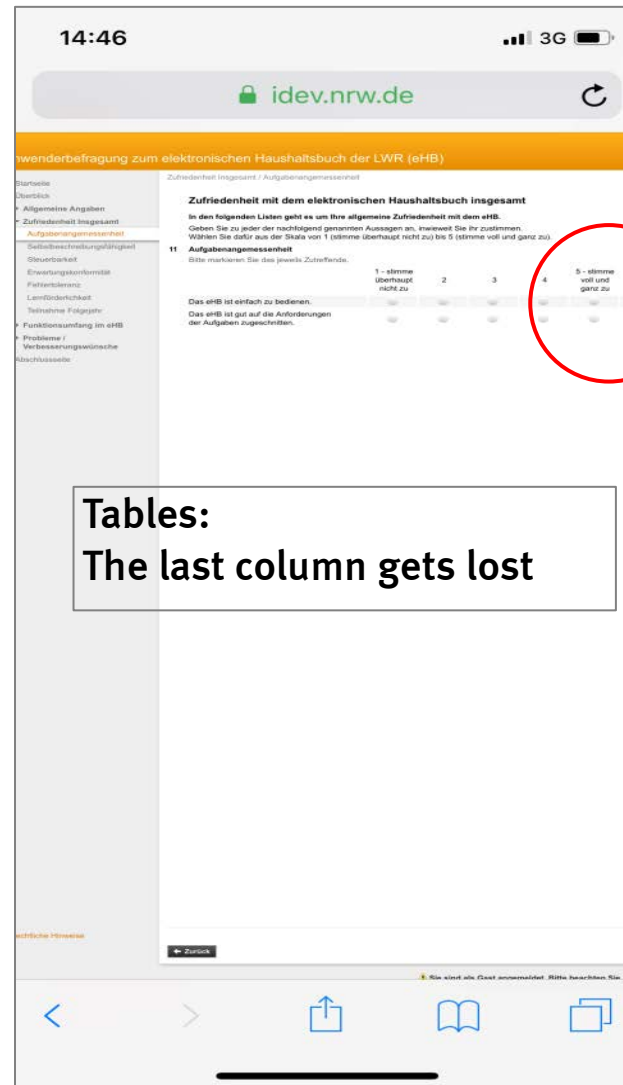
**Yellow:** some adaptation

**Red:** total redesign

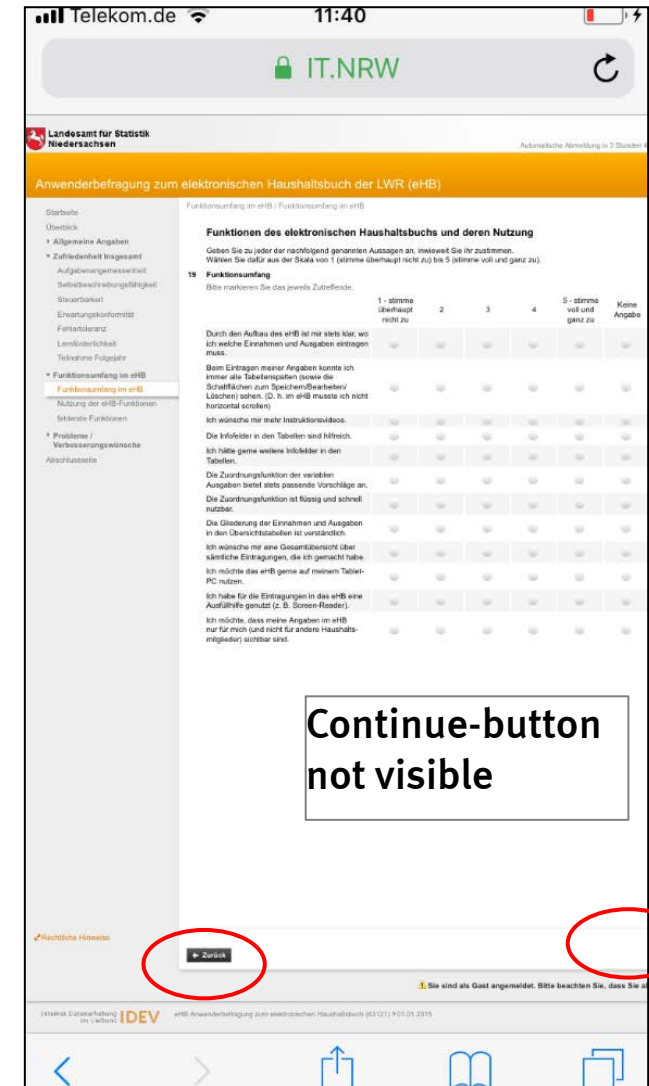
# EXAMPLE: NON-RESPONSIVE DESIGN



Info-texts not shown correctly



Tables: The last column gets lost

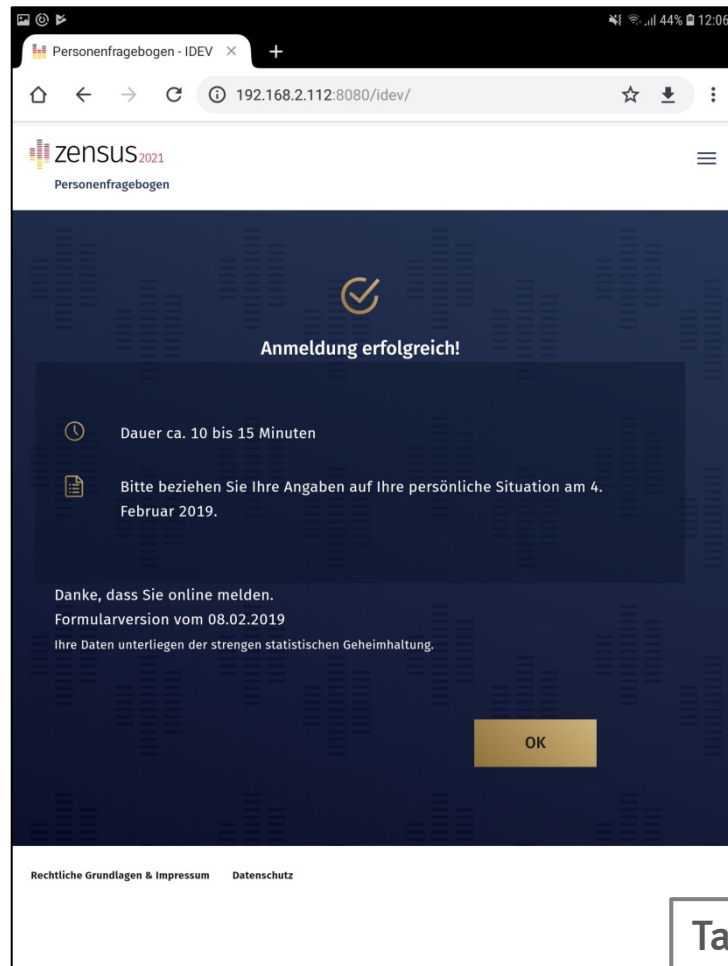


Continue-button not visible

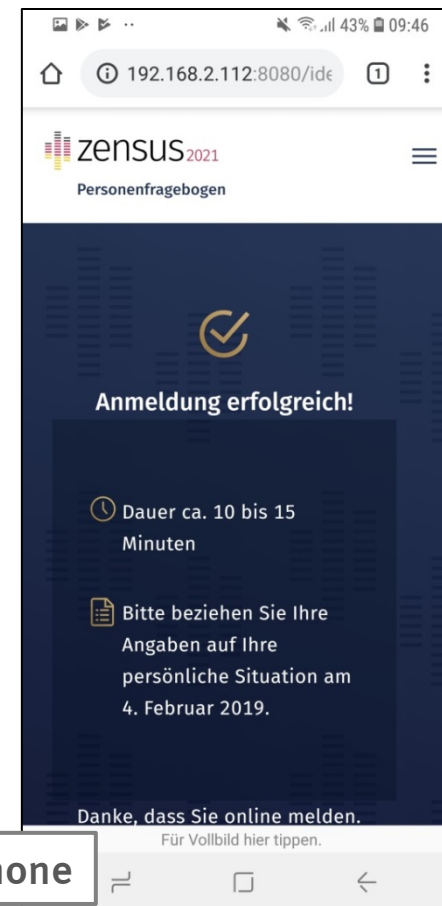
# RESPONSIVE AND MOBILE FIRST DESIGN



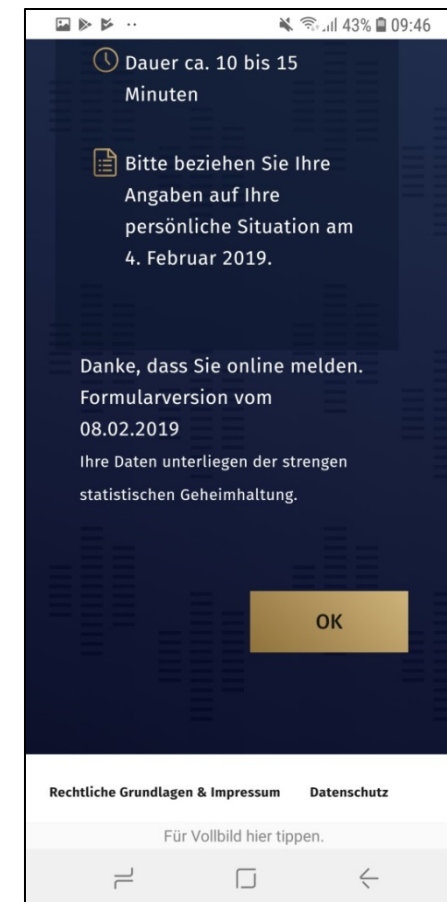
# PRELIMINARY DESIGNS: RESPONSIVE & MOBILE FIRST CENSUS 2021



Tablet



Smartphone



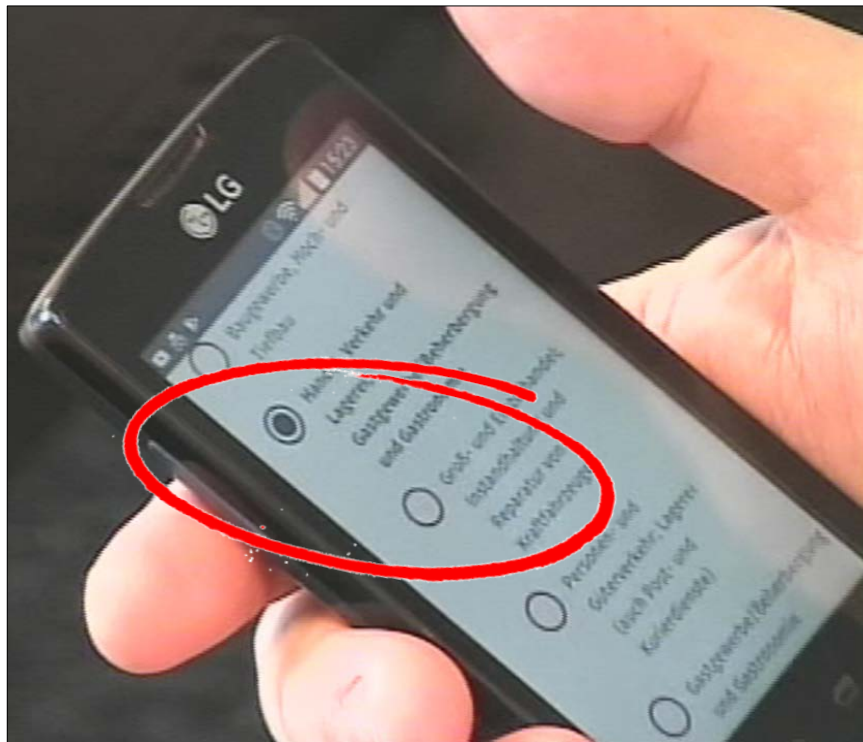
# NAVIGATION BAR

The desktop view of the 'zensus2021' survey form features a navigation bar on the left side, highlighted by a red oval. The bar contains a list of sections: 'PERSÖNLICHE ANGABEN', 'KINDER', 'WOHNSITUATION IN DER WOCHE VOM 4. BIS 10. FEBRUAR 2019', 'Weitere Wohnung', 'Hauptwohnung', 'Alleinlebend', 'RELIGION/GLAUBEN (FREIWILLIG)', 'MIGRATION', 'BILDUNG', 'BERUFSTÄTIGKEIT', 'ARBEITSSUCHE', and 'ABSCHLUSSEITE'. The 'Alleinlebend' option is currently selected. The main content area asks the user to relate to the address at the beginning and asks 'Leben Sie alleine in dieser Wohnung?' with radio buttons for 'Ja' and 'Nein'. 'Nein' is selected. There are 'Zurück' and 'Weiter' buttons at the bottom.

The mobile view of the 'zensus2021' survey form features a navigation bar at the top, highlighted by a red oval. The bar contains a list of sections: 'PERSÖNLICHE ANGABEN', 'KINDER', 'WOHNSITUATION IN DER WOCHE VOM 4. BIS 10. FEBRUAR 2019', 'Weitere Wohnung', 'Hauptwohnung', 'Alleinlebend', 'RELIGION/GLAUBEN (FREIWILLIG)', 'MIGRATION', 'BILDUNG', 'BERUFSTÄTIGKEIT', 'ARBEITSSUCHE', and 'ABSCHLUSSEITE'. The 'Alleinlebend' option is currently selected. The main content area asks the user to relate to the address at the beginning and asks 'Leben Sie alleine in dieser Wohnung?' with radio buttons for 'Ja' and 'Nein'. 'Nein' is selected. The mobile interface includes a status bar at the top with 'Vodafone.de', '11:11', and a battery icon. The address '192.168.2.112' is displayed in the browser's address bar. The bottom of the screen shows standard mobile navigation icons.

# ECONOMIC SECTOR

## Hierarchical search



Original Version: Respondents could not distinguish between main- and subcategories

- Agriculture, forestry and fishing
- Manufacturing / production of goods, mining and quarrying, other industries
- Mining, Extraction of crude gas, quarrying of stone and
- Manufacturing industries / n (e.g. food, textiles, electronic oil-refining, printed products
- Repair and installation of m
- Energy supply
- Water supply; Sewage and remediation activities
- Construction

Proposal: plus/minus symbols to emphasize drop-down functionality

- + Agriculture, forestry and fishing
- Manufacturing / production of goods, mining and quarrying, other industries
- Mining, Extraction of crude petroleum and natural gas, quarrying of stone and clay
- Manufacturing industries / manufacturing of goods (e.g. food, textiles, electronics, machines, vehicles, oil-refining, printed products
- Repair and installation of machinery and equipment
- Energy supply
- Water supply; Sewage and waste disposal and remediation activities
- + Construction

# PROFESSION

## Dynamic database search

Bitte geben Sie Ihre Antwort als Freitext ein.  
Gegebenenfalls werden Ihnen Antwortmöglichkeiten vorgeschlagen, die Sie annehmen können, jedoch nicht annehmen müssen.

Zurück Weiter


Bitte geben Sie Ihre Antwort als Freitext ein.  
Gegebenenfalls werden Ihnen Antwortmöglichkeiten vorgeschlagen, die Sie annehmen können, jedoch nicht annehmen müssen.

**Bäcker**

- Alleinbäcker/in
- Alternativ-Bäcker/in
- Ausbäcker/in
- Bäcker- und Konditormeister/in
- Bäcker/in
- Bäcker/in und Konditor/in
- Bäckereianlagenführer/in

Please indicate your answer as a free text.  
If necessary you will be given possible answers you can, but not need to use.

- Technical real estate manager
- Technical model maker – intuition
- Technical specialist – textile
- Technical specialist



Pick an option *or* submit open text entry

# SUMMARY AND CONCLUSION I

## Social Surveys in the European Statistical System (ESS)

- » Web data collection is moderately increasing
- » The development of smartphone-designs still is in its infancy (fitness criteria)

## Recommendation on survey designs (MIMOD):

- More emphasis on smartphone design is needed
- Mixed- mode is still of relevance
- Redesign of most surveys is recommended

# SUMMARY AND CONCLUSION II

## Responsive Design - Destatis

- » Mobile first is a successful design approach
- » Responsive design necessary for assuring data quality
- » Different classification approaches positively assessed in pretest:
  - » Economic sector (hierarchical search) and profession (dynamic database search)

## Conclusion:

- Responsive design is strongly advised
- Next step: quantitative testing

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