

Survey Data Collection



Introduction to Interviewing



Welcome

- Welcome to the Survey Research Laboratory (SRL) Workshop Series on Survey Data Collection
 - Introductions
 - Review agenda
 - Audience Input



Introduction

- SRL Data Collection Workshop presents an overview of ..
 - Survey data collection methods and procedures
 - **Primary data collection modes**
 - Telephone
 - Face to face
 - Other data collection (not covered today)
 - Secondary source reviews
 - Mail
 - Focus Groups
 - Tracing and locating services



Data Collection Process

- How will I learn the process?
 - Workshop slides which rely upon the Survey Research Lab's General Interviewer Training presentation
 - Examples of questions that will help you learn how to ask questions that get answered
 - Audience participation



Data Collection Process

- What I need to learn to be successful?
 - How to ask questions in an unbiased fashion
 - How to record answers so they will be easy to tabulate and analyze
 - How to record sample contacts so sampling rates like cooperation and response can be calculated correctly



Historical Perspective

- The Survey Research Laboratory (SRL) of the University of Illinois at Chicago is a research and service unit established in 1964. It is a division of the University of Illinois at Chicago's College of Urban Planning and Public Affairs that provides survey research services to
 - the faculty, staff, and students of the University of Illinois at Chicago and Urbana-Champaign;
 - other academic institutions;
 - local, state, and federal agencies; and
 - others working in the public interest



Special Populations and Sensitive Topics

SRL has been interviewing hard to reach populations for 40 years. These populations may present unique and special challenges.

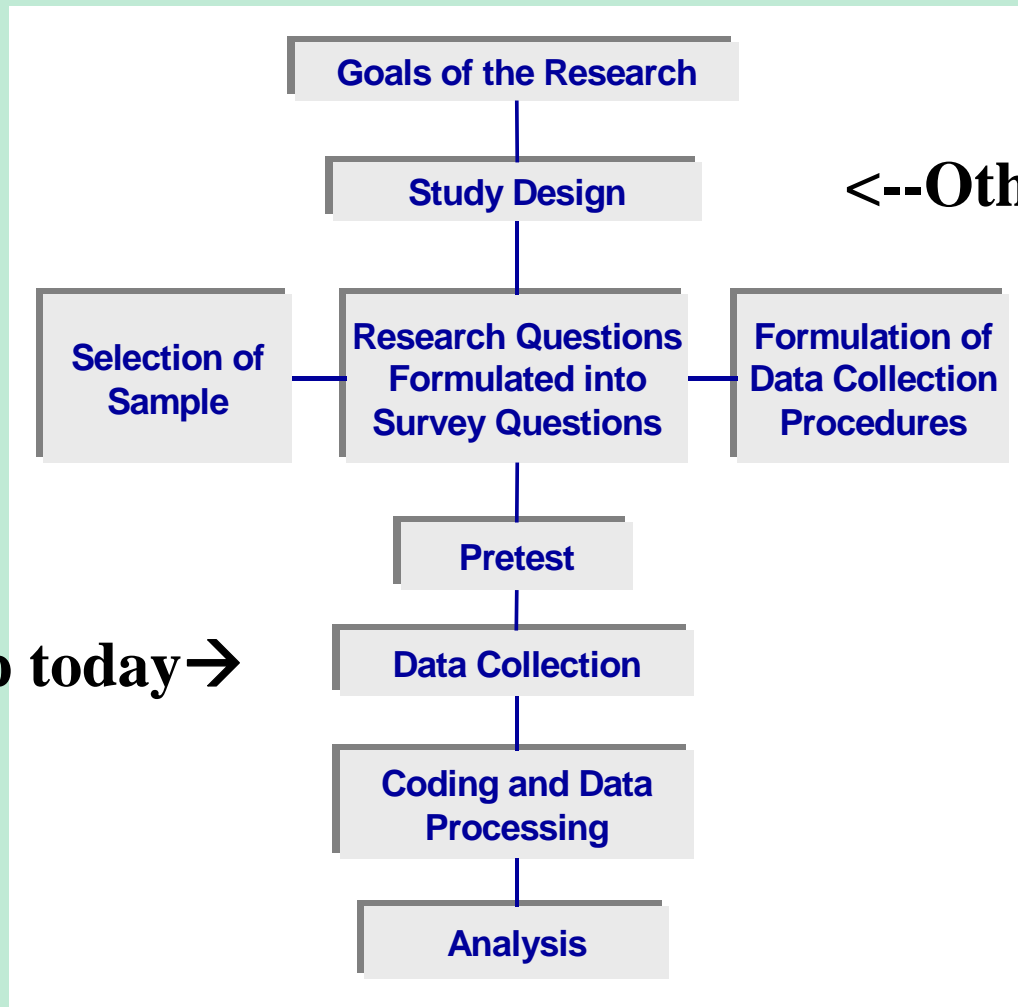
- Special Populations
 - Minority Populations
 - Homeless
 - People with Disability
 - Criminal Population
 - Cancer Patients
 - Uninsured

- Sensitive Topics
 - Racial Discrimination
 - Drug Addiction
 - HIV/AIDs
 - Sexual Orientation
 - Physical Abuse



Overview

The Survey Research Process



<--Other Seminars

Workshop today →



Data Collection Process

Interviewing for Primary Data Collection



Data Collection Process

Primary Data Collection – Collection of answers from direct interaction with the research participant. *This process is known as interviewing a respondent.*

- **Interviewer** – asks specific questions and records the answer
- **Respondent** – answers the questions



Data Collection Process

Asking the Right Questions

Before Interviewing Starts



Asking the Right Questions

- The goals and scope of the research are defined through a series of asking questions
 - Who will be interviewed? (IL adults 18+)
 - How will they be interviewed? (phone, in person, mail?)
 - What will they be asked? (past and current harassment, job duties, demographics, etc)
 - What will be done with the information?
 - What is the cost, who will fund it?



Asking the Right Questions

- Types of Questions
 - Closed-end
 - answer category provided (Ex, VG, G, F, P)
 - response cards
 - Open-end
 - answer category typed as respondent answers (job)
 - answers are then categorized and coded
 - Interview Instructions
 - Read list, do not read list
 - Enter all that apply, enter only one answer
 - Hit enter



Asking the Right Questions

- Things you can do to increase awareness of your study and increase cooperation
 - Send a Letter about the study to the Respondent and consider an incentive (FF or phone)
 - Send a letter to local Police so they can assure residents your research is legitimate (FF)
 - Reverse Directories (phone or FF)
 - Obtain addresses for listed phone numbers, send advance letters
 - Use your introduction to explain content and purpose of study to your respondent
 - Obtain phone numbers for addresses, call to make appointments



Data Collection Process

How to Ask the Questions

Survey Interviewing General Guidelines



How to Ask the Questions

- Questions are written to be asked the same way in the same order to every respondent
 - Read question verbatim
 - Read slowly and clearly
 - Make sure the R hears the entire questions
 - Ask every question in the survey
 - Do not interpret question for R
 - It's whatever the question means to them



How to Ask the Questions

- Three Rules that govern all Social Science Survey Research Interviewing
 - Informed Consent
 - *Written and signed by respondent*
 - Neutrality
 - *No Interviewer bias introduced*
 - Confidentiality
 - *Names never associated with data*
 - *Data reported in summary form*
 - *Confidentiality agreements with staff*



How to Ask the Questions

How to Prepare before doing an Interview

– Preparation increases response

- Rehearse your introduction
- Write down and rehearse your refusal rebuttals
- Charge your laptop and be ready to go into the field



How to Ask the Questions

How to Prepare before doing a FF Interview

- Professional *put a smile on your face!!*
- Prepared *have your ID ready!!*
- Eye contact *look directly into Rs eyes!!*
- Respectful
- Non-judgmental

Believe that the respondent wants to participate!



How to Ask the Questions

Introduction

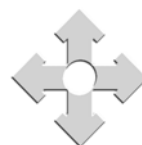
- Short and succinct
 - Tell Respondent enough about the study but not too much
 - Sponsorship
 - General Purpose
 - Mention of Study Benefit
 - Mention time (if asked or if very long)
 - Personalize with your name



How to Ask the Questions

Introduction

- Hello, my name is _____, and I work for the UIC Survey Research Laboratory. The University of Illinois at Chicago is conducting an important study in the Chicago Metropolitan area about housing. Your household has been randomly selected to take part in the project. It will take about x minutes and you will be paid x in cash for completing the study



How to Ask the Questions

Tips for Introductions

- Read intro **SLOWLY** and **CLEARLY**
- Use your **first and last name**
- **Sound conversational**, not like you're reading a script
- Be **confident and professional**
- Assume the **informant will cooperate**
- Be ready to **quickly address concerns** and answer questions



How to Ask the Questions

Starting the Interview

- To increase respondent cooperation rates, cash incentives or gift certificates may be offered to respondents who agree to participate.
 - The presence of incentives is mentioned at the beginning of the survey
 - Incentives are awarded to respondents *immediately upon completion* of the interview
 - Respondents must sign receipts



Data Collection Process

How to Ask the Questions

Common Respondent Questions and
Concerns at the Start of an Interview



How to Ask the Questions

Refusals – 8 Main Themes

- Time burden
 - Takes too long
- Confidentiality
 - Who sees my answers
- Personal/Sensitive
 - That's none of your business
- Government Concerns
 - Why does the state need to know this
- Purpose of Study
 - Why are you doing this
- Why me
 - How'd I get selected
- Voluntary Concerns
 - What if I don't do this
- Lack of Interest
 - This doesn't affect me



How to Ask the Questions

Avoiding Refusals

- Know your common respondent questions
- **Listen carefully** to objections and always choose an appropriate rebuttal
 - Practice your rebuttal answers
 - Explain why the study is important
 - Convince respondents that being asked for their opinion is important
- Leave the door open for later contacts if you aren't getting anywhere



“How did you happen to pick me?”

Your household was randomly selected to represent households in your community. In trying to find out what people think, we cannot talk to everyone so we try to talk to people of different ages and different walks of life – a cross section of people.



“How long will this take?”

The length of the study varies from person to person but on average the survey takes about x amount of minutes. Most people who have taken the survey find once they start the time goes very quickly.



“I’m not interested.”

I want to assure your input is very important to the study. Your answers once combined with those of others will help direct services within your community.



Data Collection Process

How to Ask the Complicated Questions

Probing and Clarifying



Probing and Clarifying

- Interviewers are like investigative reporters
 - Trained to
 - Obtain clear unambiguous information
 - The interviewer should record the exact verbal interaction the R and the interviewer had, indicating what information the interviewer found unclear and how the interviewer probed and/or clarified that information with the respondent
 - Not to inject your personal opinions or attitudes into the personal interaction
 - The interviewer can not suggest or lead the R to an answer. Like the reporter the interviewer re-asks Qs to clarify information not assumes what the R meant



Reasons for Incomplete Answers

- Respondent doesn't yet understand their part in the survey process
 - Respondent may be in a hurry and may not want to think about their responses
 - Respondent may feel they don't have enough knowledge to answer questions
 - Respondent doesn't realize the survey is designed in a certain way and the instrument only accepts one answer for some questions and multiple answers for others



Interview Control

- An Interviewer controls the survey interaction
 - The cadence and delivery of questions by the interviewer will be mimicked by the respondent
 - The way answers to questions are accepted will be reinforced by your use of probes
 - Respondents learn the survey process from their interviewer



Occasions to Probe

When answers need more information

- Respondent answers “Don’t Know/Refused”
- Respondent gives a range or unclear amount to a numeric question
- Respondent gives an answer that doesn’t appear in a pre-coded list
- Respondent can give more specific information
- Respondent can give additional information



Probes for Adverse Responses

- Don't Know/Refused
 - Give R a moment to re-think about their don't know or refused response
 - Best estimation or impression (based on what respondent has seen or heard)
 - No right or wrong answer what ever you think
 - Answers are confidential, and the Rs opinions and answers are never associated with them individually



Probes for Ambiguous Answers

- To get an Exact Amount or pre-coded answer
 - Let R know you can only Record an Exact Amount and/or the Answer category provided
 - If R gives a range ask for a single number to put down
 - Best estimation
 - R gives Units and/or Answer categories that are different than what questions asked for
 - Repeat Q back how many (required units) would that be
 - Repeat Q with pre-codes back to Q



Probes to Get More Information

- To gain additional information
 - What else can you tell me about that?
 - Is there anything else you'd like to add to that?
 - (Pause/silence) say Ah huh and..what else?
 - Can you tell me more about that?
 - Other things you'd like to me to put down?



Probes For Occupation

- Job title
 - Skills and duties
 - What specifically do you do?
 - Specific type of company or function of company division or department
 - “I work in the Automotive industry”
 - **PROBE:** “what exactly do you do in the automotive industry?”



Clarifying Probes

- For Clarity
 - Restate the Rs response in a Question format and direct R to the Point of question and your Specific inquiry
 - Good, Nice, Convenient, Easy, Cheap, Quality,..
 - In what way is it _____?
 - What about x makes it _____?
 - What specifically do you mean _____?
 - How is it _____?
 - When you say _____ what exactly does _____ mean to you?



Data Collection Process

How to Record The Answers



How to Record The Answers Questions with Pre-coded answers

- Closed End Questions
 - Circle and/or enter the appropriate responses
 - Clearly indicate whether question is a single response or multi response question
 - Answer category normally a numeric code
 - DK/Refused code out of range (97,98 etc..)
 - Allow for other specify code
 - Code and add other responses based on frequency



How to Record The Answers

Recording Probes for Open-ends

- Clarifying information
 - Written record of your verbal conversation
 - (good) (nice) (convenient) (integrated) (diversity)
 - “Why do you like where you live?”
 - It’s a good neighborhood (good) it’s convenient here I’ve been here a long time (convenient) I like the fact there is a grocery store on the corner and I don’t have to go far to get my prescriptions
- Additional information
 - (else) what else



How to Record the Answers

Tasks during an Interview

- Multiple Tasks can occur during a Survey Interview
 - Typing answers into laptop
 - Using response category cards
 - Recording respondent answers via recording device
 - Accommodate answers where respondent listens to Audio
 - Having respondent evaluate printed material



How to Record the Answers

Concluding the Interview

- Make sure all completed components of the study are together
 - Consent Forms
 - Incentive Receipts
 - Any additional survey items
 - Sample Record
- Let respondent know someone may call to verify interview



Data Collection Process

How to Record The Contacts

Recording the Outcomes of your
Household Visits or Phone Contacts



How to Record The Contacts

Disposition Categories

- AAPOR (American Association for Public Opinion) www.aapor.com
 - Known Eligible
 - Known Ineligible
 - Unknown Eligibility



How to Record The Contacts

Sample Disposition

- Record for every attempt made to contact a selected household in order to measure sample rates.
 - Numeric values are assigned to outcomes and entered into a Sample Control Desk
 - Outcomes of all contacts are categorized
 - Outcome categories are reported
 - Study Management
 - Response rates
 - Production rates
 - Cost control



Data Collection Process

Conclusion

- Do I know ..
 - How to ask questions in an unbiased fashion
 - How to record answers so they will be easy to tabulate and analyze
 - How to record sample contacts so sampling rates like cooperation and response can be calculated correctly



Administration

Project Management

Managing the Data Collection Process



Production Reporting

- Create standard method to measure interviewer productivity for time, cost, and quality measures
 - Efficiency
 - Hours/completes
 - Hours/sample worked
 - Accuracy
 - Data entry
 - Verbatim integrity



Validation

- A certain percentage of an interviewer's work (usually 10-15%) is validated for quality assurance
 - check data accuracy and validity of information
 - validation entails re-contacting or re-visiting cases that an interviewer has finalized to ensure the case was dispositioned correctly



Data Collection Workshop Complete

- Did you learn what you had hoped?
 - Questions and comments
 - See Probing Cliff Notes (next page/handout)
 - Thanks!!
 - For more information visit our website at www.srl.uic.edu



Probing Cliff Notes

- To be Probed

- Don't Know/Refused
- Occupations
- Numeric or date ranges
- Answers that don't appear in a pre-coded list
- Specific info
- Additional info

- Probes

- *Best estimation*
- *What specifically do you do?*
- *Which number is it closest to?*
- *Re-read pre-coded question*
- *In what way is it _____?*
- *What do you mean?*
- *What else?*

