

Landmark Event Reporting in the 2010 Survey of Income and Program Participation Event History Calendar  
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9/16/2010

**Abstract:** The Survey of Income and Program Participation (SIPP) is undergoing redesign to incorporate an Event History Calendar (EHC), reducing cost and respondent burden through a change to annual data collection. Based on the conceptual design of paper event history calendars and the PSID's initial decision to include landmarks in their CAPI instrument, the calendar portion of the SIPP-EHC interview also begins with a topic to collect landmark events (Belli, 1998). This topic is designed to orient the respondent and interviewer in the reference time frame and identify anchors from the respondent's own autobiographical story. These anchors are used in the ensuing dialog between interviewer and respondent as memory cues applied to the recall of primary topics and the timing of transitions during the reference period. This research describes the landmarks reported in the 2010 SIPP-EHC data collection, and evaluates their association with characteristics and measures of data quality.

Hypothesis – Landmark events improve data quality (recall) and the temporal placement of events (transitions and status) in primary topic areas.

Figures for Poster:

Text Slide 1. Description of the 2010 SIPP EHC data collection and sample

Figure 1. Screenshot of calendar and completed EHC

Figure 2. Distribution of categories reported in the 2010 SIPP EHC

Text Slide 2. Bullet point of category breakdown and interpretation

Figure 3. Landmarks representing visual cues that would appear elsewhere in the EHC

Figure 4. Internal versus external landmarks (self, within hhld, external to hhld)

- by characteristic
- Self versus Proxy interviews (whose landmarks – percentage)

Figure 5. Screenshot with visual landmark and corresponding calendar data

Text Slide 3. What landmarks are visual – how this relates to topics – summary.

Text Slide 4. Respondent characteristics

Figure 6. Landmarks by demographics (age, marital status, reference person)

Text Slide 5. Interviewer characteristics

Figure 7. Region of interview

Figure 8. Proportion of FR's Cases that have landmarks

Figure 9. FR Training/experience (FR test score and experience)

Figure 10. Interview length and completion status for all household members

Text Slide 6. Data quality initial comparisons

Figure 11. Reporting of landmarks and alignment of 2010 SIPP EHC to 2008 SIPP production

- Presence of data in primary topics
- Transitions reported in primary topics

Text Slide 7. Extensions and research to determine continued use of landmarks

Evaluation –

1. Describe the categories of landmarks reported in the 2010 SIPP EHC
  - a. Landmarks that fall into primary topic areas
    - i. Visual in the calendar timeline versus in the within spell detail
  - b. Internal versus external (happens to me – happens within hhld – happens to others)
  - c. Self versus proxy response (whose landmarks – do they differ from self landmarks)
2. Likelihood of reporting and categories of landmarks by respondent characteristics
  - a. Demographics (age, marital status, reference person)
  - b. Region of interview
  - c. Concentration within FR
    - i. Percent of cases by that FR with landmarks
  - d. FR Training/experience (FR test score and experience)
  - e. Interview length
  - f. Completion status for all household members
3. Association with primary data reporting
  - a. Do any of the recall comparisons with 2008 SIPP differ for landmark reporters and non.
  - b. Counts of landmarks (zero, any, many) , topic transitions,
4. Summary with recommendations about implementation.

Belli, Robert F. 1998. "The Structure of Autobiographical Memory and the Event History Calendar: Potential Improvements in the Quality of Retrospective Reports in Surveys." *Memory*. 6: 383-406.