

# Survey Methodology

## Moving the field forward

See what Westat can do for you

- Adaptive survey design
- Multimodal data collection
- Innovative software analytics
- Emerging tools for data collection
- Dashboards for monitoring and optimization
- Stakeholders outreach
- Technical assistance
- Passive data collection
- Machine learning

Westat survey methodologists conduct pioneering experimental research:

### **Data collection**

We're exploring address-based sampling frame enhancements, two-phase data collection, and nonprobability samples.

### **Mobile devices & new technologies**

We continue to work with new technologies to investigate both active and passive data collection using tablets and smartphones and how moving from traditional data collection modes to mobile affects response and data quality.

**Survey response rates & other quality metrics** We continually evaluate different administration modes, ways to improve response rates, uses of machine learning, and modeling in adaptive survey design, as well as explore reasons for nonresponse.

### **Paradata**

We are using paradata collected in real time to optimize interview management, to monitor interview behaviors, and to intervene for poor response behaviors.

### **Natural language processing**

We're incorporating natural language processing to automate interview quality assessments.

### **Dashboards for monitoring and optimization**

We use dashboards to improve survey operations, enhance performance of field operations, and to monitor interviewer performance and interview status.

## Survey Methods

Emerging Tools for  
Data Collection  
Interviewers Effects  
Mode Effects  
Eye Tracking

# Survey Quality

## Statistics

Machine Learning  
Propensity Modeling  
Adaptive Design  
Paradata

## Agility in survey methods & statistics:

- Developing innovative, real-time monitoring and management analytic systems
- Developing infrastructure across projects for responsive, quick decisionmaking
- Examining all components of the data collection process, strengthening
  - Questionnaire design
  - Training protocols
  - Data quality
  - Management analytics

## CONTACT

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