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

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General Interviewing Techniques: Developing Evidence-Based Practices

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Lesson 1: Introduction

Lesson 2: The Science of Survey Research

Lesson 3: Question Reading

Lesson 4: Question Form

Lesson 5: Recognizing a Codable Answer

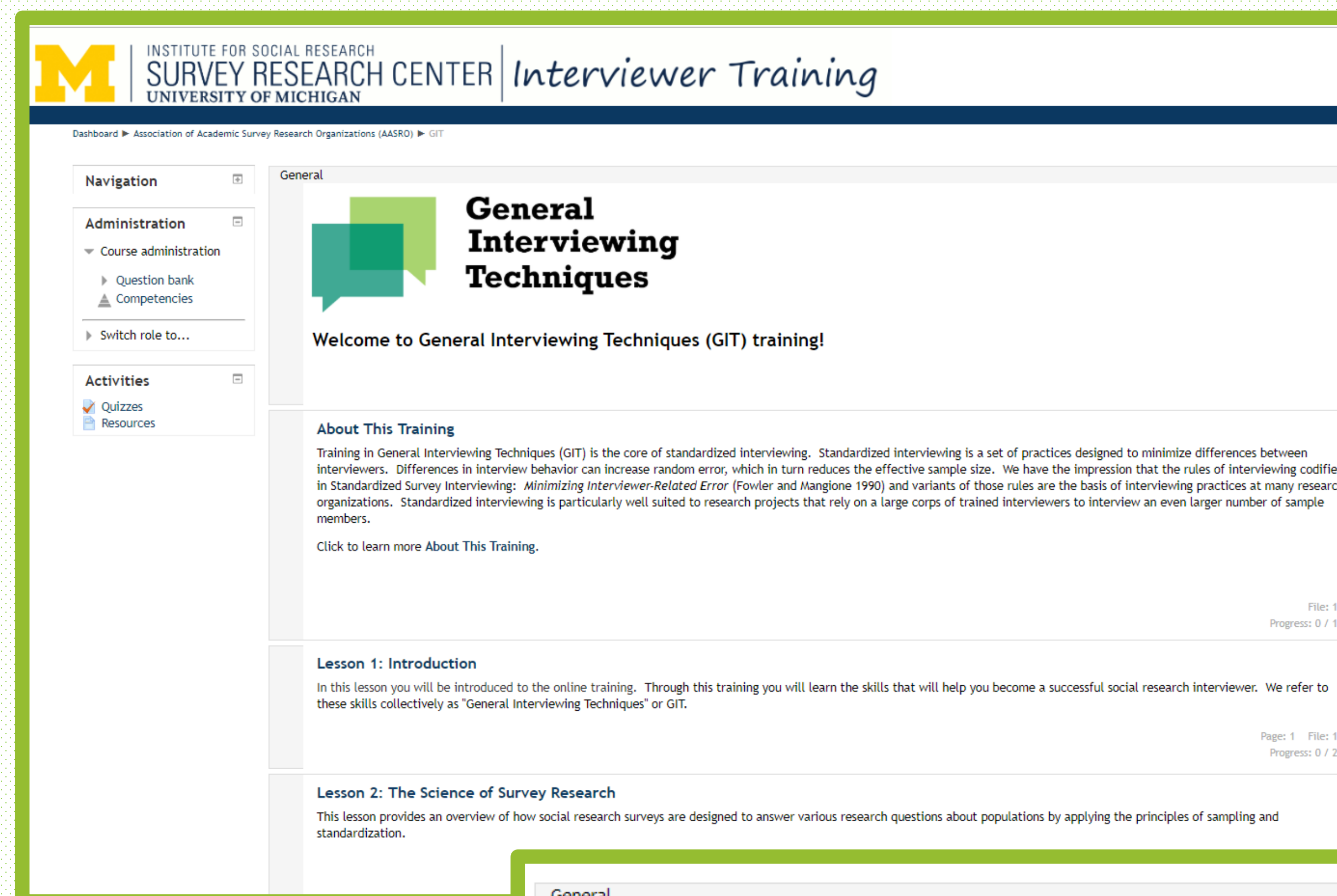
Lesson 6: Acknowledgments

Lesson 7: Basic Follow-up Techniques

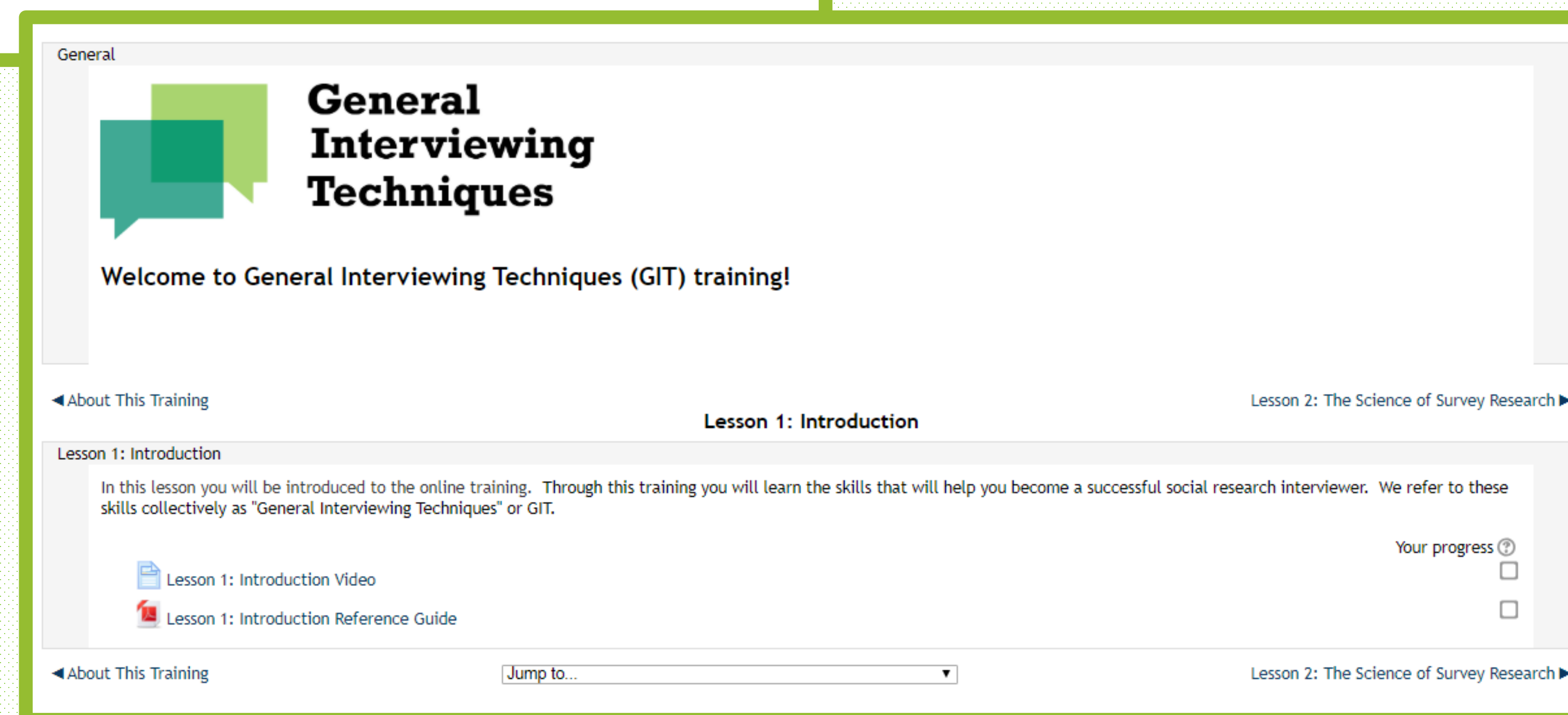
Lesson 8: Advanced Follow-up Techniques



General Interviewing Techniques



Online training platform screen examples



Online training video screen examples

Rules about reading the question

- Read the question verbatim
- Read every question
- Do not skip any question
- Read the questions in order
- Read with a steady, moderate pace
- Follow punctuation
- Emphasize words if indicated in the question
- Read clearly so the respondent can understand you
- Stop only when it is time for the respondent to answer
- Use a warm and professional tone

Lesson 3 - 24

A codable answer

- Occurs after respondent has heard the question
- Answers the survey question
- Matches the response format of the question
 - One of the response categories
 - The format on the screen

Lesson 5 - 15

Background:

In March 2016, members of the development group made a presentation to AASRO entitled “Evidence-Based Interviewing Techniques for the Standardized Interview” in which they presented the theory/justification for updates they are making to the rules for conducting standardized interviews, as well as a demonstration of the accompanying training materials.

The development group presented a more comprehensive view of this initiative at the “Interviewers and Their Effects from a Total Survey Error Perspective Workshop” at the University of Nebraska-Lincoln, February 2019.

Here, we provide an updated demonstration of the training materials. The intention is that upon their completion, these materials would become available to AASRO members.

Materials include:

- Online training videos
- Online assessments
- Reference guide

Developed by:



Topics for interviewer training

Below is the complete list of topics proposed by the development group for inclusion in General Interviewing Techniques

Part 1. Introduction

- Lesson 1 Introduction
- Lesson 2 The Science of Survey Research

Part 2. The Question-Answer Sequence

- Lesson 3 Question Reading
- Lesson 4 Question Form
- Lesson 5 How to Recognize a Codable Answer
- Lesson 6 Acknowledgments

Part 3. Advanced Techniques

- Lesson 7 Follow-up: Basic Techniques
- Lesson 8 Follow-up: Advanced Techniques
- Lesson 9 The Respondent Says “Don’t Know” or Refuses
- Lesson 10 The Respondent Asks a Question: Requests for Repetition and Clarification
- Lesson 11 Training the Respondent

Part 4. Special Topics

- Lesson 12 Choice Lists, Open Questions, and Field Coding
- Lesson 13 Interviewer Instructions
- Lesson 14 Groups of Questions: Filter-follow-up, Yes-No Checklists, Batteries, and Rosters

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