

Mixed Mode Survey Model of Nationwide Adolescent Longitudinal Study in Taiwan

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Background: The Taiwan Adolescent to Adult Longitudinal Study (TAALS) was the first nationwide adolescent cohort study since 2015. TAALS presented good nationally representative sample through Probability Proportional to Size (PPS) sampling design and class-based interview. Taking the change of follow-up costs, which was due to the cohort entering a higher school in 2018, into consideration, TAALS developed a mixed mode survey via online questionnaires (main), post and telephone (supplementary). The objective is to describe the research methodology which emphasis on the advantages and limitations offered by mixed mode survey design for youth and to introduce a standardized non-respondent tracking mechanism.

Method: TAALS established online questionnaire and official website to keep tracking the behaviors of study subjects in cohort while ensuring data integrity, protecting privacy of participant, improving response rate and delivering incentives message. TAALS could examine user-habits through log file of online system, for instance online time and number of logins. To remind study subjects to finish questionnaire within the specified period, before questionnaire system officially online, TAALS also sent invitation letter, which concluded the information related to operational process and incentives, via post. The non-respondent tracking mechanism contained various reminders such as phone calls, text message or email notification and financial incentives to motivate passive participant.

Conclusion: Though response rate was lower than 50% through mix mode survey model, TAALS presents a cost-effective way to follow-up and maintain a high quality cohort data. In near future, TAALS will provide evidence to support government developing health policy for population health.