

# **From Adolescence to Adulthood**

## **Traditional Tracing Techniques vs. Cyberspace Searches**

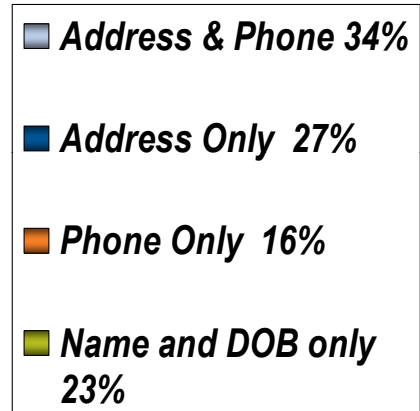
## ***Study Background***

- *Tracing project only . Follow-up study to be conducted by the client.*
- *Sample of 658 young adults who participated in a blood pressure study while in high school.*
- *Participants were selected from two magnet schools in the Baltimore area.*
- *Students were approximately 14 years of age at time of enrollment (1986 – 1997).*

## ***Challenges in Tracing***

- *Students were in their early teens when first enrolled - most are no longer at original address or phone number.*
- *One school in the study was an all girls school - anticipate a possible name change for many.*
- *Study requirements were to locate, update contact information and obtain consent for contact by the client.*
- *Contact information provided is 8 - 22 years old*
- *Each record contains student's name and date-of-birth - address and phone number not always included*

# Quality of Contact Information



# ***Traditional Tracing Individual Searches***

- ***Subscription based on-line services***
  - ✓ ***Public records websites such as PeopleFinders and Intelius***
    - ***Search on name, address, phone number***
    - ***Name match can include date-of-birth as well as other family members***
  - ✓ ***Phone Directory Websites***
- ***Credit reporting database search products***
  - ✓ ***Information return may include***
    - Current and/or former addresses***
    - Phone number***
    - Month/year of birth confirmation***
    - Current or past employment***

# ***Traditional Tracing Methods***

## ***Batch Tracing***

- ***National Change of Address (NCOA) batch search***
  - ***Data maintained by the US Postal Service from information provided by movers to their local Post Office***
  - ***Move information is kept on file up to 4 years and includes move date and move type (i.e. individual or family move).***
- ***Telematch***
  - ***A phone append batch search based on last name and address***

# ***Social Networking Websites*** ***“Cyberspace Tracing”***

- ***Schools***
  - [www.classmates.com](http://www.classmates.com)
  - [www.reunion.com](http://www.reunion.com)
- ***Employment – Work experience***
  - ***LinkedIn***
  - ***ZoomInfo***

***School sites and LinkedIn require that you set up a profile for basic access***

***Email access privileges – you must have a paid membership***

# ***“Cyberspace Tracing”*** ***continued***

- ***Social Networks***

- ***MySpace***
- ***FaceBook***
- ***Friendster***

***These require a user profile.***

***My profile includes a picture of myself as well as pictures of the schools involved and information about the project.***

- ***Google***

- ***Especially useful with this sample of young adults who tend to be in professions that are more visible.***

## ***Cyber Security Issues***

- *Access to these sites might expose your PC to malicious spyware or viruses*
- *Emails received or sent through social network site email system will circumvent any firewalls set up by your company's security system.*
- *Check with your cyber security department before accessing any of these sites from your work computer.*
- *To be safe, scan for viruses and mal-ware frequently*

## ***How are we doing?***

- *242 (60%) of cases actively traced have been located or finalized*
- *90% consent rate for located or finalized cases*
- *20% of those located or finalized were as a result of “Cyber tracing”*

# ***Pluses & Minuses of Cyber Tracing***

- ***Pluses***

- *Reach participants not found through traditional tracing methods*
- *Participants more quickly respond to emails than phone calls*
- *Participants are less likely to feel “hunted”*
- *Can be cost effective*

- ***Minuses***

- *Can be like searching for the “needle in the haystack”*
- *Membership access level unknown*
- *Email delivery status unknown*
- *Security issues – potential exposure to computer virus and malware contamination*

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