

Survey Suggestions

Outreach Email

- Be specific about:
 - Length of the survey
 - What types of questions
 - Intended purpose of the rankings
- Play on the Oxford name
- Receive endorsement from the mailing list owner

Introduction

- The current wording is not clear. Make it super simple.
- Assume that people will read a random number of sentences half-way through perfectly.
- Be specific about:
 - Length of the survey
 - What types of questions
 - Intended purpose of the rankings
- Explain clearly that any personal information won't be shared/manipulated/used
 - clarify wording of this through Oxford ethics board
- Be careful not to anchor the respondent's answers with the examples at the beginning.

Demographic Information

- Capture email or text at the end
- Don't "invite" extra text (to sift through). Encourage them to respond by text **ONLY** if something **really** needs to be said.
- "Postgraduate student" is a little confusing.
- Order experience options by degree/intensity.

Survey – Construction

- What incentive can we offer?
 - **Monetary:**
 - * Charity donation \$X / survey up to \$Y
 - **Non-Monetary:**
 - * Appeal to the self-importance gained from filling out the survey

- * Explain the societal benefits / “helping the world” factor
 - * Provide survey results immediately
 - * Follow up with expert interviews
- Adaptive question sampling would enlarge our training set.
 - Set a threshold confidence interval. With each answer, recalculate confidence intervals for questions. Cycle out ones within the interval and replace them with new questions.

Survey – Sampling

- We may have serious non-response bias through lists. We can mitigate this through double sampling.

Survey Questions & Answers

- At the top of the answers page, remind respondents that we’re just interested in what is **CURRENTLY** automatable.
- How do we crisply define “Automation”?
 - If automation automated away 9/10 people, is that “Automatable” or “with some simplification”?
 - Do we mean “computerisable” (much clearer)?
 - Technically, one might believe that **anything** is automatable with enough data. Make it very clear that we’re just interested in whether or not a specific task can be automated right now.
- 30 questions is small. It may not be a very useful training set. If we have many hundreds of people.
- Have “calibration” questions to measure individual response bias.
- They would like guidance on when to say “unsure”
- For that matter, create specific “unsure” options, like:
 - Unsure – suspect automatable, don’t know the technology
 - Unsure – no experience/qualification/knowledge
- It is worth curating the question list. Some occupations may be too wild to answer and some may be too obvious.
- Make all questions & answers required.
- We may want to include a question at the *end* that asks: **“Overall, how confident were you in the answers you gave about which tasks are currently automatable?”**
- New questions that were proposed:
 - Ask a “10-years-from-now” variant for each occupation
 - Ask specifically about component skills
 - Ask about what *will* be automated – i.e. it can, and it’s **cost-effective**

Meta

- Run multiple pilots in house.
- Run a “2-Stage Pilot” using “Cognitive Task Interviews”
 - **Stage 1:** Interactive observation. Ask surveyees questions about their experience as they go
 - **Stage 2:** Passive observation. Observe and ask for feedback after.
- It would be worth speaking with an economist about acceptable survey methodology and responses.