POINT – **P**ace **o**f **Int**erviewing Analysis

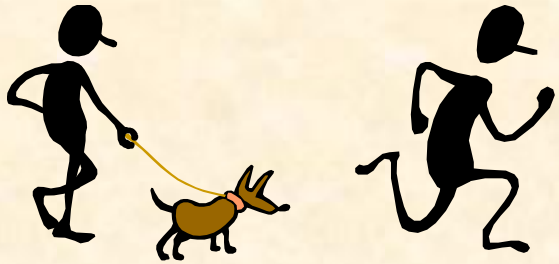
How fast is too fast?

ORDD
March 2007

OUTLINE

- Objectives and context
- Beginnings
- POINT in action
- Results

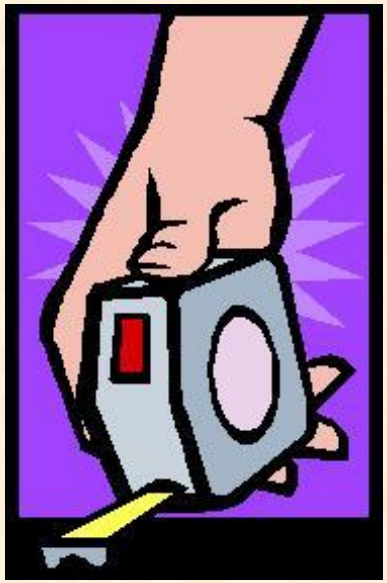
- DEMONSTRATION



POINT: Objectives

A measure of collection quality

COLLECTION QUALITY	
Interviewer Performance	Data Quality



POINT: Objectives

- Expansion of current monitoring practices
- Active Management

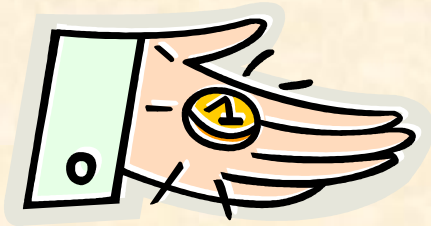
POINT – Objectives

- Interviewer performance
  - Quickly detect collection problems and report on them
    - "Selective" interviewing
    - Drum roll interviews
    - Fun-key interviews

- Data Quality
  - Identify irregular calls in order to inform decision-making re usability of data

POINT – Context

- Blaise Transaction History (BTH) files provide **case-level** information



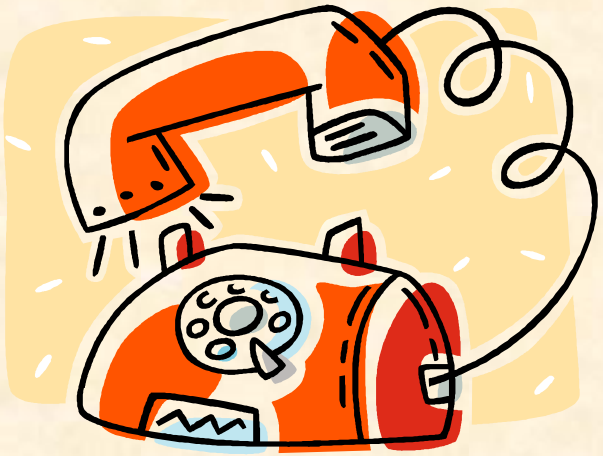
  - One call generates one BTH record
  - Currently used to measure interviewer performance
    - Time to complete interview
    - There are limitations to this approach

POINT – Context

- Audit trail data (ADT) provides **field-level** information
  - One call can generate thousands of ADT records
  - Can be used to create a more meaningful picture of interviewer performance

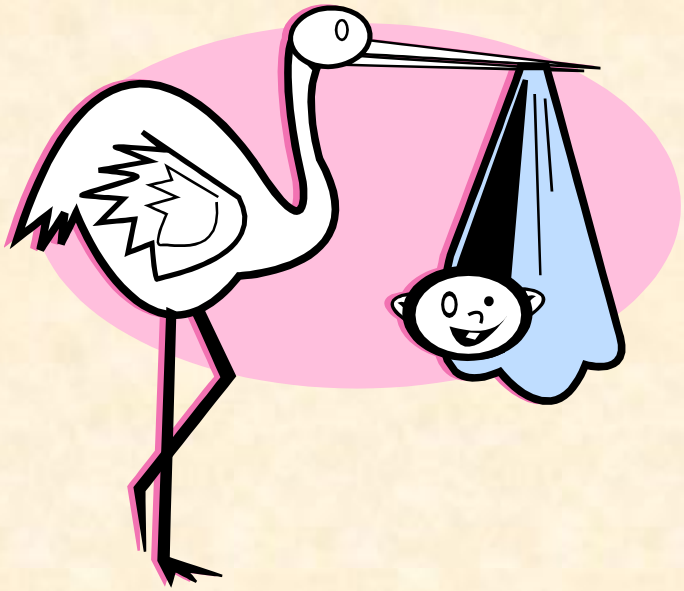
POINT - Context

Current Focus of POINT



- CATI surveys
- Survey content
- Social surveys

Beginnings



- AtCetera report request
- Noticed odd pattern
- Detailed review of audit files
- Used code on audit files from other surveys

POINT in Action

POINT Measures:

- Fields changed
- "Effective" time
- "Effective" pace
- Item non-response rate

Doing the Interview

Maintain a Moderate Pace and be Sensitive

7. Maintain a moderate pace. Keep the interview as brief as possible. Slow down for detailed questions. Avoid unnecessary conversation if at all possible and without appearing rude.

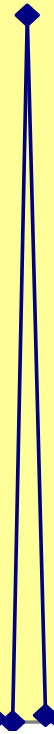
Handle all questions sensitively. Read them at the same pace, in the same tone of voice and in a relaxed, comfortable manner. Ask the question exactly as worded and then wait for an answer. Remain objective; do not react to any of the information provided.

Press <1> to continue.

Interviewing Skills (9) 1
Interviewing Skills (10) 1
Interviewing Skills (11) 1
Interviewing Skills (12)
Interviewing Skills (13)
Interviewing Skills (14)
Interviewing Skills (15)
Interviewing Skills (16)

Average Time — Weakness

- Average time (total time / fields) is not reliable, because of "long-visit questions"
  - 99 fields @ 2 seconds/field = 198 seconds
  - 1 field @ 10 minutes/field = 600 seconds
- What was the pace of this call?



Amended Pace

- AmdPace = FieldsChanged/AmendedMinutes

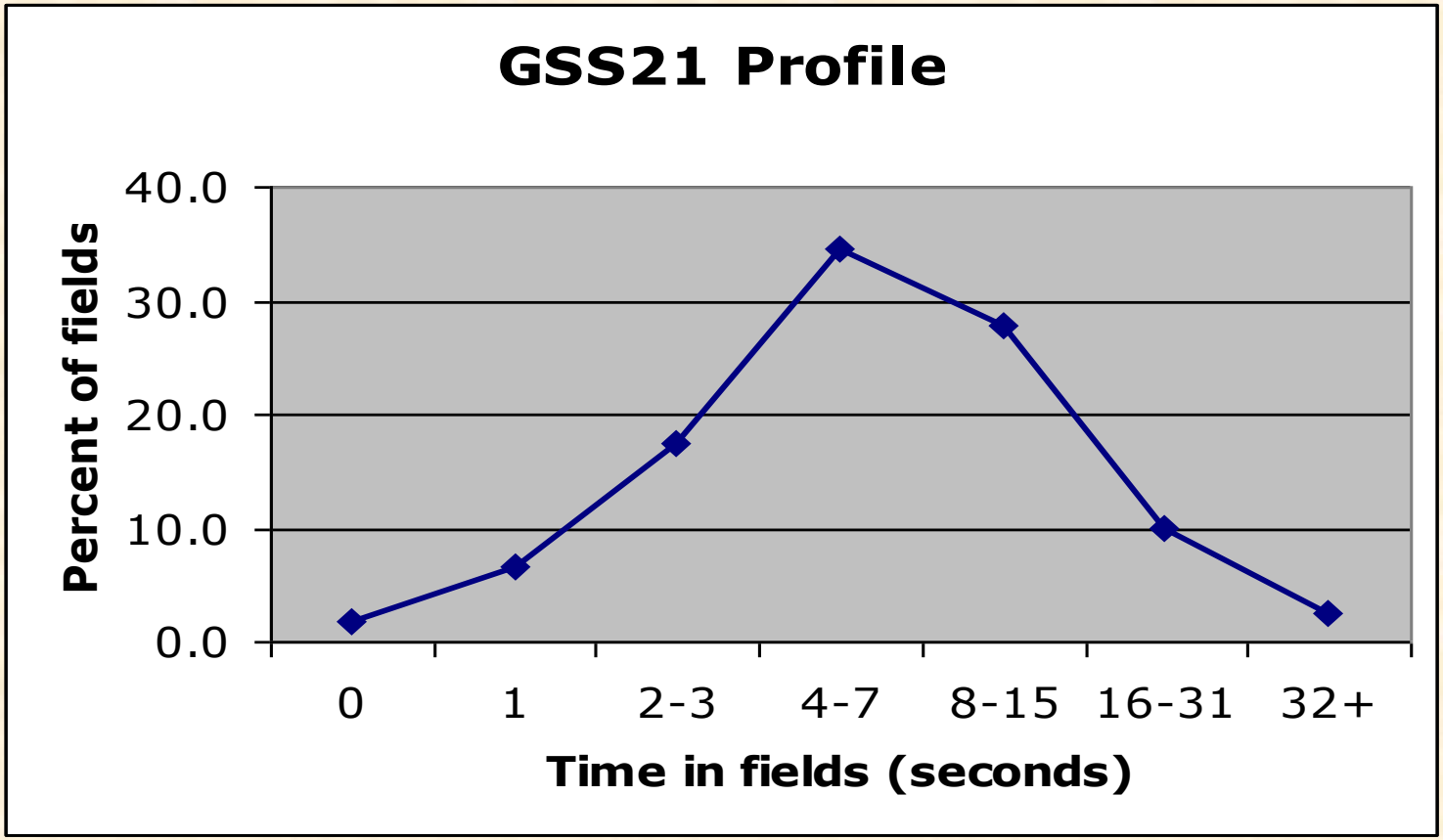
- SVOLM — 6.1 fcpm
- PALS(A) – 6.7 fcpm
- CIUS — 7.0 fcpm
- MES — 7.5 fcpm
- CCHS — 7.7 fcpm
- SLID — 7.9 fcpm
- NSWHN — 8.7 fcpm
- GSS20 — 9.0 fcpm

- LFS (sub-LFI) — 13.0 fcpm

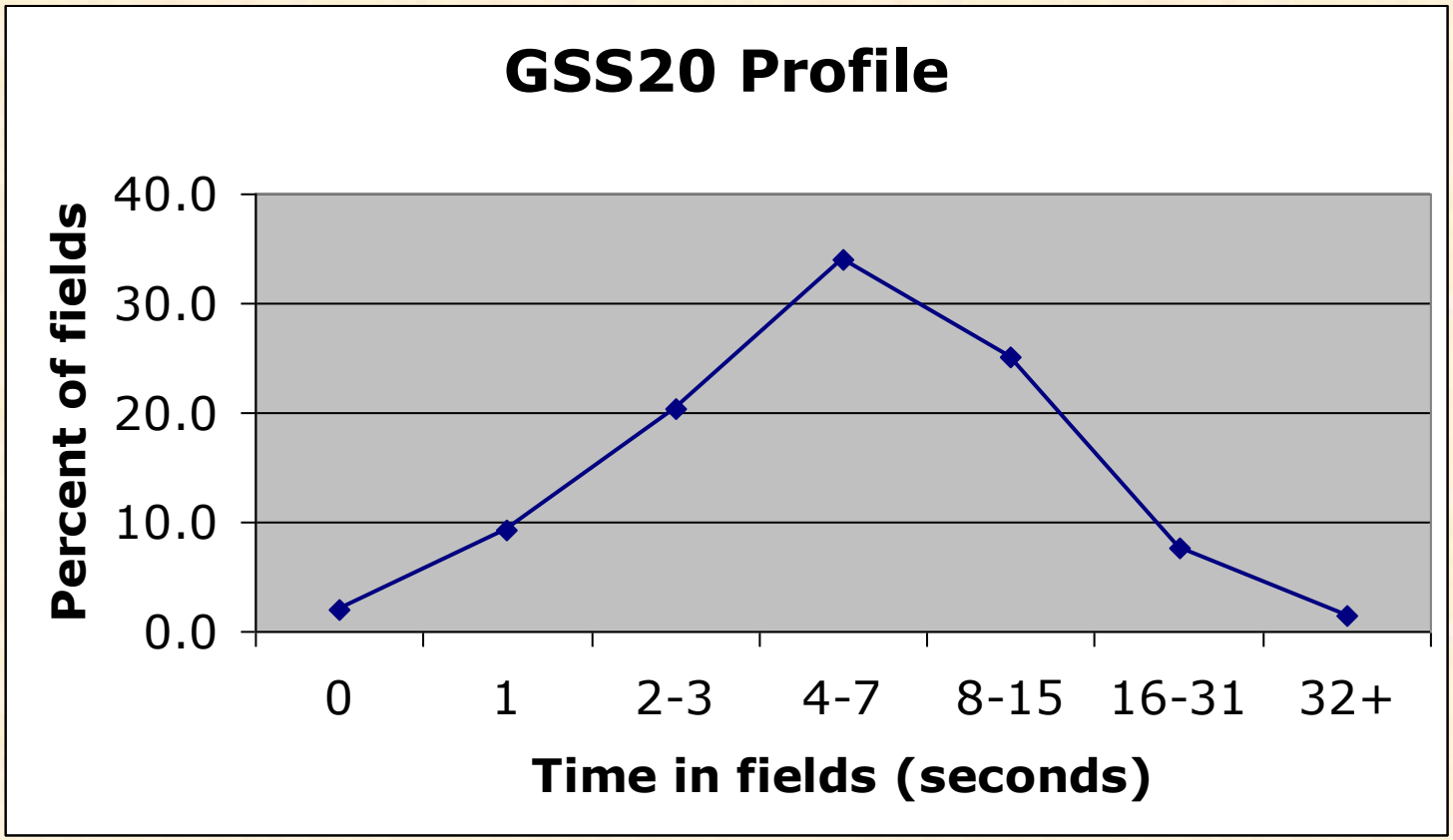
Pace Profile

- Visual display of pace
- Frequency of fields changed within time ranges
- Can compare interviewers, offices, surveys

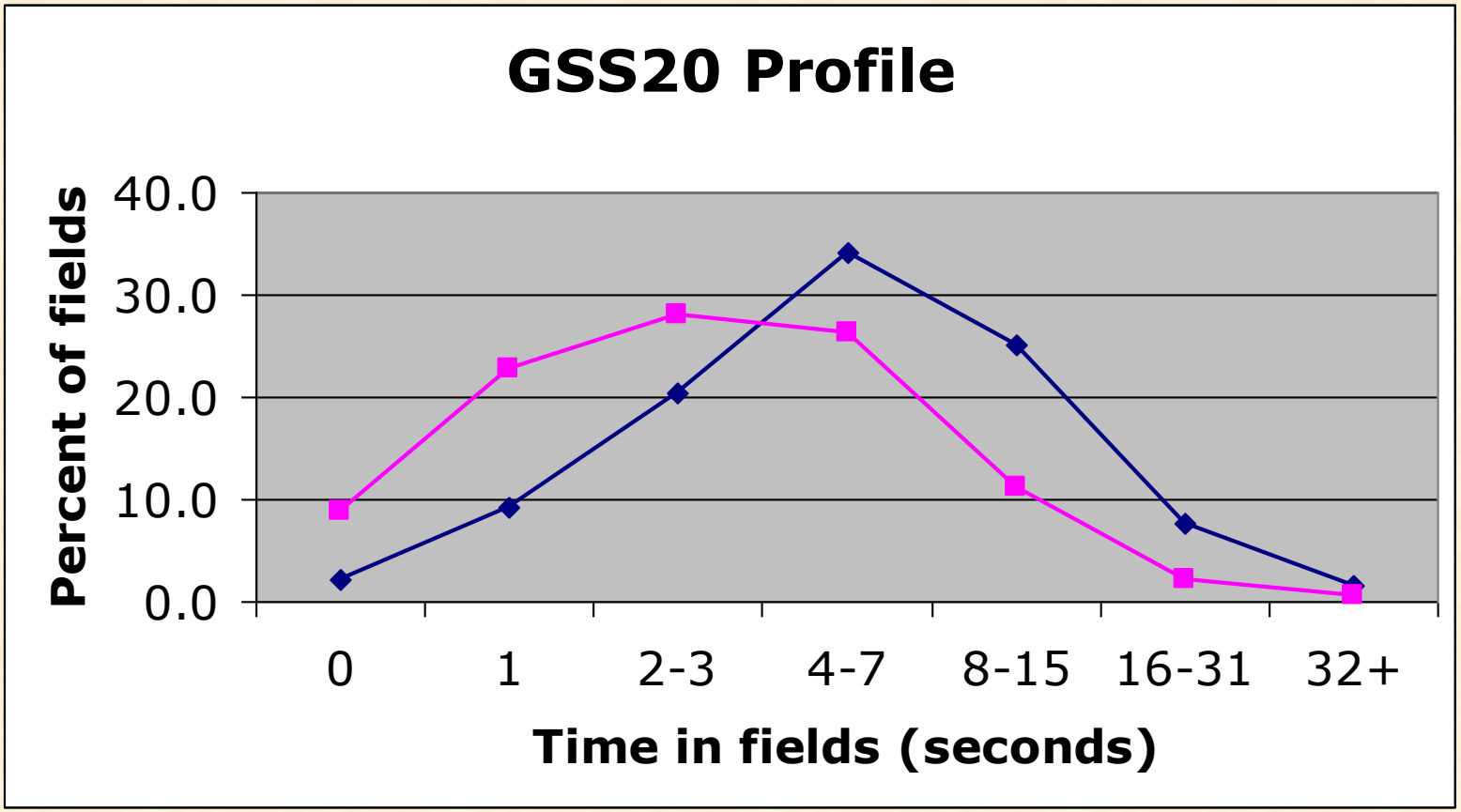
Profile of a Survey



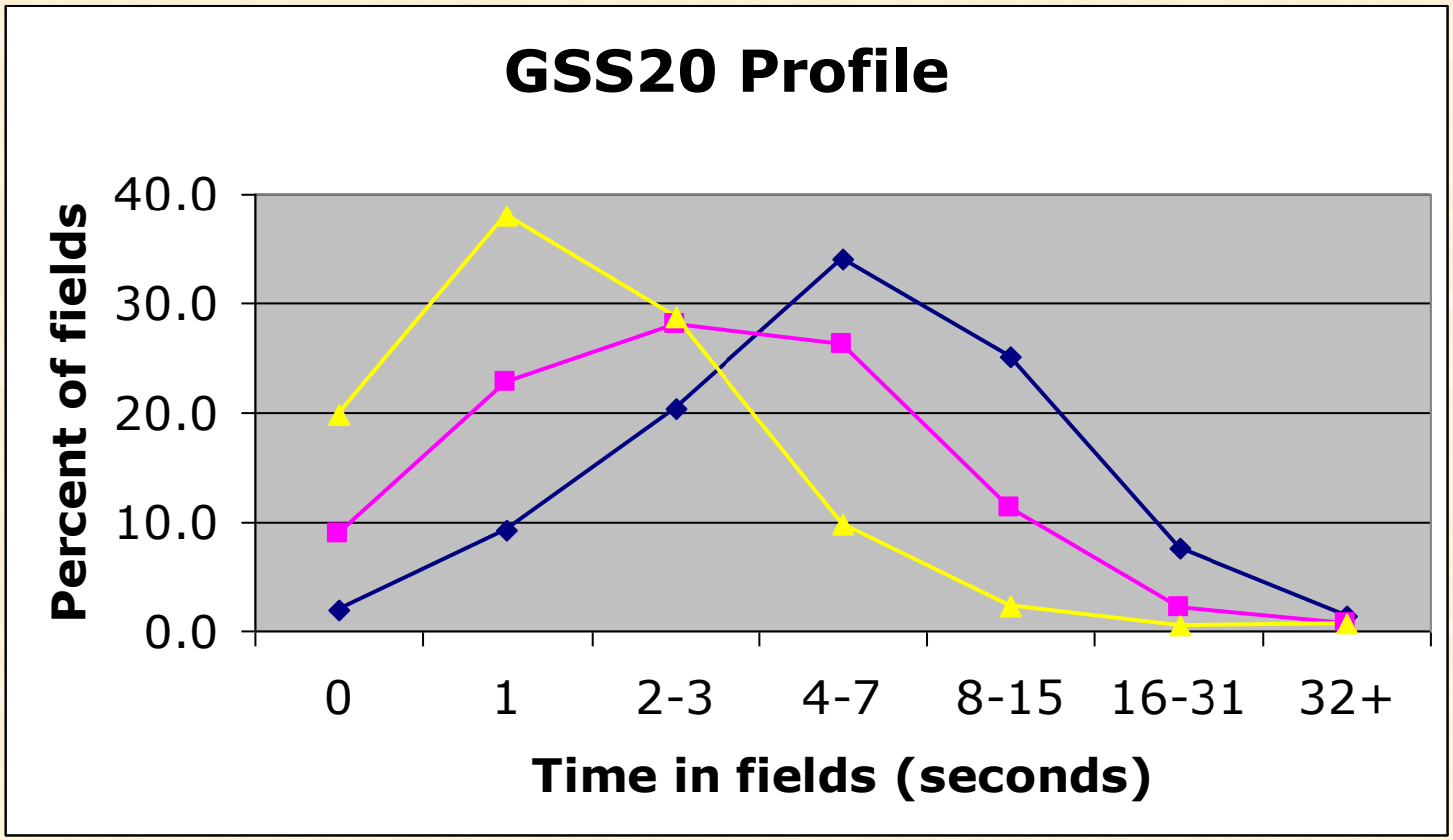
Profile – Regular calls



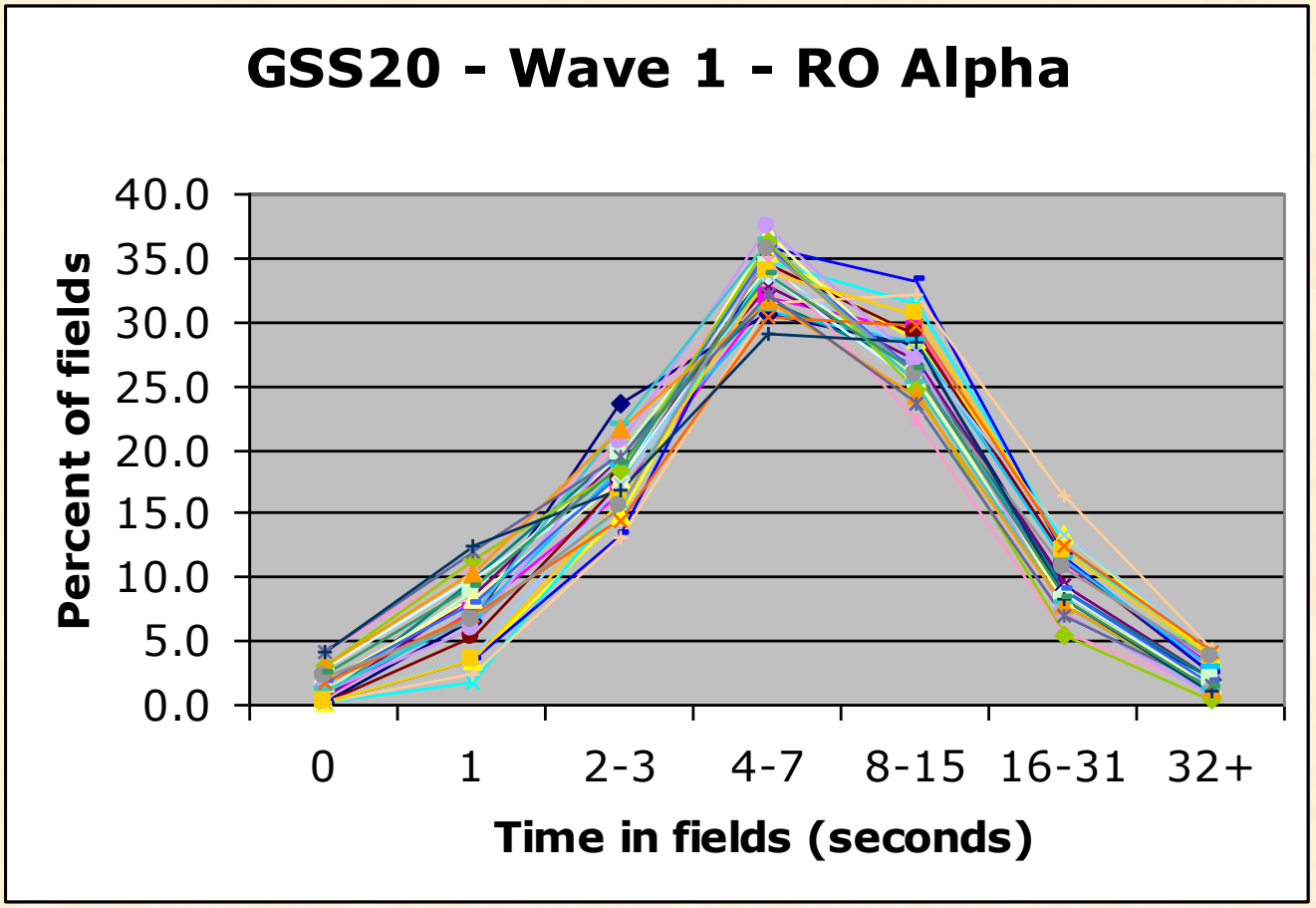
Profiles – Regular and Irregular



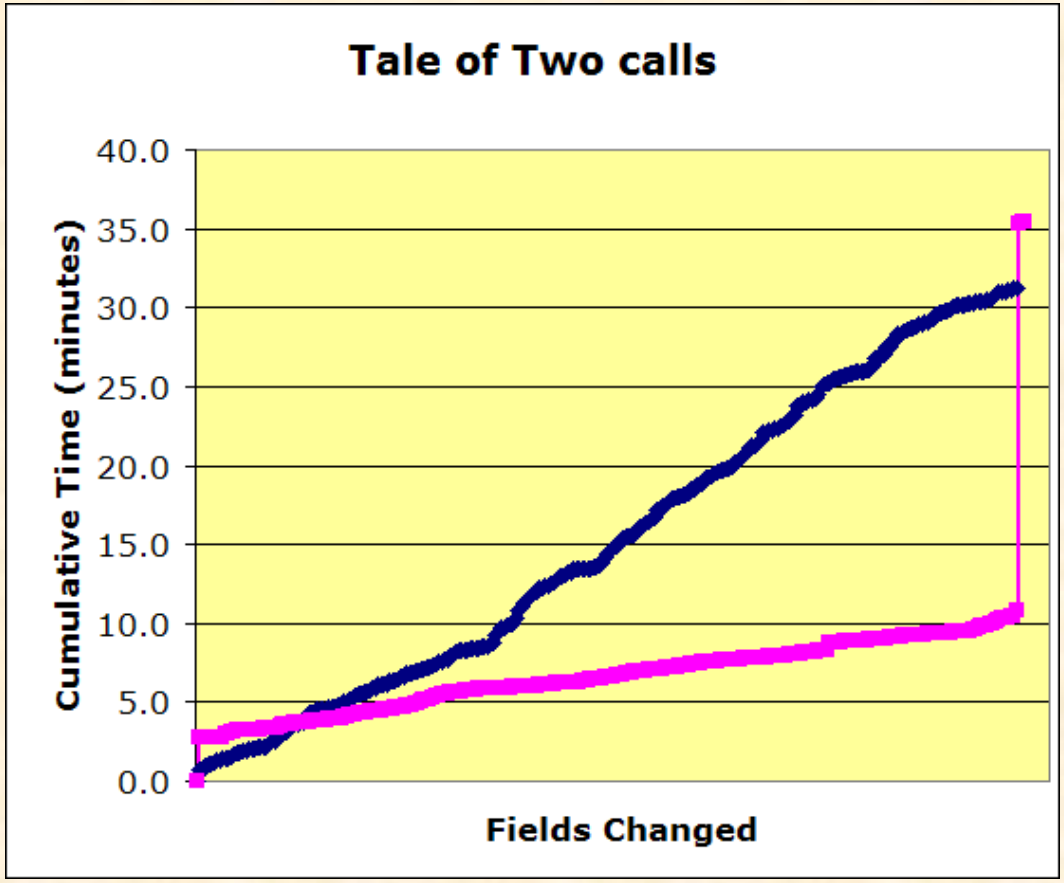
Profiles – Regular, Irregular, ???



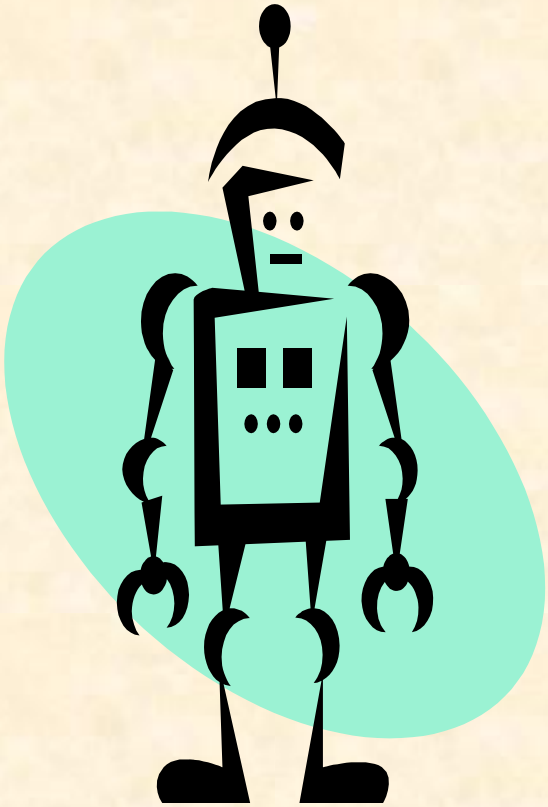
Interviewer Profiles (1)



A Tale of Two Calls



Show Me The Pace



- Can we show that a pace is too fast?
- Yes!!!