

Mode Selection and Recruitment Strategies for Respondents with Disabilities

Ashley Schaad, ICF International
Amy Falcone, ICF International
Jessica Jagger, U.S. Marine Corps
Ashleigh Hiott, ICF International

Presentation Overview

- Background
- Mode Selection
 - Overall
 - By age
 - By disability type
 - By internet usage
- Recruitment Strategies
 - Mode selection by recruitment method
- Relevant Literature
- Key Findings

Background

- Client: Library of Congress National Library Service for the Blind and Physically Handicapped (NLS)
 - *Provide free audio books and braille reading materials by mail and web*
- Objective: Survey of NLS users and eligible non-users
- Method: Inclusive multi-mode survey (web and phone)
- Time Frame: March to May 2013

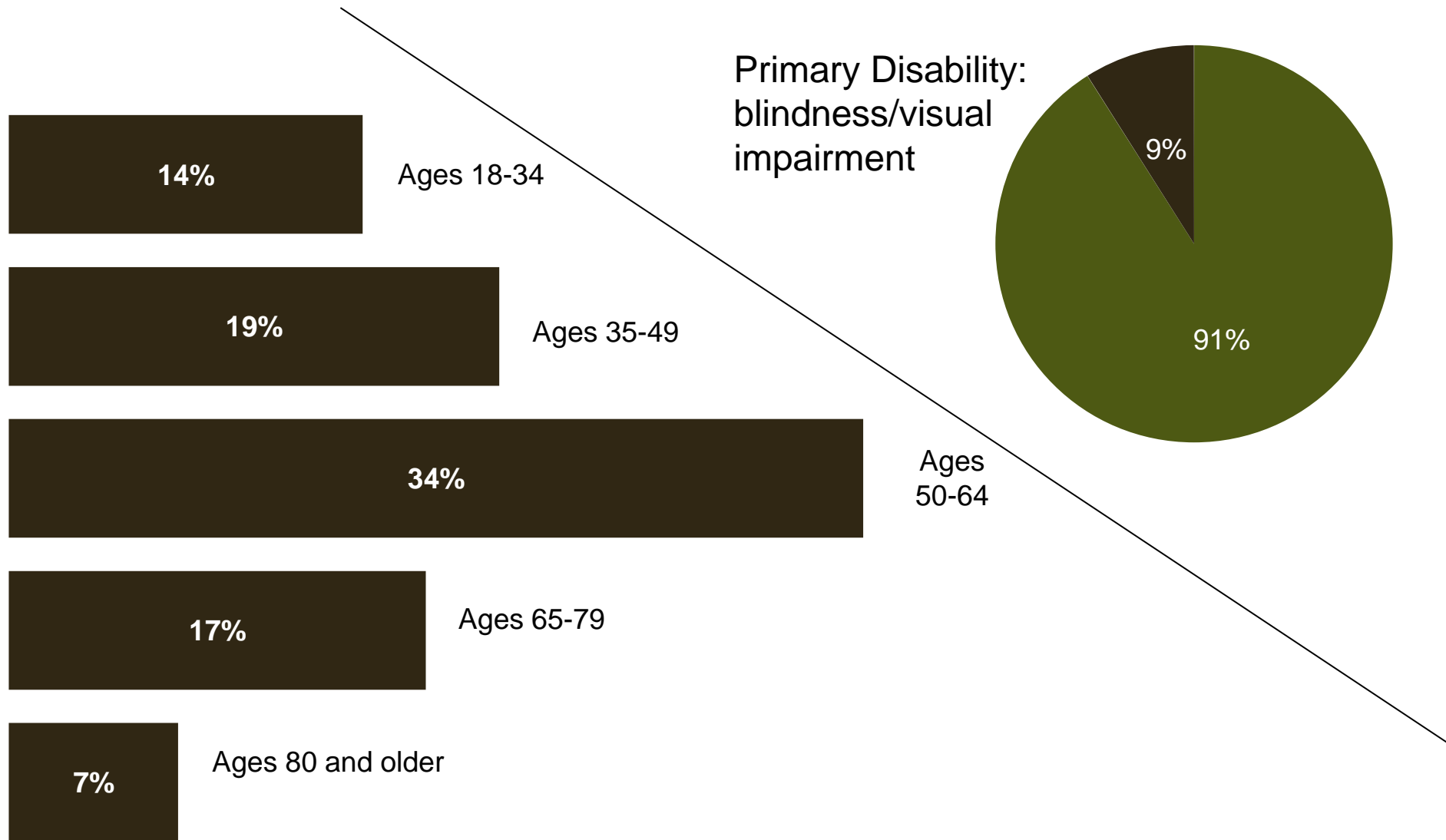
■ Population

- Visual, physical, cognitive/reading impairments

■ Sample

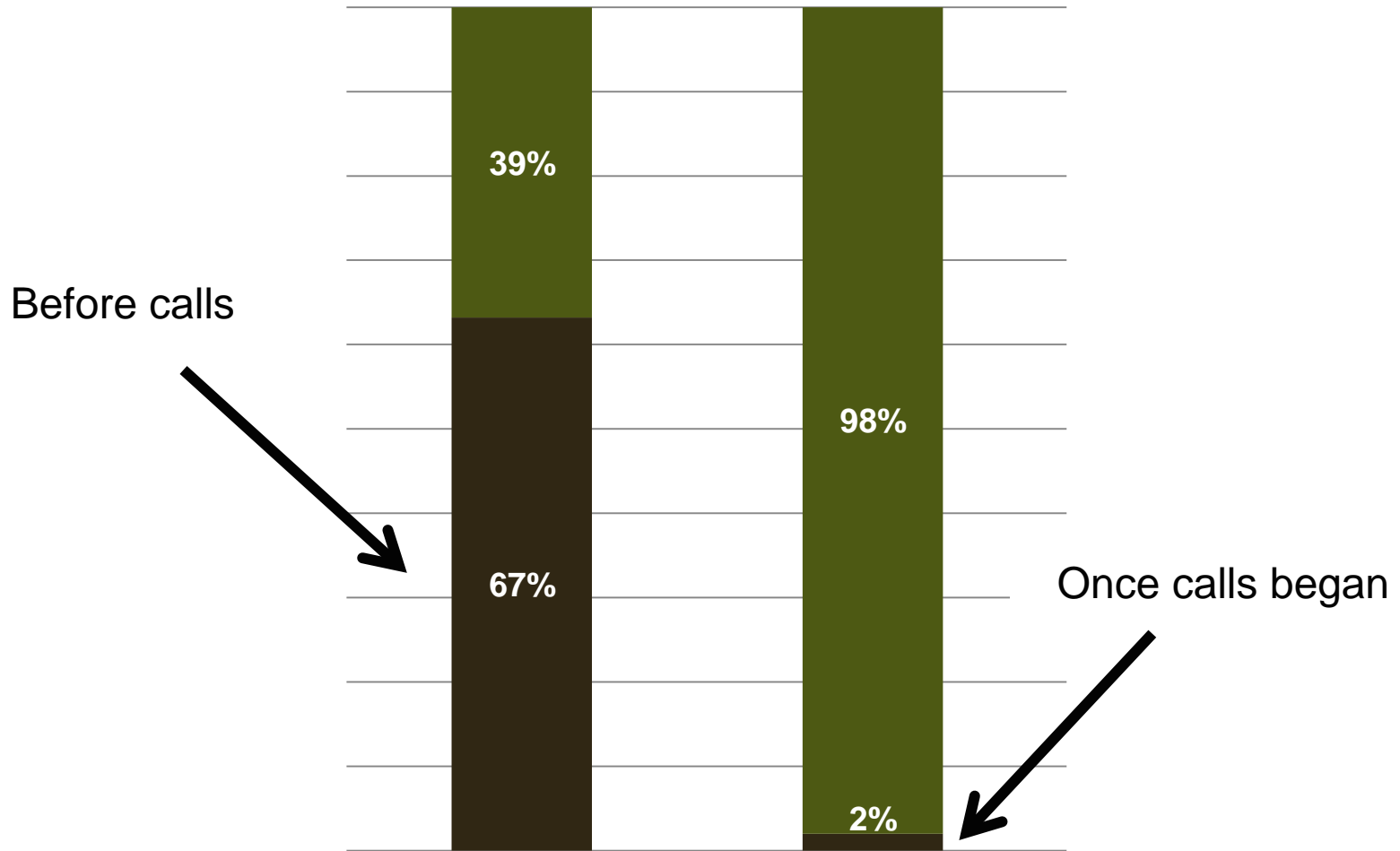
- Probability-based sample of users
 - *Stratified random sample (by age)*
- Non-probability sample (snowball sample) of:
 - *Non-users*
 - *Former users*
 - *Users not part of the probability sample (not initial intent)*

Respondent Demographics



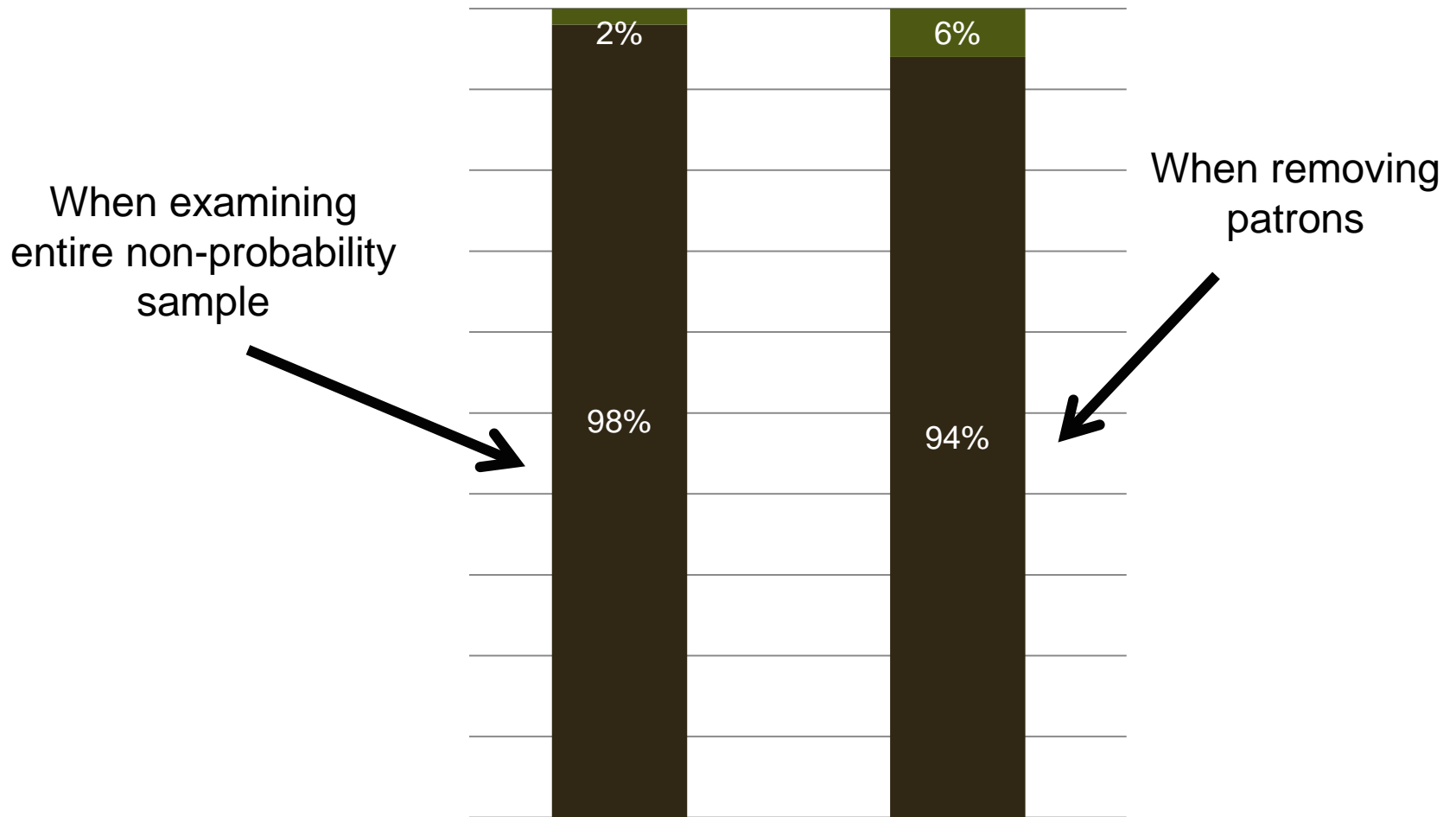
Mode Selection

- Probability based sample

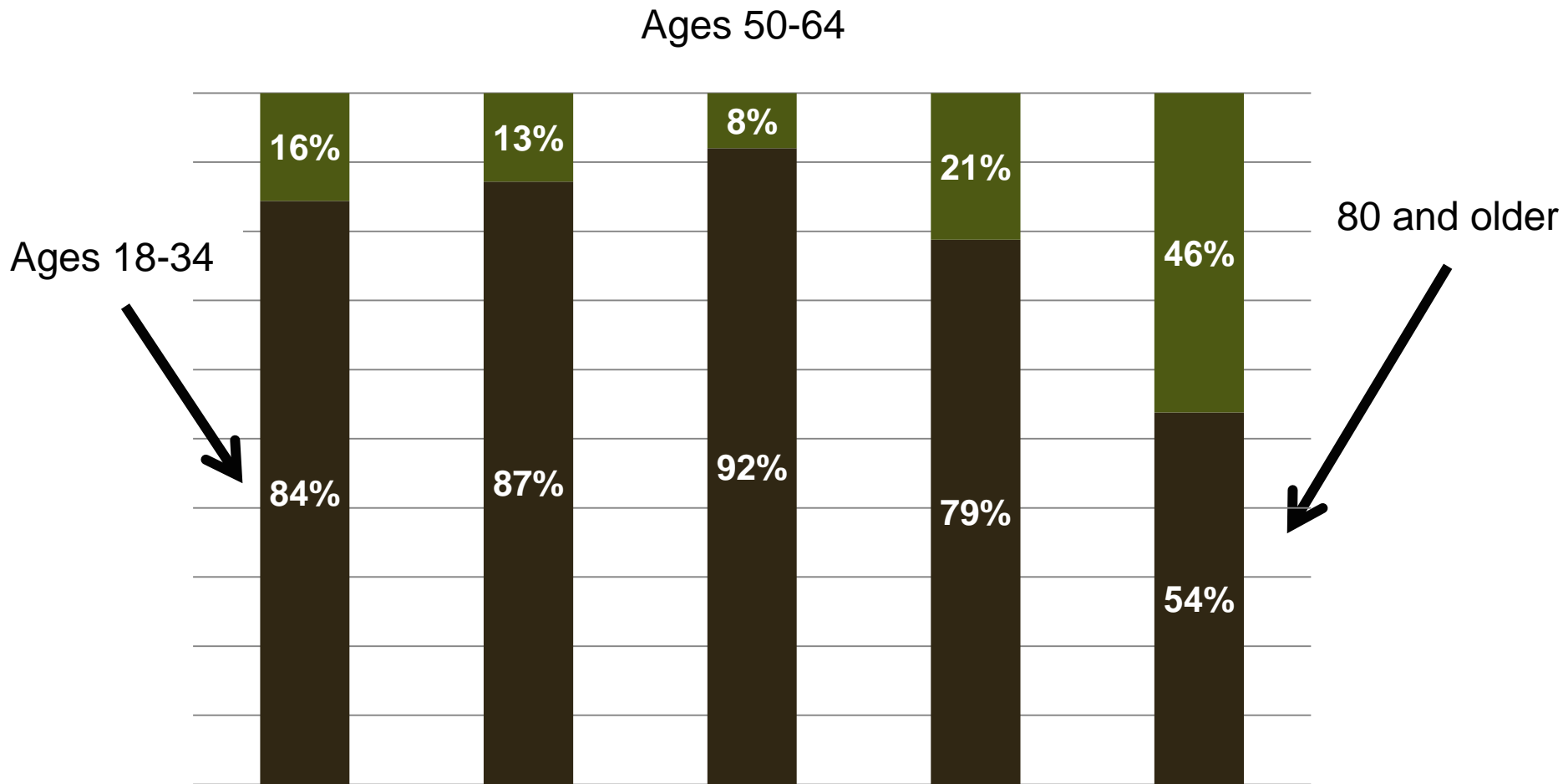


Mode Selection

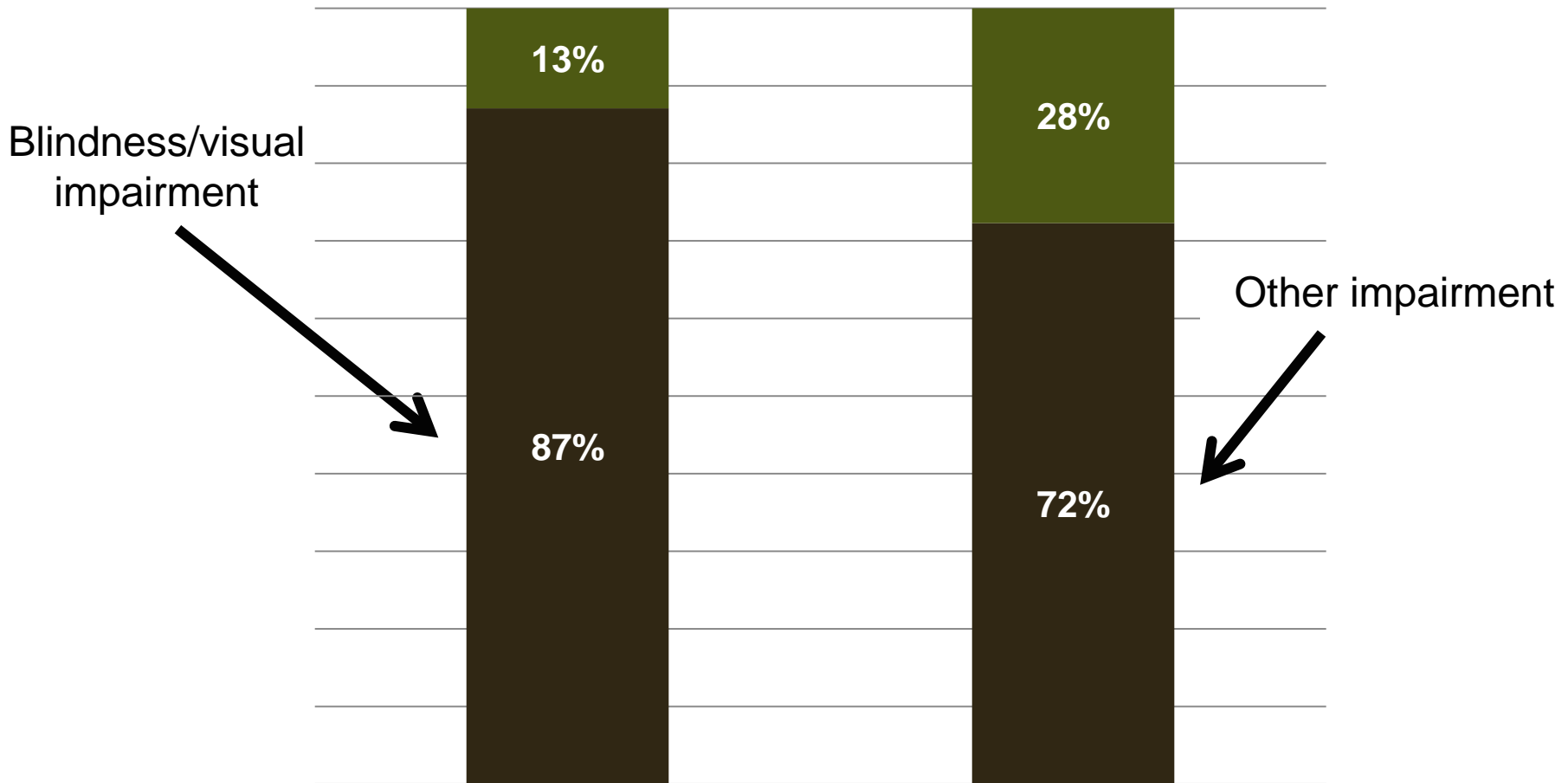
- Non-probability based sample



Mode Selection by Age

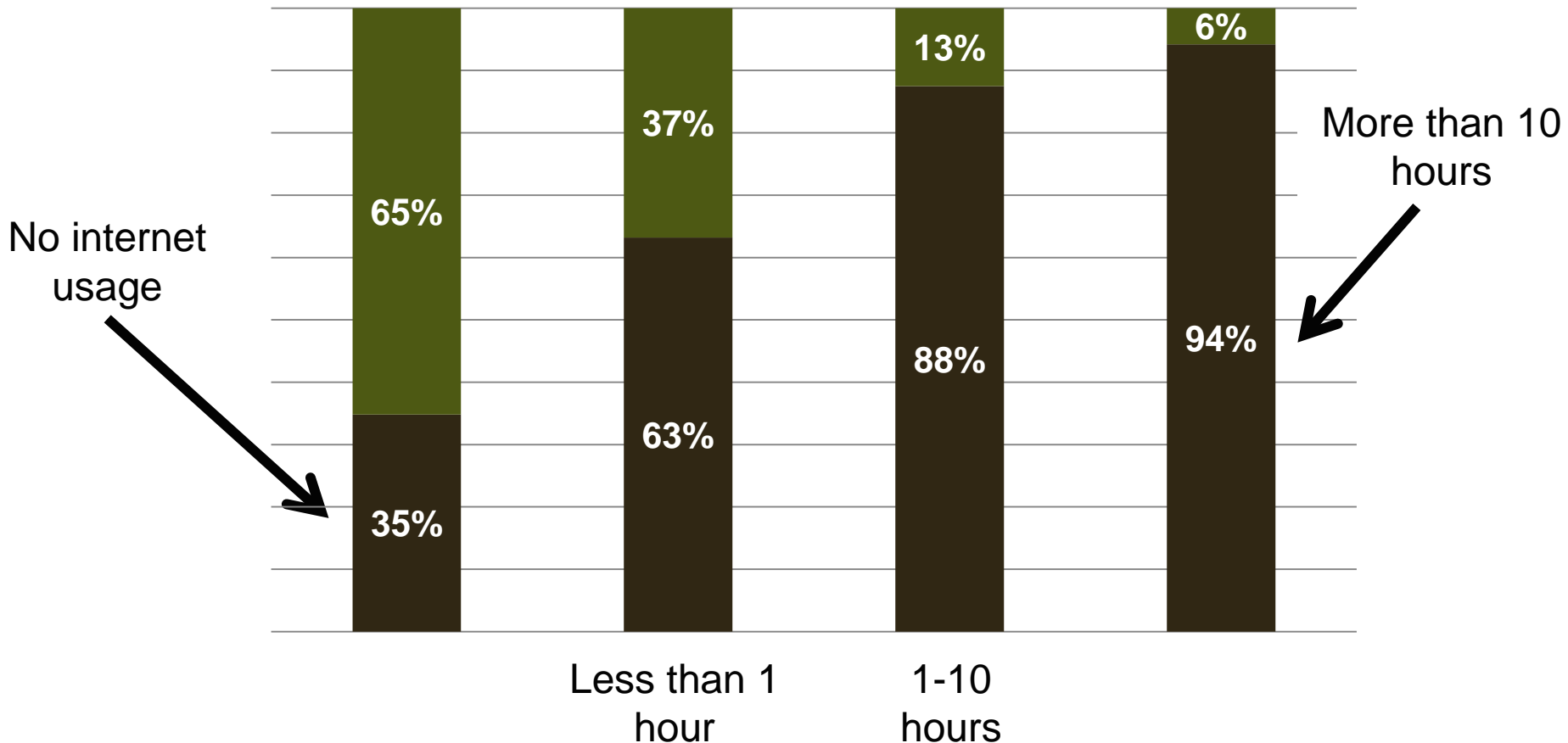


Mode Selection by Primary Disability



Mode Selection by Internet Usage

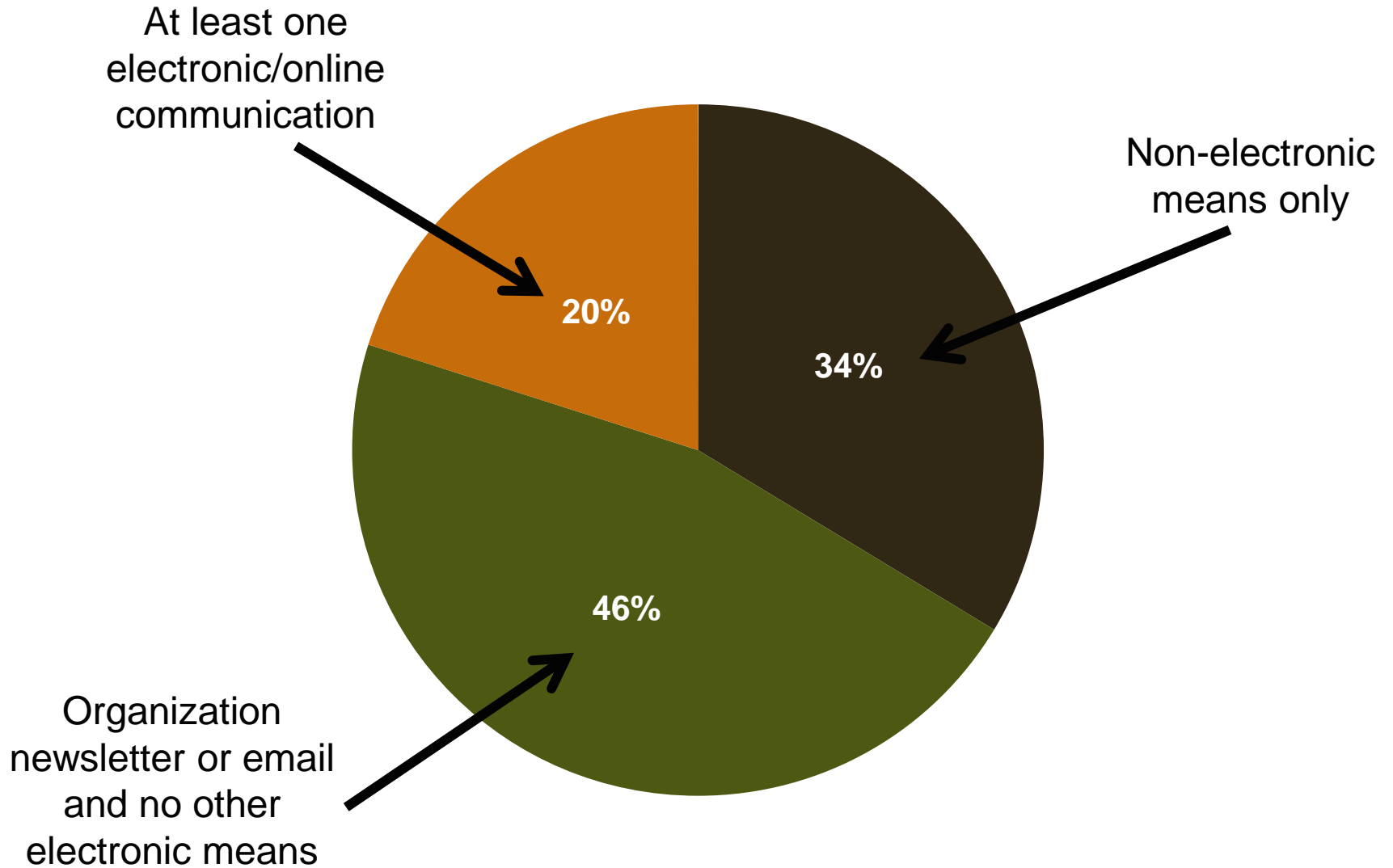
- Preference for web increases with increased internet usage during past week



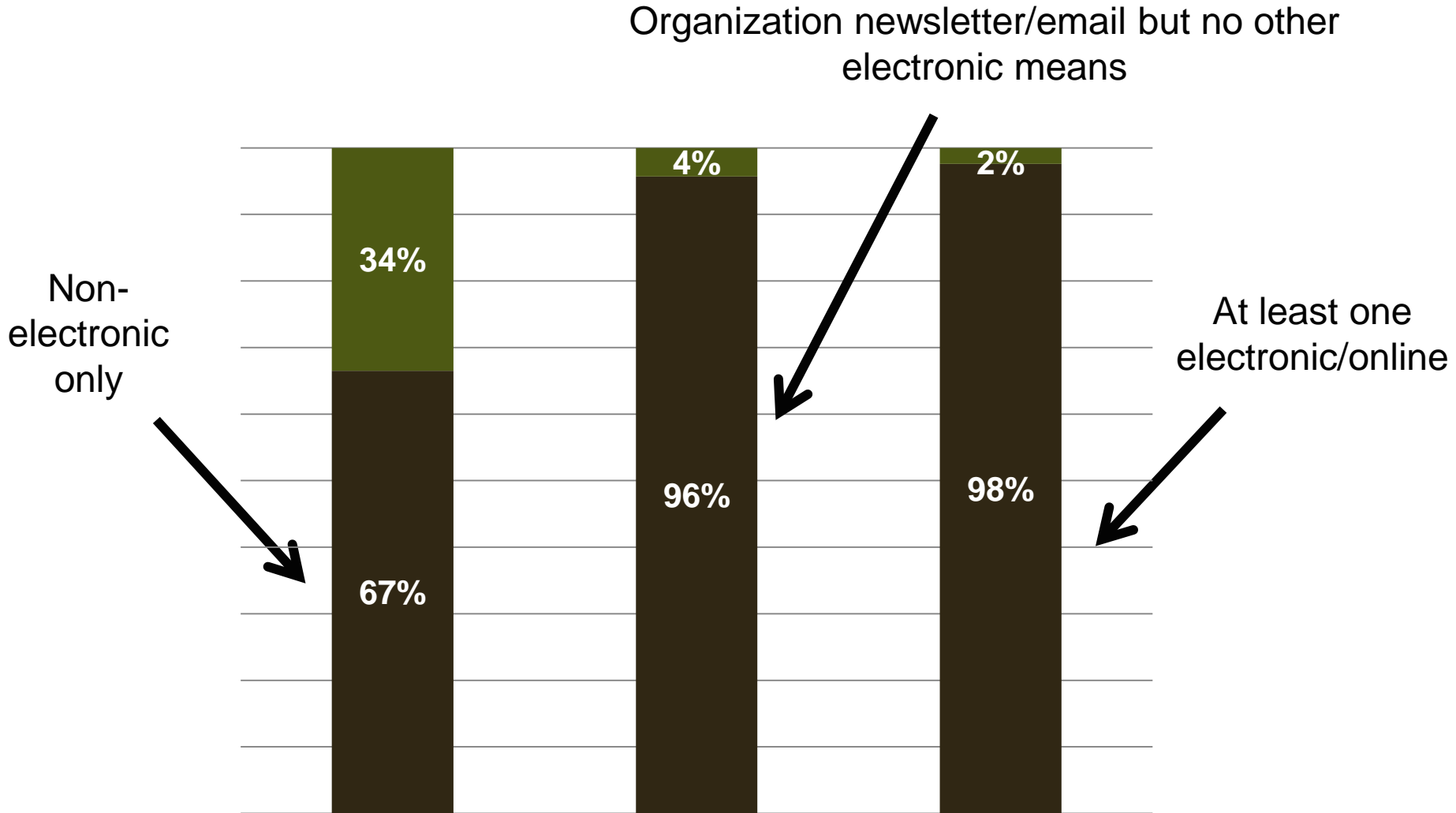
Recruitment Strategies

- At least one form of electronic/online communication:
 - Organization's website or social media
 - Advertisement on Google
 - Friend/family member contact by email, Twitter, Facebook, or LinkedIn
- Newsletter/email from an organization (and no other electronic means)
- Non-electronic means only:
 - Letter in the mail,
 - Phone call/in-person contact from friend/family member,
 - Physician/service provider,
 - Some other source

Recruitment Strategies



Mode Selection by Recruitment Strategy



Relevant Literature

- New Jersey Commission for the Blind and Visually Impaired: 1997 & 2003 surveys
 - Mail, Telephone, Others (1997 only)
 - Telephone option improved response rate by 11% in 1997 and 5% in 2003
 - Additional modes did not increase response rate
 - Demographics:
 - *Vision less than 20/200 participated more by phone*
 - *Vision 20/60 to 20/200 participated more by mail*

Key Findings

- Both accessibility and convenience play into the decision of mode selection
- Preference for web versus phone varies significantly by age, disability type, and internet usage
- Offering both self-administered and interviewer-assisted modes can lead to increased response rates
- Respondents recruited by electronic and non-electronic means varied in terms of mode preference, indicating the need for both methods of recruitment



Ashley Schaad
ICF International
ashley.schaad@icfi.com
910-436-1853

