

Adaptive Design – On the Learning Curve

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NCES and Census Adaptive Design Projects

- **In what ways are they similar?**
- Use auxiliary frame data to allocate resources
- Feature dynamic data collection procedures
- **How are they different?**
- Types and uses of frame data
- Targets and nature of field interventions

Questions for NCES

- Details of response propensity models
- Details of determining “important” cases
- Do targeted incentives reduce costs?
- What are effects of interventions on error?

Questions for Census

- Details of record use for workload reduction and level of effort
- Details of methods for daily case assignments
- Do manipulations to affect the amount and timing of NRFU effort reduce costs?
- What are their effects on error?

Updates Since 2012

- Policy Seminar in 2012 and Research Conference in 2013 featured adaptive design sessions
- Papers in this session develop more use of auxiliary frame data in addition to paradata and survey estimate monitoring
- Less discussion of possibilities of adaptive design and more implementation
- National Survey on Family Growth is still the one survey using AD approach in production

Factors Affecting Judgments of Adaptive Design

- In order to execute AD, surveys need a variety of ancillary changes:
- Decisions on quality and cost goals
- New or revamped systems, organization, data infrastructure, cost measurement, work rules, other policies
- Each of these, or a combination, may be responsible for success or failure
- Implementing AD forces re-examination of all aspects of survey operation

Thank you

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