

# Mixed Mode, Respondent Reaction, and Census vs Survey

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# Mixed Mode

What is meant by mixed mode when referring to (computer-assisted personal interview) CAPI census?

Utilizing tablets **and**—at least—one more data collection mode (paper, telephone, internet) to gather information from respondents

It's important to consider the advantages of using mixed modes



2018 Census of Malawi

# Mixed Mode

Increasing trend for African countries to consider implementing a CAPI operation in urban areas and PAPI in rural areas for their Population and Housing Censuses

It is important to consider the relative advantage of choosing multiple modes of data collection

# Mixed Mode - Example

## Multi-mode data collection/capture in Egypt

- Paper questionnaires to be optically scanned (~80%)
- Mobile data collection using tablets (~10%)
- Internet data collection (~10%)

# Mixed Mode - Example

Multi-mode data collection/capture in other countries

- Mobile data collection using tablets (preferred)
- Paper questionnaires to be later entered on tablets (backup)

Later we will learn about the mixed mode approach the US implemented for Census 2020

# Mixed Mode Implications

- Each mode involves unique considerations, including:
  - Hardware
  - Software
  - IT infrastructure
  - Data entry application
  - Editing
  - Training materials
  - Experienced staff



# Mixed Mode Implications

What are your thoughts on utilizing multiple modes of data capture for your census?

Points to consider:

- Cost implications
- Potential data compatibility issues
- Duplication of certain procedures

# Respondent Reaction

- Varies by country/context
- If it is the first time an NSO intends to implement CAPI, care should be taken to anticipate and mitigate potential opposition
- Can profoundly impact the potential success of census or survey



# Respondent Reaction



- If CAPI use is new to the context:
  - Develop an introduction strategy for both local collaborators/stakeholders and census/survey respondents
  - Involve local collaborators in census/survey design if possible to facilitate its adoption

## Cómo Identificar a un Encuestador del Censo

- HORA DEL DÍA**  
Los censistas visitarán entre las 9 a.m. y las 9 p.m., hora local
- IDENTIFICACIÓN**  
Solicite la identificación oficial de la Oficina del Censo
- IDENTIFICACIÓN DEL VEHÍCULO**  
Se colocará un aviso "Official Business" en el
- DISPOSITIVO INTELIGENTE**  
Los censistas llevarán un iPhone para registra
- USARÁN UNA MÁSCARA**  
Los censistas deben usar una máscara y ma  
distanciamiento social de 6 pies

 En Línea  Por Teléfono

Complete su formulario  
en línea o por teléfono  
[2020census.gov/es](https://2020census.gov/es)  
(844) 468-2020

[2020CENSUS.GOV/ES](https://2020CENSUS.GOV/ES)

Dale form  
a tu futu  
EMPIEZA AQU

## How to Identify a Census Taker

- TIME OF THE DAY**  
Census taker visits between 9:00 a.m. and 9:00 p.m. local time
- ID BADGE**  
Official Census Bureau identification is worn
- VEHICLE IDENTIFICATION**  
An "Official Business" is placed on the vehicle
- MASK**  
Census taker wears mask and maintains 6 feet social distancing
- SMART DEVICE**  
Census taker carries an iPhone/smart device to gather information

 Online  By Phone

Complete your 2020 Census  
online or by phone  
[2020census.gov](https://2020census.gov)  
Toll Free # (844) 330-2020

[2020CENSUS.GOV](https://2020CENSUS.GOV)

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# Conoce a las y los entrevistadores del INEGI

- 1 Credencial con holograma
- 2 Chaleco
- 3 Gorra o sombrero
- 4 Mochila
- 5 Dispositivo electrónico o cuestionario impreso

Conociendo México  
01 800 111 46 34  
www.inegi.org.mx

Verifica su identidad en el  
**01 800 111 46 34.**

f i t y INEGI Informa

# ¿Cómo identificar a los empadronadores del V CENEC?

**Gorra o sombrero**  
del V CENEC

**Chaleco INEI**  
Azul y con el logo del V CENEC

**Tablet**  
Implemento con el cual se realizará el cuestionario del V CENEC

**Maletín INEI**

**Carné de Identificación**  
Debe ser a colores, con la foto del empadronador/a y número de DNI.

**CENEC**  
Censo Nacional Económico 2022

PERÚ Presidencia del Consejo de Ministros

INEI INSTITUTO NACIONAL DE ESTADÍSTICA E INFORMÁTICA

Siempre con el pueblo

# Respondent Reaction

- CAPI – Opportunity and Risk
  - Technology, computerization can stimulate census/survey respondent interest and add legitimacy to the interviewers. Interviewers might also be more motivated to use technology in such setting.
  - At the same time and in certain cultures, the use of technology can raise suspicion among respondents

# Census vs. Survey

Scale!



CENSUS

# Census vs. Survey - Scale

- Purchasing tablets for a Census in a large country can become cost prohibitive
  - India 2021 Census (postponed to 2023) would require more than **2.5 million** tablets
    - Ethiopia (pop ~ 100M) will purchase about 180K tablets
    - Malawi (pop ~18M) will purchase about 35K tablets

Pop. Ukraine = aprox. 40 million

Pop. Georgia = aprox. 4 million **How many tablets are needed?**

Pop. Armenia = aprox. 3 million

# Census vs. Survey - Scale

- Purchasing tablets for a survey (or a census with a small population) is often easier to justify
  - Re-use for future surveys
  - Repurposing tablets



Ethiopia, 2018

# Census vs. Survey - Scale

- Technological Infrastructure
  - Internet or mobile service throughout country for census
  - Surveys can be confined to certain areas (urban)





# Census vs. Survey - Scale

- Training Enumerators:
  - Census
    - Volume of enumerators
    - Best practice is to hire enumerators from the locality
    - May not have experience/know how to operate handheld device



# Census vs. Survey - Scale

- Training Enumerators:
  - Survey
    - Can hire more specialized enumerators



# Questions?