Using CARI as a Coaching Tool Across Survey Modes

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Washington, DC

March 23, 2011

* US Bureau of the Census

Outline

- Managing Interviewer Performance
- CARI* for Coaching
- Coaching Concepts
- Coaching at RTI
- Coaching System Under Design for BOC
- Future

* Computer audio-recorded interviewing

Managing Interviewer Performance

- **Coaching:** Enhancing interviewer performance through positive and constructive feedback

- **Traditional Coaching**:

    – Based on evidence from re-interview or callbacks for field surveys

    – Based on live-monitoring in telephone centers

    – May or may not be systematic

    – Probably not standardized across telephone and field modes

CARI for Coaching

CARI-Based Coaching:

- Based on evidence from listening to audio recordings (and perhaps seeing recorded images of the computer screen)

- Based on evidence from the actual interview, for field or telephone surveys

- Can supplement live-monitoring in telephone centers

- Can be made systematic and standardized across telephone and field modes

- Allows for multiple reviews of the same interview, by repeated playback

Present CARI Use at RTI and BOC

	RTI	BOC
CAPI	• Blaise instrument recording • Preselected questions • Substantive interviews only • 12 years in production	• Blaise instrument recording • Preselected questions • R identification, introduction and substantive interview • Field testing now
CATI	• VOIP recording • Entire session including contacting, introduction and substantive interview • 1 year in production	• Blaise instrument recording samples • Preselected questions from identification, introduction and substantive interview • Field testing now

Coaching Concepts:
Standard Performance Categories

- **Coach-monitor:** someone who monitors CARI recordings and uses them to coach interviewers
- Standardized approach: use the same criteria for all interviewers
  - Transition to questionnaire
  - Interview maintenance (pace, control of interview, etc.)
  - Adherence to project-specific protocols/ conventions
  - Quality of reading
  - Response keying and coding skills
  - Navigation skills
  - Exit process

RTI Coaching Categories:
An Example for both CATI and CAPI

- Keying Skills
- Reading Skills
- Probing Skills
- Presentation Skills
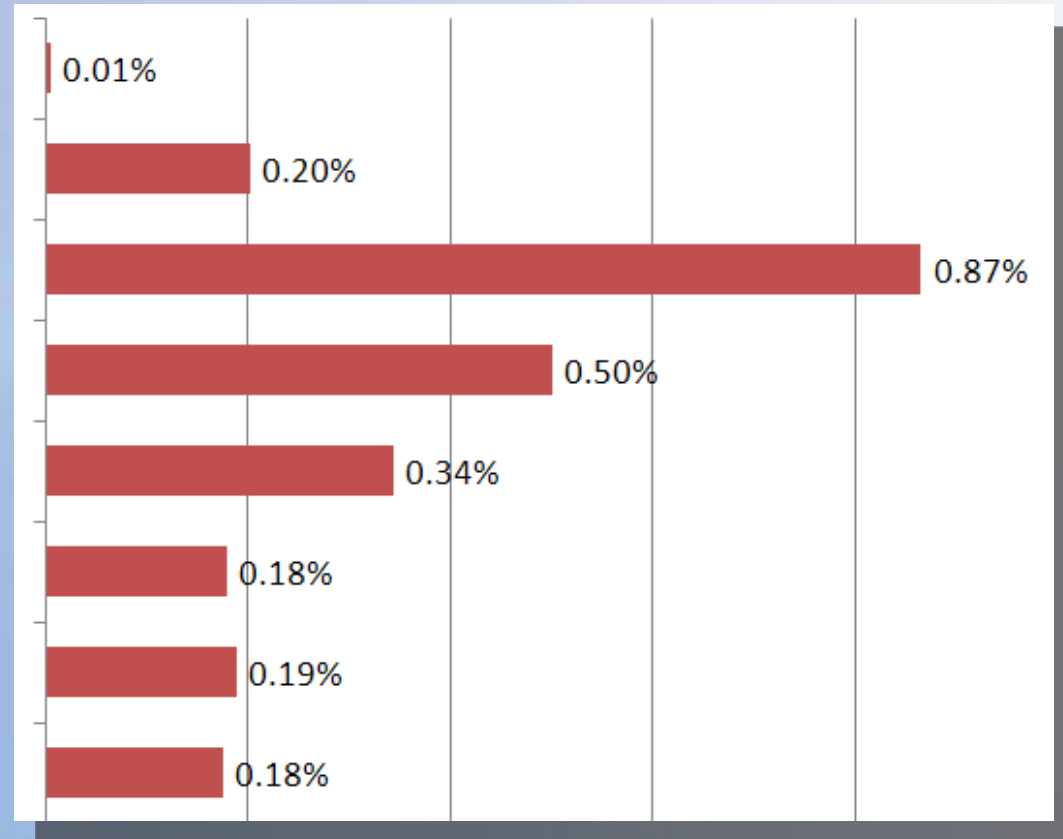- Professional Behavior
- Interview Protocol

RTI Coaching Categories: An Example for both CATI and CAPI

- Keying Skills
- Reading Skills
- Probing Skills
- Presentation Skills
- Professional Behavior
- Interview Protocol

Reading Skills

- Major addition of unscripted words or phrases
- Major omission of words or phrases
- Response categories not read when required
- Entire question or instruction omitted
- All correct

RTI Coaching Categories:
An Example for both CATI and CAPI

- Keying Skills
- Reading Skills
- Probing Skills
- Presentation Skills
- Professional Behavior
- Interview Protocol

Presentation Skills

- Pace too slow/fast
- Volume too loud/soft
- Question inflection or emphasis inappropriate
- All correct

RTI Coaching: Error Detection

- Authenticity
- Keying errors
- Reading errors
- Probing errors
- Non-neutral feedback
- Presentation
- Unprofessional behavior
- Protocol errors

Category	Value
(Authenticity)	0.01%
(Keying errors)	0.20%
(Reading errors)	0.87%
(Probing errors)	0.50%
(Non-neutral feedback)	0.34%
(Presentation)	0.18%
(Unprofessional behavior)	0.19%
(Protocol errors)	0.18%

RTI Coaching:
Recognizing Good Performance

- Response to distress

- Response to difficult R

- Refusal conversion

- Difficult situation handled well

- FAQs used in exceptional way

- Superior interview administration
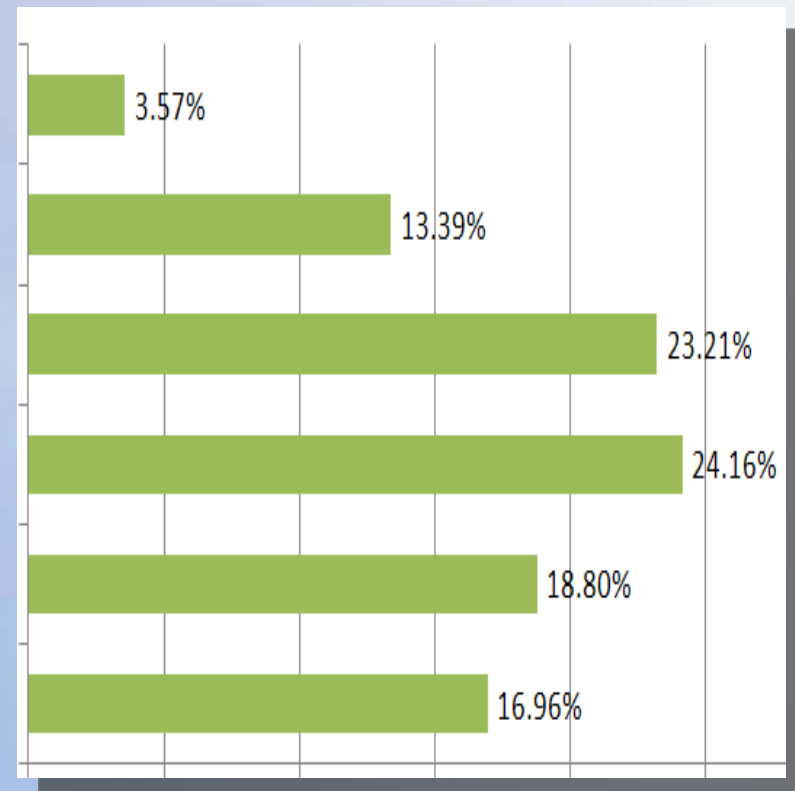
RTI Coaching:
Providing Feedback to Interviewers

- **Selecting content for feedback**
  - Reviewing CARI reports and comments
  - Examining cases flagged for supervisor review
  - Identifying examples of good or bad performance
  - Summarizing CARI feedback in appropriate format

- **Is it good to share recordings or not?**
  - No methodological studies yet
  - Survey teams and clients see pros and cons
  - Legal issues may arise, or not

RTI Coaching: Providing Feedback to Interviewers, Cont'd

- Conveying feedback to telephone interviewers
  - Individual feedback sessions in person
  - Group quality circle meetings
  - Retraining sessions as needed, individually or small group

- Conveying feedback to field staff
  - Telephone call from supervisor to individuals
  - Email summary for individuals
  - Conference calls for general or common issues
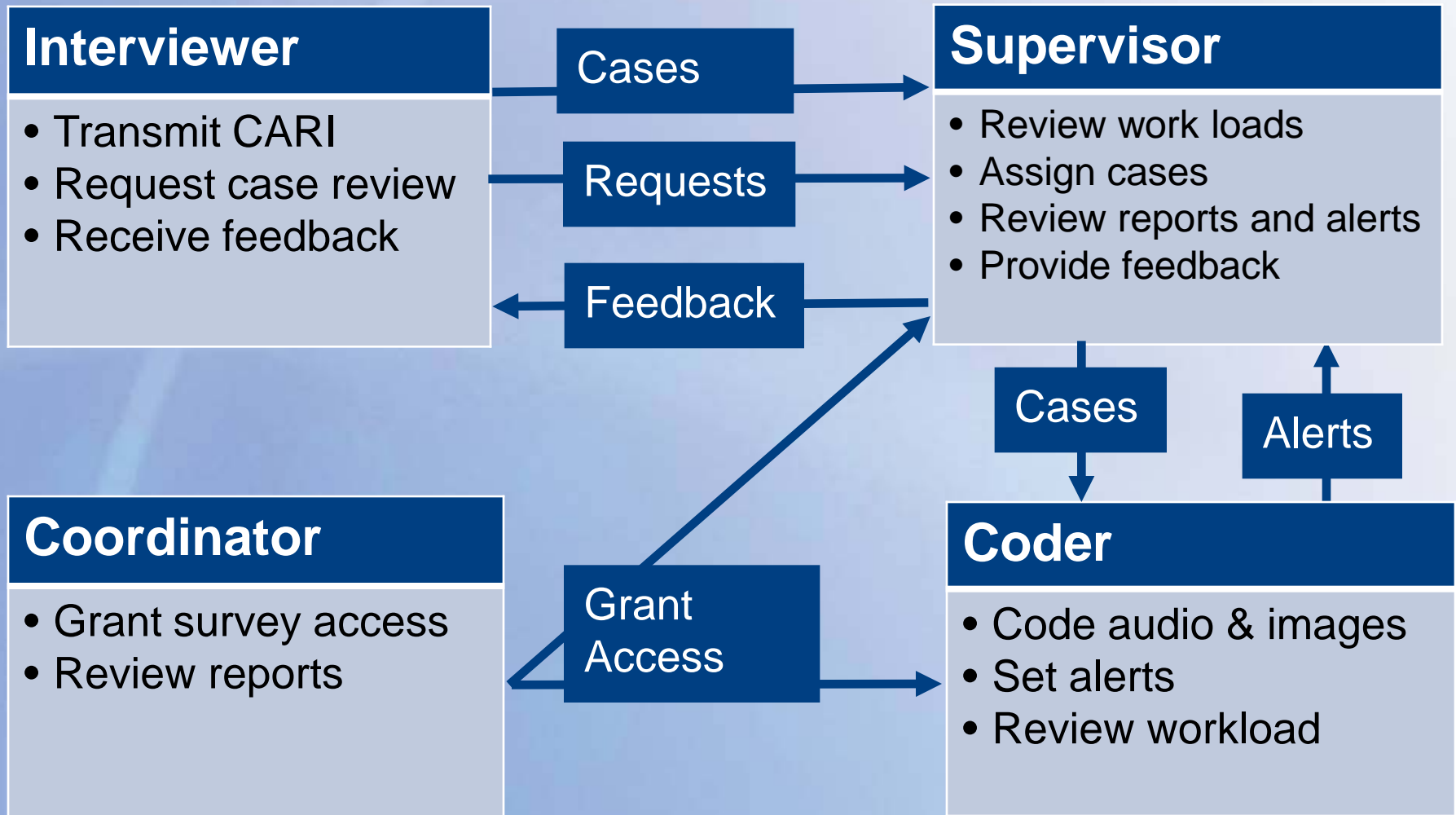 - Retraining sessions only for very serious problems

Coaching System Under Design for BOC

- Controlled access on secure BOC intranet, with role based, need-to-know functionality

- Web-based interface presents audio recordings and screenshots from the interview

- Standardized set of coaching criteria, with option for customized additions

- Stores evaluation details for analysis and reporting

- Comprehensive set of reports

- Part of existing CARI Monitoring System for behavior coding and quality assurance

Coaching System Under Design for BOC, Cont'd

- **User types**
  - Coder (coach-monitor or field quality team)
  - Supervisor
  - Coordinator

- **What do they do?**
  - Coder looks, listens and assigns codes
  - Supervisor makes sure the coding gets done
  - Supervisor reviews the results and perhaps takes action
  - Coordinator manages survey administration

BOC Design: Workflow

Interviewer
- Transmit CARI
- Request case review
- Receive feedback

Supervisor
- Review work loads
- Assign cases
- Review reports and alerts
- Provide feedback

Cases

Requests

Feedback

Cases

Alerts

Coordinator
- Grant survey access
- Review reports

Grant Access

Coder
- Code audio & images
- Set alerts
- Review workload

RTI
INTERNATIONAL

BOC Design Coaching Categories: An Example for both CATI and CAPI

- Reading
- Interview Administration
- Probing
- Conduct
- Environment
- Other

BOC Design Coaching Categories: An Example for both CATI and CAPI

- Reading
- Interview Administration
- Probing
- Conduct
- Environment
- Other

Probing
- Probed DK, refuse or vague answer
- General probing
- Information verification

BOC Design Coaching Categories: An Example for both CATI and CAPI

- Reading
- Interview Administration
- Probing
- Conduct
- Environment
- Other

Conduct
- Maintains control of interview
- Gaining cooperation
- Followed confidentiality procedures
- Behaved professionally
- Tone of interview

RTI
INTERNATIONAL

BOC Design: Prototype Coding Page

Tabs for easy access to information

Blaise screen image and audio on top

Groups and codes below

Dense but convenient

BOC Design: Prototype Coding Page

- Tabs for access to notes, case header info, results from other components

- Blaise screen image and audio playlist from entire case, to allow review of spillover discussions

BOC Design: Prototype Coding Page

Dynamic lists of coding groups, with a summary grid below

Future

- Coaching system in design phase now
  - Based on extensive discussion with future users
  - User acceptance of requirements
  - Will support Regional Offices (field) and Telephone Centers
- Iterative development model with feedback at each phase
- Full system delivery scheduled for Fall 2011
- Field test TBD, probably in 2012

More Information

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