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2019 Workshop: Interviewers and Their Effects from a Total Survey Error Perspective

Sociology, Department of

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Questions Administered by Telephone or In Person: Differences in Interviewer-Respondent Interactions

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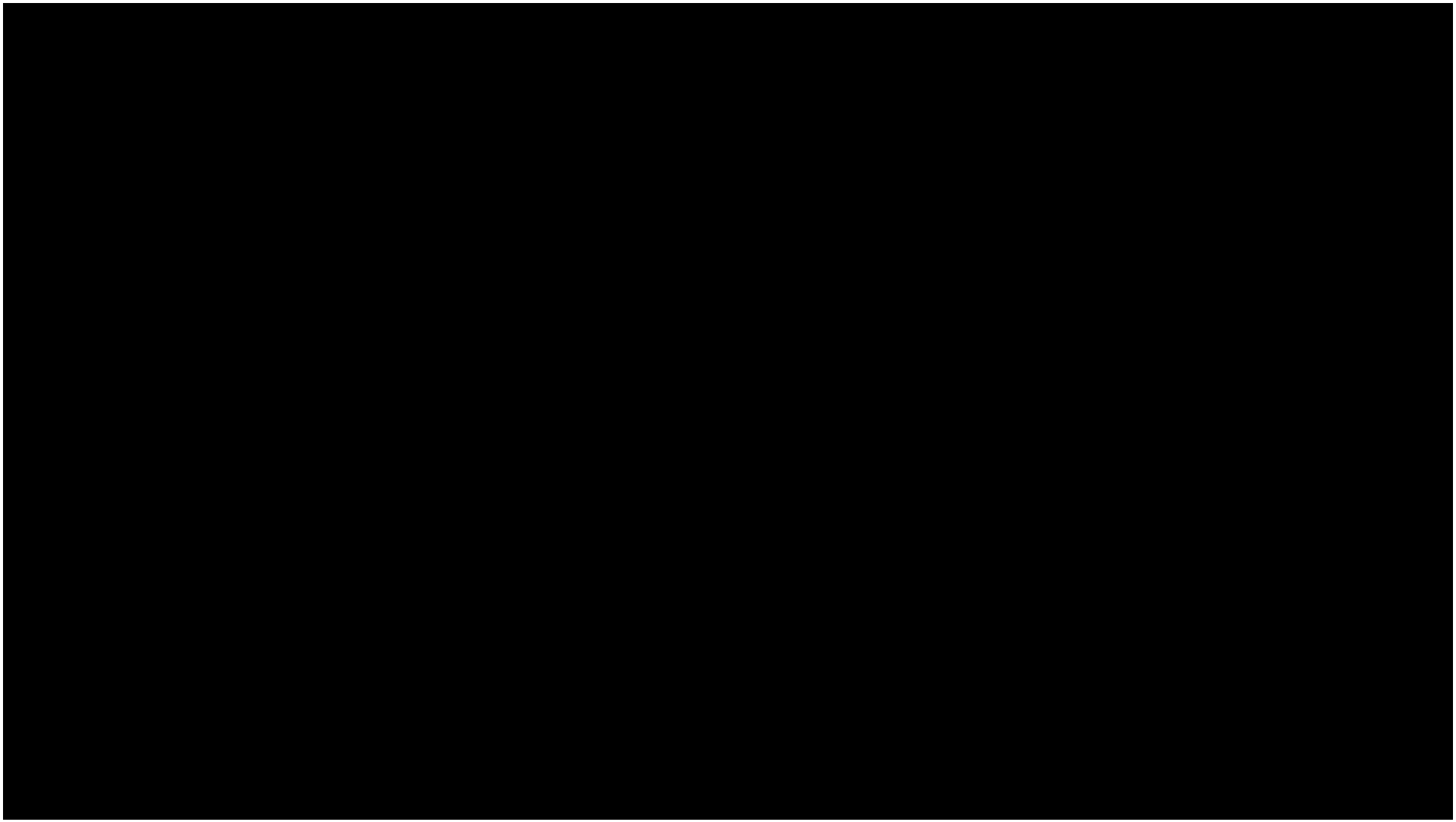
Differences in interviewer-respondent interactions in CAPI and CATI interviews

Yfke Ongena & Marieke Haan



Do voice calls have a future?

- Telephone apprehension 10-15 % of adult population
- 2.5% telephonophobic
- US: 90% cell phone owners
- Average call length is dropping
  - 2008: 2.27 minutes
  - 2018: 1.81 minutes

Mode and response effects

› Satisficing: Web > CATI > CAPI

› Social desirability: CATI > CAPI > Web

› (Holbrook et al. 2003; Heerwegh 2008)

- Social presence
- Rapport

Difference in satisficing and rapport visible in interviewer-respondent interactions?

› Paradigmatic sequence, 3-part structure:

- Question
- Answer
- Acknowledgement

Interaction in a CATI survey

I: Do you, during the week or weekend, consume alcoholic beverages?
R: Yes

I: What is the number of alcoholic drinks that you consume on average during a week?
R: Ohh uh that's a moral question haha, uh now I am allowed to lie about that or not?
I: eh well yes you can be honest about that, that is uh, not a single answer is right or wrong so

R: uhm well I think I eh drink about ten glasses of beer each day or something

I: 10 glasses of beer per day and that times seven days a week?

R: mhm

I: Ok, then I'll note that

Deviations from paradigmatic sequences

Detection from transcripts by means of:

- Sequence Length: #turns (events), #words uttered
- Utterances related to rapport (Garbarski et al. 2016)
  - Apologetic utterances
  - Consideration
  - Emotion display
  - Respondent's uncertainty markers

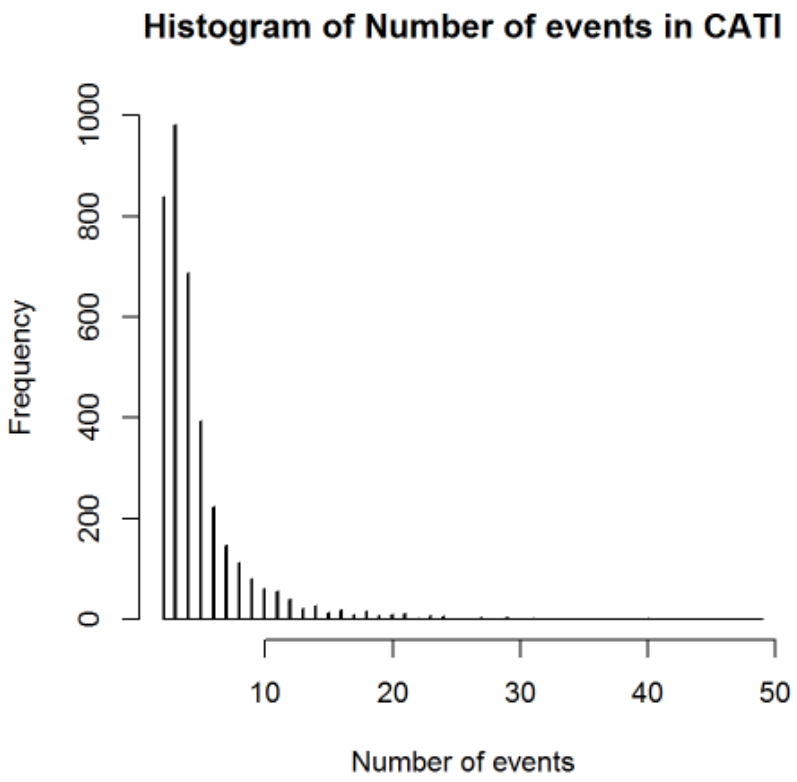
Analysis of CAPI and CATI interviews

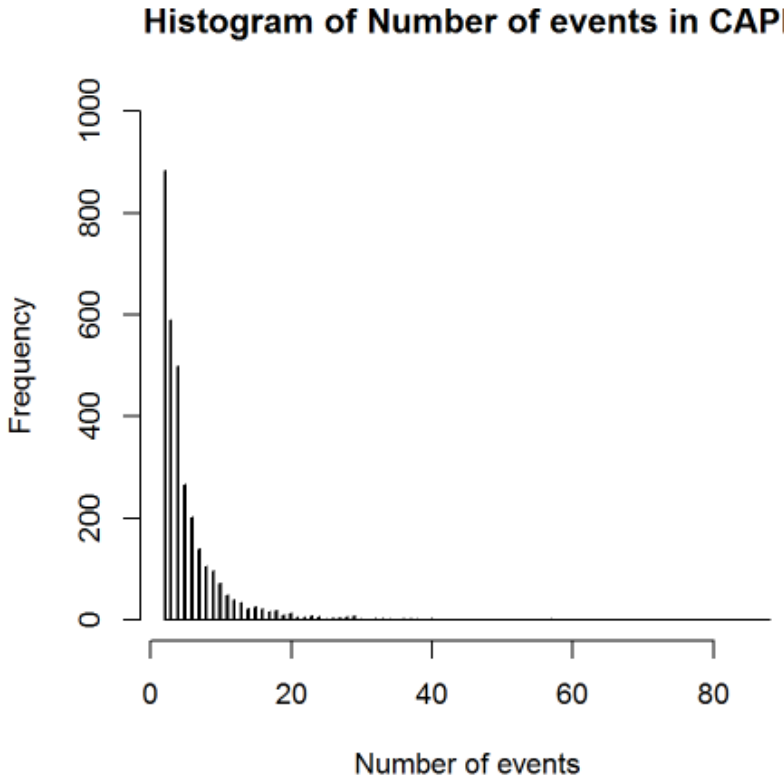
› European Social Survey, mixed mode experiment, 130 questions, 30-minute interviews

› 60 CATI + 54 CAPI-interviews =

57 hours of interaction, 8,780 QA sequences (50%), transcribed in Sequence Viewer

Results number of events





	Mean	sd	Median	Mode	Min	Max
CATI	4.8	3.9	4	3	2	49
CAPI	5.5	5.6	4	2	2	88

Results number of events

Question	General topic	Sequence size effect
Immigration	Politics	CATI < CAPI
Ban parties	Politics	CATI > CAPI
Trust in politics	Politics	CATI > CAPI
Left/Right	Politics	CATI < CAPI
Satisfied with life	Social	CATI < CAPI
Meet family/friends	Social	CATI > CAPI
Angry when wishes not fulfilled	Marlow-Crowne	CATI > CAPI

Example of question with difference in number of events: CAPI > CATI

To what extent do you think the Netherlands should allow people of the same race or ethnic group as most Dutch people to come and live here ? (B35)

-Allow many to come and live here
-Allow some
-Allow a few
-Allow none

Average number of events CATI: 4,6 / CAPI: 6,8
W=2180, p <0.01

R: Yes I am considering some or a few, I mean I think someone that in other countries are very uh dangerous

I: Yes

R: Those should always be allowed, so uh…

I: What would you pick as answer?

R: Uh just a pick a uh a few

Example of question with difference in number of events: CAPI<CATI

Political parties that wish to overthrow democracy should be banned (B32)

-Helemaal mee eens (Strongly agree)

-Eens (Agree)

-Niet eens, niet oneens (Neither agree nor disagree)

-Oneens (Disagree)

-Helemaal oneens (Strongly disagree)

Average number of events CAPI: 3.0 / CATI: 6.0

W=2355, p <0.01

R: Uh I don’t agree
I: Disagree then?
R: Yes
I: Or neither agree nor disagree?
R: uh
I: In the middle?
R: I don’t agree
I: You don’t agree, so really disagree or strongly disagree?
R: Disagree
I: Disagree

Number of events vs. words

Question	General topic	Sequence size effect	Nr of words effect
Immigration	Politics	CATI < CAPI	CATI = CAPI
Ban parties	Politics	**CATI > CAPI**	**CATI > CAPI**
Trust in politics	Politics	**CATI > CAPI**	**CATI > CAPI**
Left/Right	Politics	CATI < CAPI	CATI = CAPI
Satisfied with life	Social	CATI < CAPI	CATI = CAPI
Meet family/friends	Social	**CATI > CAPI**	**CATI > CAPI**
Angry when wishes not fulfilled	Marlow-Crowne	**CATI > CAPI**	**CATI > CAPI**

Results
Rapport-related Interviewer utterances

	CATI (N =4620)	CAPI (N = 4160)	Chi-square (df = 1, N = 8780)
Apologetic utterances	16 (0.3%)	17 (0.4%)	0.223
Thanking	121 (2.6%)	103 (2.5%)	0.180
Laughter	107 (2.3%)	44 (1.1%)	20.51***

Results
Rapport-related Respondent utterances

	CATI (N =4620)	CAPI (N = 4160)	Chi-square (df = 1, N = 8780)
Apologetic utterances	25 (0.5%)	18 (0.4%)	0.528
Uncertainty	373 (8.1%)	327 (7.8%)	0.135
Laughter	146 (3.2%)	133 (3.2%)	0.009

Example of respondent laughter

I: uh I am always honest about my own mistakes

R: Disagree

I: Excuse me?

R: Disagree uhaha

I: Disagree okay

R: haha

Example of respondent laughter 2

I: We appreciate it you made time available for us in this survey.

I: As a thank you, we offer you a gift certificate, but perhaps you prefer to give the money to a good cause

I: What is your preference?

R: I give– my preference is the gift certificate haha

I: To the gift certificate

R: haha

I: Okay, let's do that

Example of interviewer laughter

I: Political parties that throw over democracy should be banned

R: No, they should shoot them

I: haha… hahaha

I: Even more extreme

I: What suits best for you, totally agree, agree,

R: Well yes they shoot them all down

I: mhm, I, I,

R: Then you got rid of them

I: haha

I: And in terms of totally agree, agree, neutral

R: Yes I mean I totally agree eh that political parties should be banned

I: Then we note this.

Conclusion

- Interaction analysis useful for questionnaire design
- Three-part structure (Q-A-A) more common in CATI than in CAPI
- In CATI more words uttered than in CAPI
- Questions in CATI often not adjusted to cognitive abilities of respondents (see Jablonski 2017)
- Variance at respondent level not very large, type of question does matter

Conclusion (cd.)

› Interviewer laughs more often in CATI than in CAPI, may add to impression that interviewer is judging answers

› Laughter is audio**visual** behavior (ignored in this study)

› E-mail and text messaging decrease level of confidence of using voice-only

Thank you!

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