

Zooming into the Future with CAVI: An Update

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What is CAVI?

- › CAVI – Computer Assisted Video Interviewing
- › Enables real-time video and audio communication, as well as it enables the interviewer to send texts and display multi-media material to the respondent (Lavrakas, 2008)
- › Video platforms allow features such as screen sharing
- › Video platforms use for surveys became more prevalent during COVID-19 pandemic

CAVI implementation for MEPS (I)

- › The Medical Expenditure Panel Survey (MEPS) collects data on the specific health services that Americans use, how frequently they do, the cost of them, and how these services are paid, among others.
- › Overlapping panel design
- › 5 rounds of interviews over two-and-a-half year period
- › Single respondent to report over household members' characteristics and health care use
- › Given its nature, requires respondents to keep updated records in order to obtain accurate reports
- › In-person as primary mode of data collection

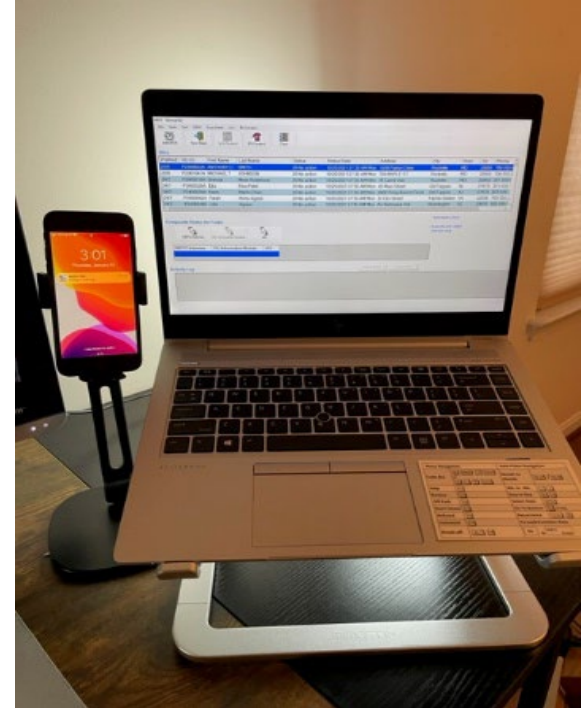
CAVI implementation for MEPS (II)

› Setup

- Laptop for the MEPS CAPI instrument
- Mobile device for the use of the video platform
- Phone holder

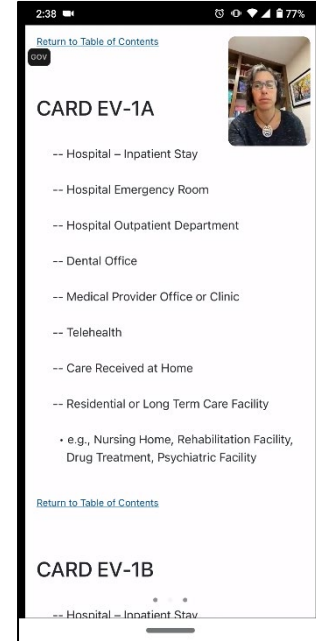
› Advantages of having a separate device for video interviewing

- Better control
- Better display of shared content



CAVI implementation for MEPS (III)

- › Client push for CAVI to replace phone
- › In theory, CAVI could mimic face-to-face interaction
 - Build rapport
 - Encourage cooperation for next round
 - Use of show cards through screen sharing
 - Indirectly verify the use of records



Example of the view of a show card with the screen sharing feature from the respondent's perspective

CAVI implementation for MEPS: Phases

Phase 1

- October 2021
- Internal mock interviews
- Different video platforms testing



Phase 2

- November 2021
- External friends & family testing
- Unexpected devices limitations



Phase 3

- December 2021
- Small scale training and implementation
- Focused on Zoom as interviewing video platform



Phase 4

- Late December 2021 - January 2022
- Full scale training and implementation

- › Monitor the progress of CAVI implementation
 - Weekly monitoring reports
 - Field Interviewers (FIs) survey debriefs (after each CAVI survey completion)
 - Focus groups

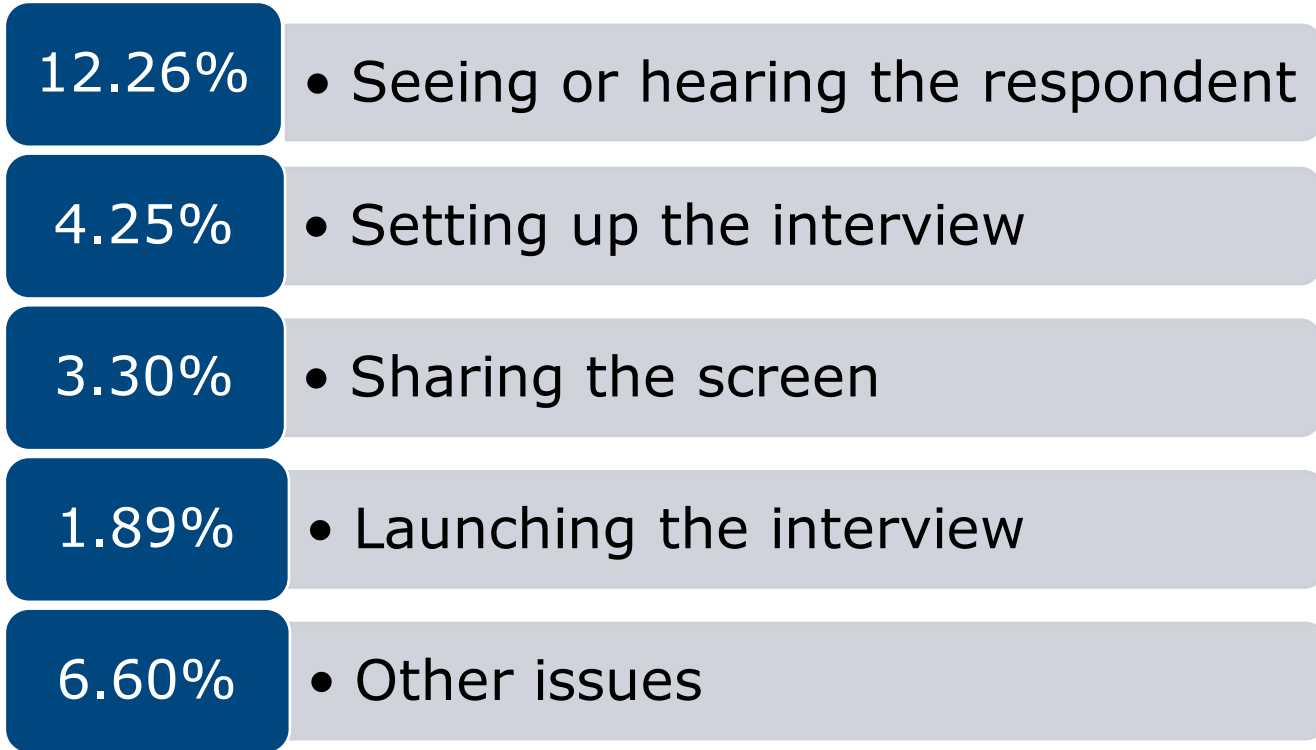
CAVI monitoring: Weekly monitoring reports

- › Weekly ad hoc reports
 - Training completion
 - Survey mode completion by: Panel/Round, Region, Week.
- › Observe the progression of CAVI acceptance rate overall and by panel
- › Evaluate the reasons for declining CAVI
 - Doesn't want to (43.19%)
 - No access (16.36%)
 - Connectivity issues (4.45%)
 - Other (25.26%)

CAVI monitoring: Interviewer debriefing form (I)

- › Online survey after each CAVI interview was completed
- › Document any problem or difficulty experienced during the interview
 - Interview set up
 - Launching the video application
 - Seeing or hearing the respondent
 - Using the screen sharing feature
 - Respondents' ability to see shared content
- › Collected over the first 9 weeks of data collection (212 forms completed)
- › Overall, few FIs reported experiencing problems

CAVI monitoring: Interviewer debriefing form (II)



* FIs could indicate more than one issue. Results do not add up to 100%

CAVI monitoring: Interviewer debriefing focus groups (I)

- › Focus group sessions held to gather feedback on FIs experience when offering CAVI and completing the interviews
- › FIs' CAVI experience ranged from 1 completed CAVI interview up to 15 to obtain a mix of their impressions
- › 32 FIs divided into 4 focus group sessions

CAVI monitoring: Interviewer debriefing focus groups (II)

Overall positive reactions

- CAVI over phone
- Control show card

CAVI not for everyone

- Younger people, early-round respondents, COVID concerns
- Older people, rural areas, late-round respondents

CAVI is easy to set up

- Some difficulty implementing CAVI the first time

Show card feature is easy to implement

- Reduce the respondents' burden
- Bigger device for show cards

Data quality

- Respondents' engagement
- Notice non-verbal cues

CAVI monitoring: CAVI vs other modes (I)

- › Descriptive data comparison between CAVI and other modes of data collection available for MEPS
- › Comparison of estimates across different modes of data collection:
 - Demographics
 - Geographic location
- › Results not to be taken as mode effects
- › Expected demographic differences for CAVI respondents:
 - Age, Education, and region

CAVI monitoring: CAVI vs other modes (II)

- › Did not find differences regarding:
 - Gender
 - Household type (family sub unit only or both family and extended)
 - Race

CAVI monitoring: CAVI vs other modes (III)

- › Some observable differences regarding:
 - Size of the household
 - 3-4 person households more likely to accept CAVI
 - 1 person households less likely to accept CAVI
 - Ethnicity
 - Hispanics less likely to accept CAVI
 - Education
 - College degree or above more likely to accept CAVI
 - High School graduate or equivalent less likely to accept CAVI

CAVI monitoring: CAVI vs other modes (IV)

- › Some observable differences regarding:
 - Age
 - Households with people aged 65+ less likely to accept CAVI
 - Region
 - Midwest more likely to accept CAVI
 - South less likely to accept CAVI
 - MSA status
 - Non-MSA less likely to accept CAVI

Next Steps

- › Fall 2022 field period in process
 - Mobile device upgrade (bigger screen, screen-sharing easier to implement)
 - Training materials updated
 - Improved ability to track CAVI complete outcomes
- › Replicate analysis for Fall 2022 field period
- › Survey estimates differences across modes
- › Mode effects

Questions?

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