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Are Mobile Phone Surveys Consistent between CATI and IVR?

STUDY OBJECTIVE

Examine reliability of data in comparing participant responses using two mobile phone survey (MPS) delivery methods, Computer Assisted Telephone Interviews (CATI) and Interactive Voice Response (IVR) for NCD risk factors in Bangladesh and Tanzania.

PARTNERS

Bangladesh: Institute of Epidemiology, Disease Control and Research

Tanzania: Ifakara Health Institute



METHODS

- A random digit dialing approach was used to call randomly generated mobile phone numbers
- Participants received the first contact call using either CATI or IVR
- Those who completed the survey and consented to being called a second time were followed 7 days later by using a second mode (IVR or CATI)
- Reliability of responses was analyzed using the Cohen's kappa statistic for percent agreement between two modes

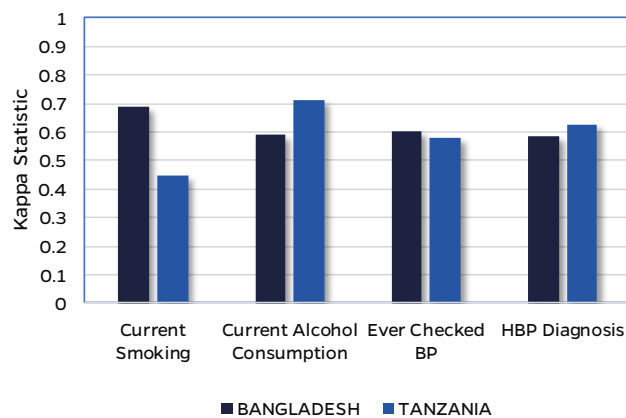
RESULTS

In the figures, we see that there is substantial to high reliability (kappa >0.6) for some variables and low to moderate consistency for others between IVR and CATI surveys.

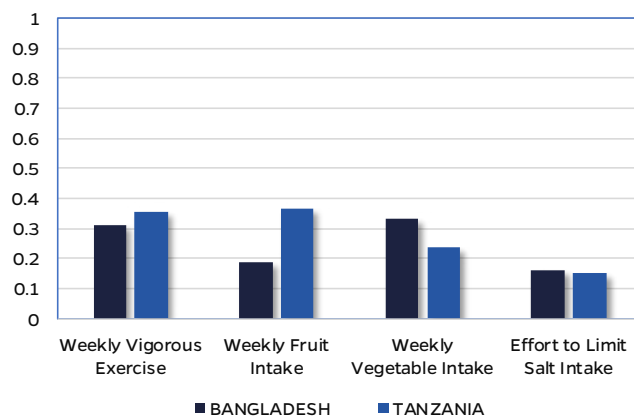
CONCLUSIONS

Overall, many questions had high reliability. Still, there is a need to exercise caution when selecting questions for MPS to minimize cognitive burden for respondents, many of whom may not have prior experience in taking automated surveys.

Variables with Substantial to High Reliability between CATI and IVR surveys



Variables with Low to Moderate Reliability between CATI and IVR surveys



ABOUT DATA FOR HEALTH

The Data for Health Initiative (D4HI) is a Bloomberg Philanthropies-funded project that seeks to improve vital registration systems, expand current NCD surveillance efforts, and provide support for data use for policymakers in LMICs.

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