



mCASI – survey for mobile devices

BLS Data Capture
Technology Forum, March 18, 2010

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Goals of the Project

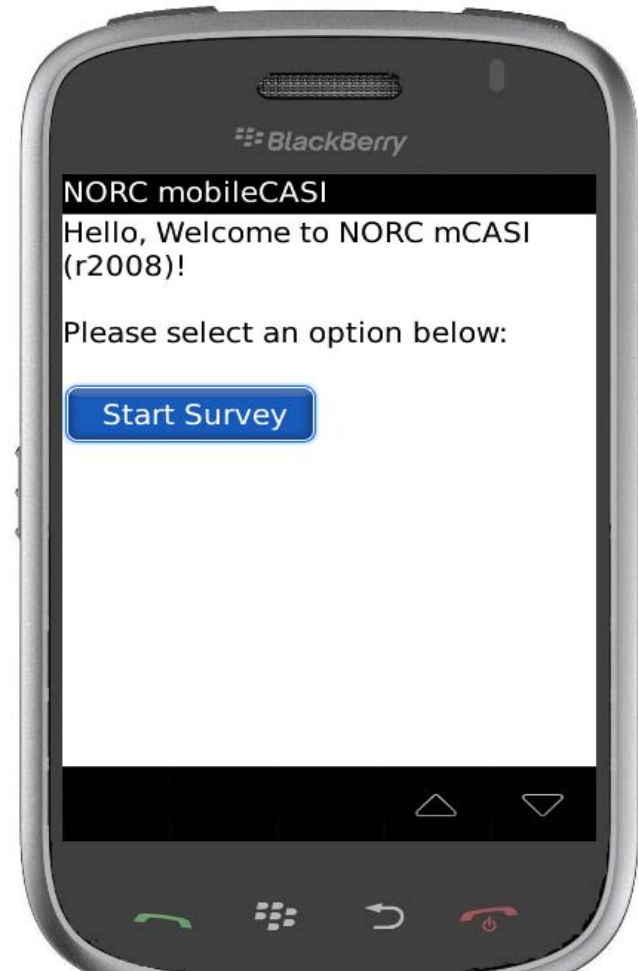
- ✓ Research feasibility of implementing questionnaires for handheld devices
- ✓ Identify and evaluate possible technologies and device platforms
- ✓ Develop a sample mobile CASI application
- ✓ Propose an integrated, enterprise survey solution (mobile, web, CAPI)

Device options

- ✓ WAP-based/Thin-client implementation
- ✓ Google Android
- ✓ Apple iPhone
- ✓ Windows Mobile
- ✓ RIM Blackberry
 - ❑ Popular device; Java-based (J2ME-compliant)
 - ❑ Can leverage NORC's existing Verizon network plan and devices for testing

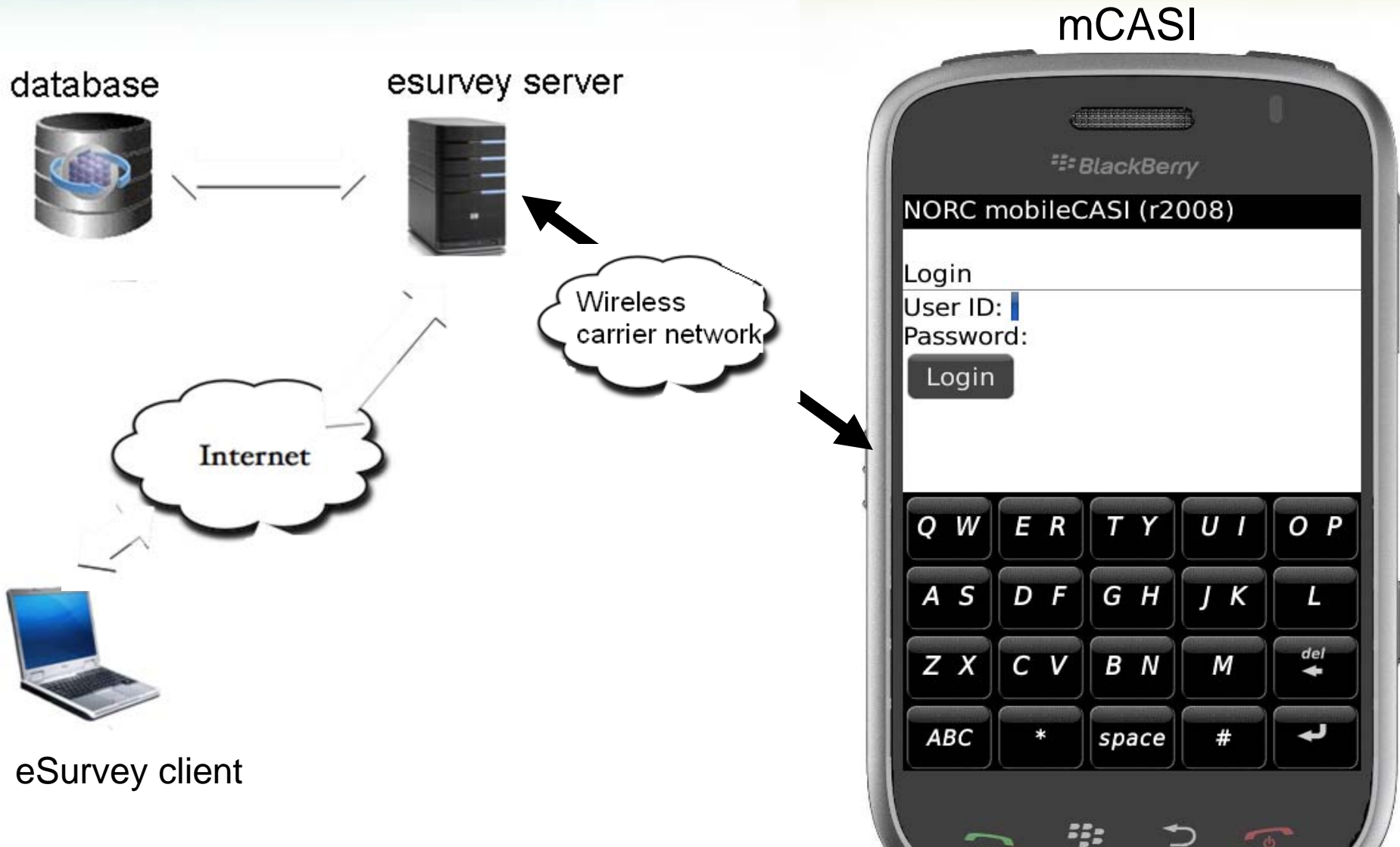
mCASI 1.0 (rel Dec 2008)

http://testportal5.norc.org/test_mcase/m/mcase.jad



- mCASI Features and possible use:
 - Data collection system on Blackberry device
 - Communicates with eSurvey Server (to spawn cases for Web or CAPI surveys)
 - Can be used by Respondent or Field interviewer (e.g. Screening)

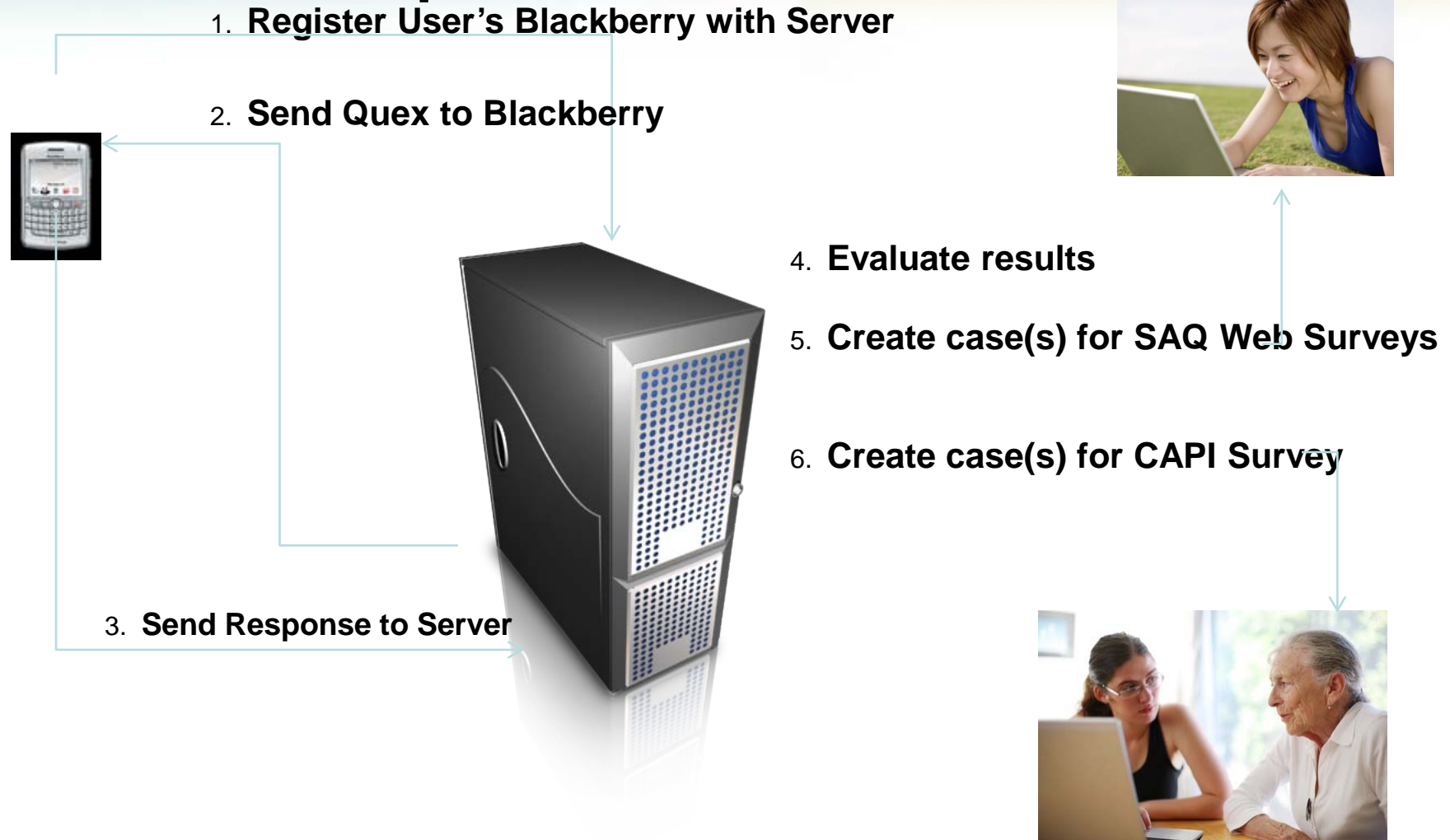
Integrated Solution Architecture



End-to-End Demo

- Mobile Survey (m.eSurvey)
 - Send survey to respondent's Blackberry
 - The respondent will be asked for:
 - The name and e-mail address of someone they'd like to take a Web Survey.
 - The name and physical address for someone they'd like to be visited for an in-person CAPI interview.
- Web Survey (Web eSurvey)
 - Email message sent to respondent with URL and credentials for accessing the Web Survey.
- CAPI Survey (future integration)
 - CAPI case is generated and loaded onto laptop of Field Interviewer.

Sequence of Events



Survey Process Flow

m.eSurvey

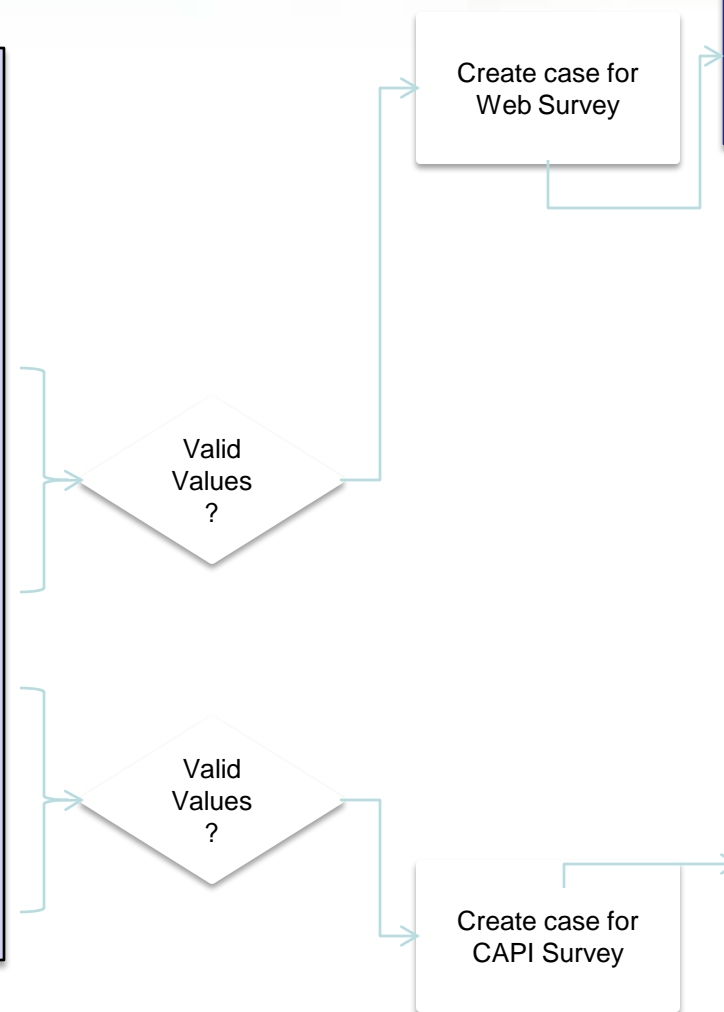
We would like to gather future Mobile Application and GPS enhancements from two people whose opinions you value.

Please tell us the name of one person we can contact via e-mail.

Please give us their primary e-mail address so that we can send them the link to the Web Survey.

Now please tell the name of another person we can personally visit for an in-person interview

Where can we find this person for their in-person interview?



Web eSurvey

<https://eSurvey.norc.org/>

You have been identified as someone who would have valuable input for future enhancements for NORC's Mobile and GPS offerings.

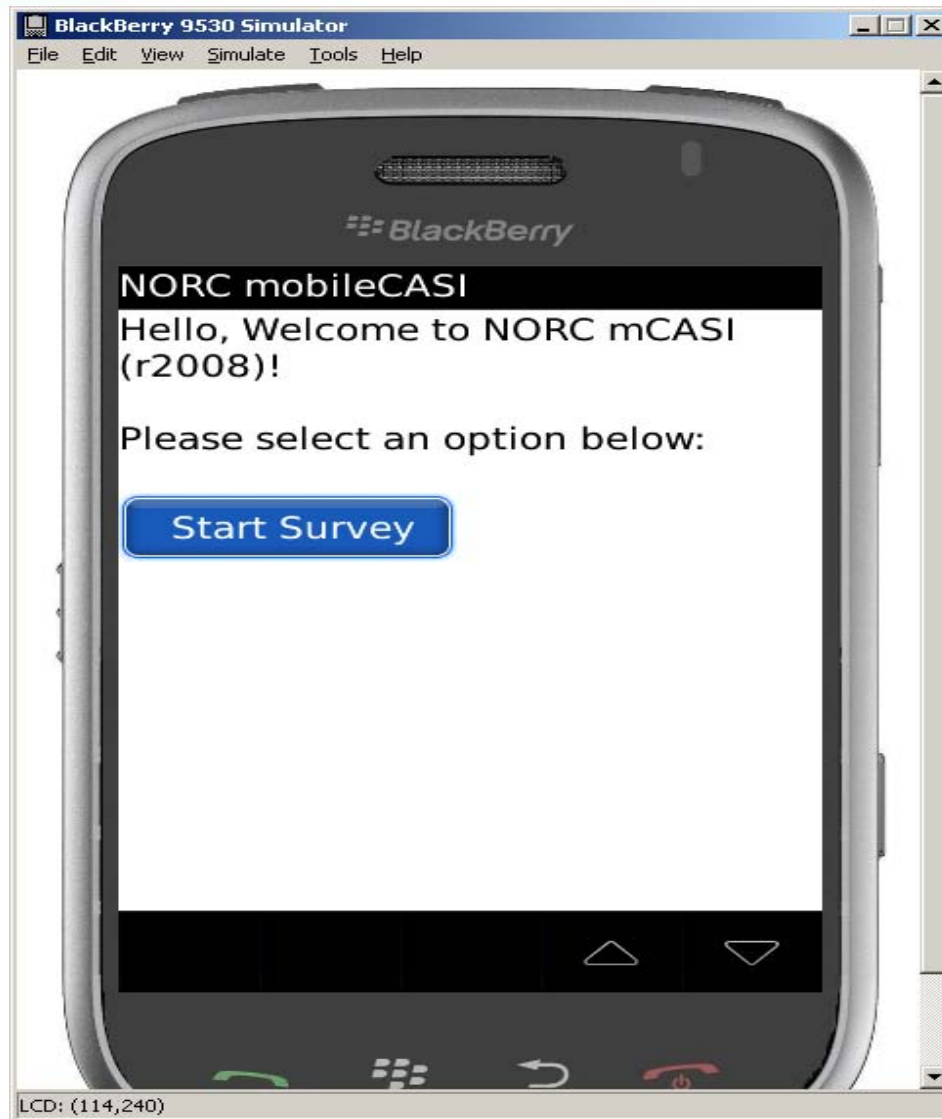
If a mobile application was readily available, how would you put it to use in your projects?

If we told you that we can collect the GPS location where a self-administered questionnaire was completed, how could it be used in

CAPI client eSurvey

mCASI Demo

http://testportal5.norc.org/test_mcase/m/mcase.jad



Q & A

Questions, Comments, Suggestions

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