



Laura Wilson

Office for National Statistics (ONS)

Respondent Centred Surveys: Putting Respondents at the Heart of Survey Design

Respondent Centred Design is about putting the respondent in the driving seat when it comes to the design of your survey experience. This includes, for example, the design of your communication materials and the questionnaire content. We must not underestimate the importance of doing this and the importance of the 'experience' aspect of the interaction when it comes to survey design. By heavily involving respondents in research to establish their survey participation needs, we can develop a survey with low burden and high-quality data.

This talk will explain why this shift in our design focus and practices is critical to the creation of successful surveys. It introduces and explains an innovative methodological approach called 'Respondent Centred Design' which is showcased in the speakers book, 'Respondent Centred Surveys; Stop, Listen and then Design'. The speakers demonstrate its application to survey development through use of frameworks, principles and examples from the transformation of the UK's Labour Force Survey from the Office for National Statistics.

Laura Wilson is a Principal Social Researcher and the Data Collection lead for the UK Government Data Quality Hub (DQHub). Although based at the Office for National Statistics (ONS), the remit of her role extends to improving the quality of all data across government.

Laura is an expert qualitative researcher with over 15 years industry experience in designing and developing official government surveys. Prior to working in DQHub, Laura led the ONS Social Survey Transformation Research and Design Team which was responsible for the transformation of its Social Survey portfolio. There she pioneered and embedded a respondent centred approach to survey development which transformed the respondent user experience.

Laura has a passion for ensuring data are collected accurately at source, and for bringing respondent needs to forefront of survey design.



Emma Dickinson

Office for National Statistics (ONS)

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Emma Dickinson is a Principal Social Researcher and is the co-lead of the ONS Social Survey Transformation (SST) Research and Design Team. Emma is an experienced qualitative researcher and a subject matter expert in the collection of socio-demographic information.

Prior to working in SST, Emma worked as deputy Data Collection lead in DQHub. She also previously led the transformation of the socio-demographic questions on ONS’ social surveys. There she demonstrated the importance of using respondent centred design to ensure minimal respondent burden and maximum data accuracy during the response process. Before her transformation role, Emma worked in ONS’ Data Collection Methodology Unit and led qualitative research projects to develop official government surveys.

Emma is passionate about qualitative research methods and the amalgamation of both traditional and innovative techniques to thoroughly explore a research question.



Tammy Chang

University of Michigan
National Clinician Scholars Program
Department of Family Medicine

MyVoice: Elevating Youth Voice to Impact Policy and Practice

MyVoice (www.hearmyvoicenow.org) is a nationwide text message poll of youth age 14-24 years of age. The mission of MyVoice is to elevate the lived experiences of youth to inform policies and practices that impact their health and wellbeing. The narrative insights shared by the nearly 1000 participants in MyVoice provide a window into the thoughts and experiences of a diverse sample of youth across America.

MyVoice is not only a poll of youth, but also incorporates youth in every aspect of the research and dissemination process. Our presentation will highlight the ways in which we engage stakeholders, including youth, throughout our work, as well as discuss the challenges of youth-engaged research.

Dr. Tammy Chang is a health services researcher and practicing family physician with a passion for adolescent health, specifically, breaking the cycle of poverty and poor health among adolescent mothers and their children via community-engaged research.

Her NIH-sponsored research is focused on improving access to reproductive health care and promoting healthy pregnancy weight gain among at-risk adolescents using text messaging. She is also the founding director of MyVoice (www.hearmyvoicenow.org) a national text-message poll of youth age 14-24 years. MyVoice engages youth and communities typically invisible to researchers and uses mixed methods to inform local and national policies in real-time.

Dr. Chang is also the Director of the Health Behavior Optimization for Michigan (HBOM) Collaborative Quality Initiative, a statewide clinical quality improvement initiative with funding and support from Blue Cross Blue Shield of Michigan. Through her leadership, HBOM uses cutting-edge behavior change strategies to transform clinical practices and priorities. HBOM initiatives make the healthy choice the easy choice so all Michiganders can achieve their health and wellness goals.

Dr. Chang is the Director of the National Clinician Scholars Program at the University of Michigan where she trains junior faculty clinicians in health services research and teaches a Master's level course in Leadership and Communication. She actively mentors numerous high school students, undergraduate students, graduate students, medical students, and post-doctoral fellows to fill the pipeline of future health services researchers.

Dr. Tammy Chang is an associate professor in the Department of Family Medicine and a practicing physician at the Corner Health Center. She received her undergraduate degree from the University of Michigan with honors in Cellular and Molecular Biology and Zoological Anthropology. She also received her medical degree and master of public health degree in health policy and management from the University of Michigan. Dr. Chang completed residency training and served as co-chief resident in the Department of Family Medicine at the University of Michigan and is an alumna of the University of Michigan Robert Wood Johnson Foundation Clinical Scholars program. She has served on committees and working groups at the National Academy of Science, Engineering, and Medicine (NASEM) and has co-authored two consensus reports on the health and development of adolescents. She currently serves on the NASEM's Board on Children Youth and Families. Dr. Chang has also served on the board of directors of both the North American Primary Care Research Group and the Society of Teachers of Family Medicine where she served as the Chairperson of the Research Committee.



Chris Antoun

University of Maryland
College of Information Studies
Joint Program in Survey Methodology

Developing a Modular Survey App using Co-Design Principles

Smartphone apps are a potentially useful tool for survey data collection but there is a paucity of research on how to design such apps. In this talk, I will describe a project in which we used “co-design” techniques to solicit design ideas for a survey app from respondents in the target population and then developed an app based on those ideas. I will also describe an experiment that was conducted to evaluate different versions of the app – including versions that delivered the questionnaire to respondents in shorter parts (“modules”) – in comparison to a web survey. The results underscore the potential benefits of applying co-design principles in this context, though further investigation is needed with different samples and design topics.

Chris Antoun is an Assistant Research Professor at the College of Information Studies (iSchool) and Joint Program in Survey Methodology (JPSM) at the University of Maryland. His research focuses on using smartphones to collect population data, either through text messaging, mobile questionnaires, or apps and sensors. Before coming to UMD, he obtained his PhD in Survey Methodology from the University of Michigan and was a postdoctoral fellow at the U.S. Census Bureau. He is currently an associate editor for the *Journal of Survey Statistics and Methodology* and a member of the advisory board for the International Program in Survey and Data Science.



Emily Geisen

Qualtrics
University of North Carolina at Chapel Hill
International Program in Survey and Data Science

Improving Web Surveys through Visual Design

In this webinar, Emily Geisen will discuss the relationship between design and usability and share practical tips for improving the visual design of your web survey to increase the accuracy of the data you collect and reduce respondent burden.

Emily Geisen is an Experience Management Product Scientist at Qualtrics. At Qualtrics, she helps to design and build innovative products for researchers. She is currently working on products related to data scrubbing, conversational interviewing, qualitative research, and user experience. Prior to Qualtrics, she managed RTI International's Cognitive/Usability Laboratory. She has 20 years of applied experience offering client-focused solutions related to developing and evaluating survey questionnaires, designing methodological research studies, developing sampling designs, user experience, and measuring and reducing nonresponse bias. She is the author of two books - *Bias Testing for Market Researchers* and *Usability Testing for Survey Research*. She is the former Editor-in-Chief of *Survey Practice*. Ms. Geisen teaches graduate courses on Questionnaire Design (at the University of North Carolina) and Usability Testing (through the International Program in Survey and Data Science).