



Data Quality through the Lens of Field Staff: Identifying Data Problems and Improving Data Quality in the Survey of Consumer Finances

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PURPOSE

Survey of Consumer Finances (SCF) delves into every **financial detail of a household's finances**

Maximizing data quality is a constant challenge

Feedback is important

- Emphasize the quality of field interviewer's work
- Enhance feedback loops over time
- Especially critical for new interviewer staff.

Improve **data quality** on the SCF

Unique challenges

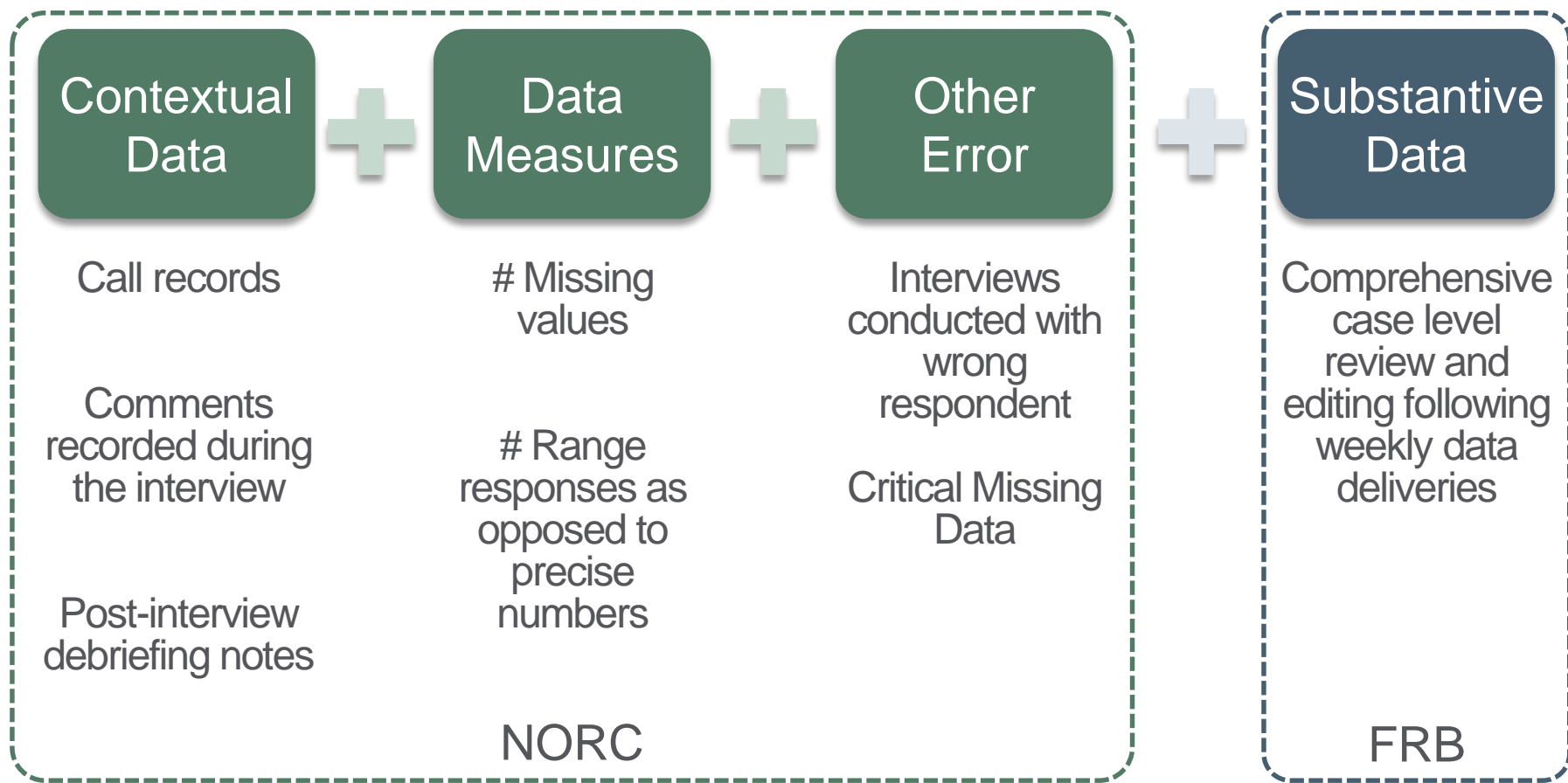
- Collection of highly sensitive data
- Need for precise numeric data

High quality data as part of **interviewer performance**

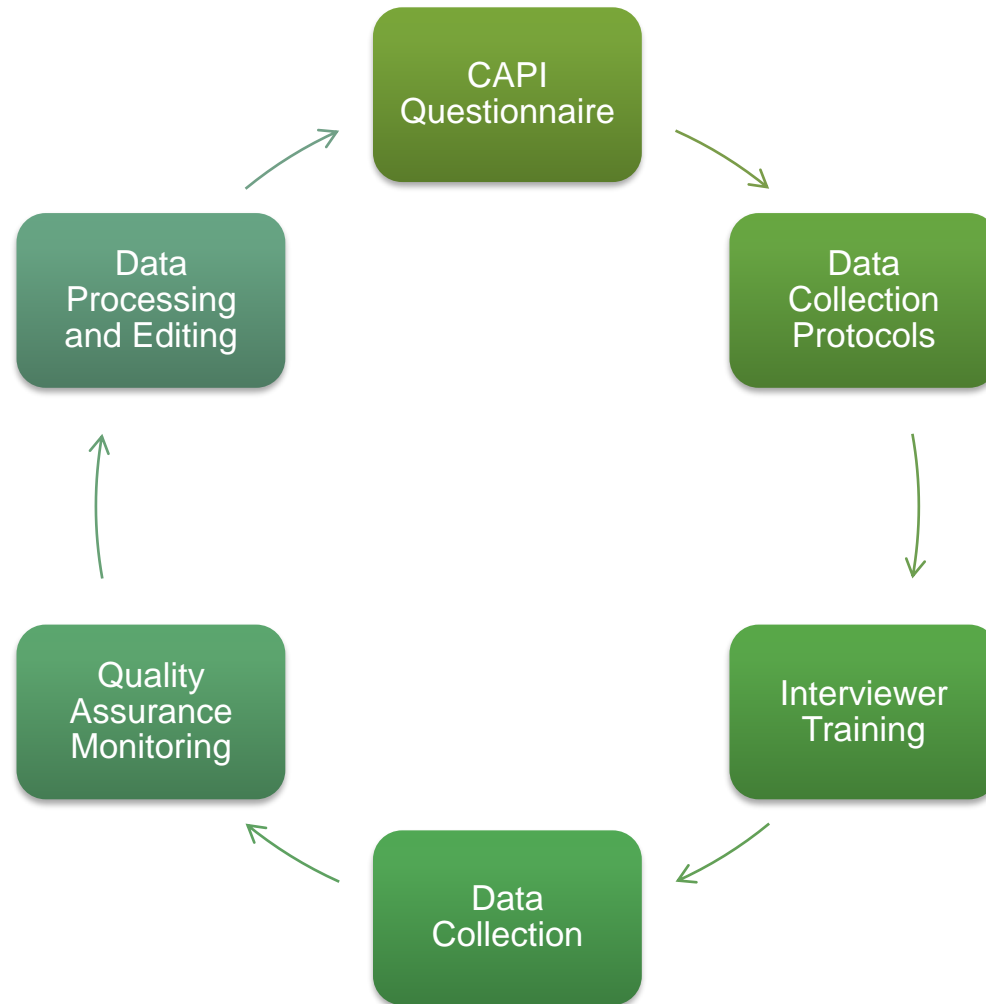
Tools designed to enhance interviewer performance

- Knowledge-building through training
- Expertise earned through proper CAPI administration
- Productivity gained through adherence to protocols

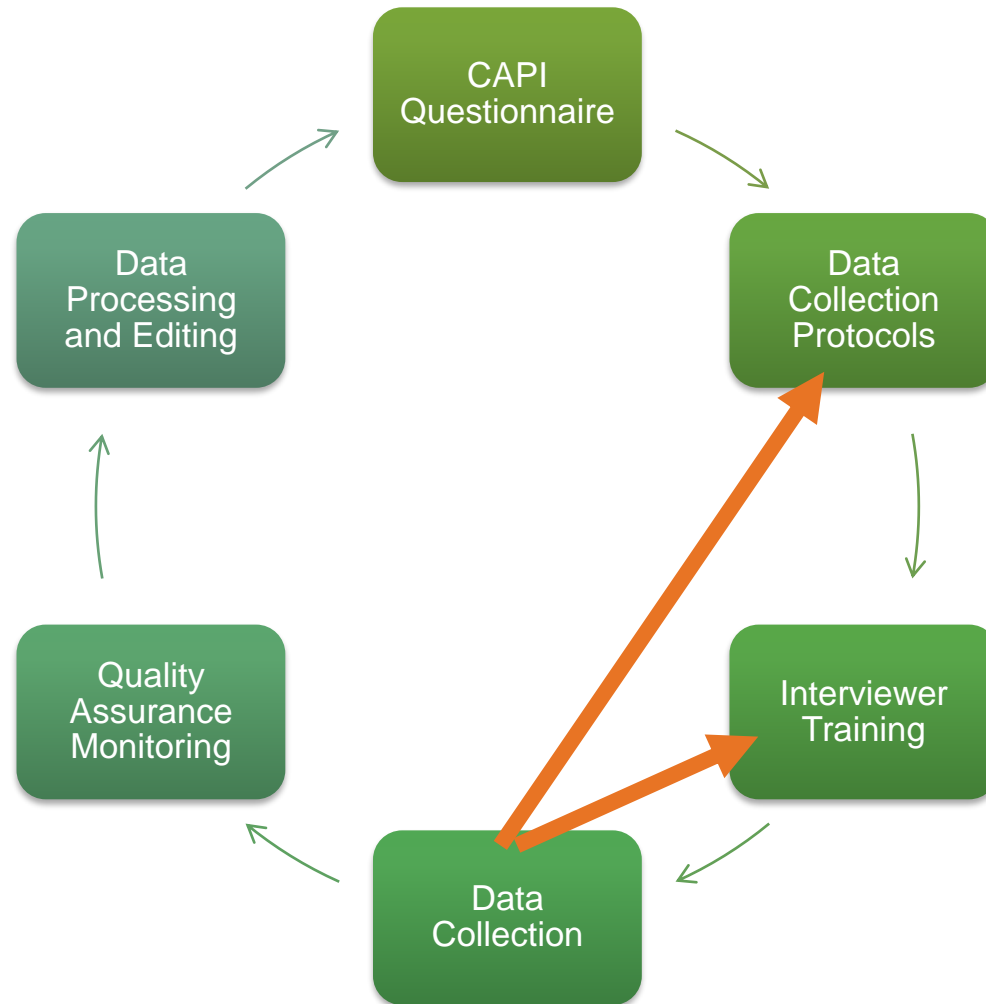
NORC and FRB DATA REVIEW PROCESS



SCF DATA QUALITY PROCESS ENHANCEMENTS



SCF DATA QUALITY PROCESS ENHANCEMENTS



SURVEY DATA LIFECYCLE: ROLE OF FIELD INTERVIEWER

Modeling the Role of Interviewer Feedback in Survey Data Lifecycle

Feedback is critical to informing improvements:

- Clarified survey content management
- Effective respondent engagement
- Efficient administration of data collection protocols
- Enhanced data precision

SURVEY DATA LIFECYCLE: ROLE OF FIELD INTERVIEWER

Modeling the Role of Interviewer Feedback in Survey Data Lifecycle

Limitations of existing feedback loops:

- Often limited to a specific case or interviewer
- Challenging to apply lessons more broadly
- Loss of saliency due to time elapsed between field event and feedback provided
- Retrospective rather than prospective

SURVEY DATA LIFECYCLE: ROLE OF FIELD INTERVIEWER

Modeling the Role of Interviewer Feedback in Survey Data Lifecycle

Look to **expand the engagement** of interviewers to:

- Actively identify field challenges and obstacles
- Expedite access to critical support tools

Track the usage of training and reinforcement activities

- **Timeliness**
- **Effectiveness**

RESEARCH QUESTIONS

Two aspects of the data quality/improvement process

- Will involving **interviewer self-assessment** and correction result in improved performance over time?
- Will the additional features of the data quality program result in timely feedback that can result in **measureable performance improvement**?

OBJECTIVES OF FEEDBACK REFINEMENTS

Data Quality and Performance Improvement

Utilize **interviewer perceptions** to inform data quality monitoring process

Accelerate process for identifying collection challenges and potential error in the field

Motivate interviewer staff to actively participate in the enhancement of data quality

MOTIVATING INTERVIEWER PERFORMANCE

Increase awareness

- Present common issues and solutions → optimize saliency and recognition

Promote accountability

- Self-report → enhance interviewer analysis and problem solving
- Prioritize interviewer engagement with project support team

MOTIVATING INTERVIEWER PERFORMANCE

Recognize autonomy

- Promote skill enhancement and growth
- Minimize punitive nature of feedback

Seek achievement and mastery

- **Interviewing as an art form, not just a mechanical operation**

IMPLEMENTATION

Weekly interviewer **performance questionnaire**

Weekly **newsletter** designed to emphasize two tiers

Tailored interventions → improve performance

- Reviewing protocols defined in online manuals
- Viewing training videos
- Completion of online coursework
- Participation in group calls with other field staff
- One-on-one interventions with field manager

TAILORED INTERVENTIONS

Individually and Collectively Responsive

Tailored to the **individual**

Respond to **specific areas for improvement**

- Use objective observations to recommend and prescribe interventions
- Focus on timely interventions specified to interviewer's experience

TAILORED INTERVENTIONS

Individually and Collectively Responsive

Prospective engagement in terms of quality improvement reminders from across the national field effort

- Distributed to the entire field team based on current observations
- Focuses on recurring and trending issues
- Reinforcement of critical data quality protocols

NEXT STEPS

Implement interactive feedback cycle

- **Accelerate timeliness** of shared feedback
- Provide **scripted weekly feedback** aligning with current data collection activity
- Review interviewer feedback captured and **monitor prescribed training/reinforcement**

NEXT STEPS

Track interviewer performance

- Add as a **separate measure of successful interviewer performance**
- Look at **number of specific interventions** prescribed and **overall change** in the quality of data collected in future questionnaire administration

CONCLUSION

Maximizing data quality is a constant challenge

Field interviewers are integral part of data collection and data quality

Increased, positive **focus on interviewers** will enhance data quality

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Thank You!

