

Institute for Employment
Research

The Research Institute of the
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Interviewer Assessments of Response Propensity

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Willingness Ratings

- Interviewers know cases best
- Can assess cases' **willingness** to complete survey
- How likely is this case to **ever** complete?

Practical Reasons for Willingness Ratings

- Direct efforts to most promising cases
 - Reduce data collection costs
 - Increase response rates
- Add power to response propensity models
- NSFG, NatSal

Additional Reasons for Willingness Ratings

- In face-to-face surveys, interviewers decide
 - which cases to work
 - when and how to try them again
- These judgments can introduce NR bias
 - Interviewers act on their willingness assessments
 - And assessments related to survey variables

Research Questions

- Do they correlate with response propensity?
- What influences willingness ratings
 - Respondent characteristics
 - Interviewer characteristics
 - Call characteristics
- Are there interviewer effects?
 - If we use these to direct effort or adjust weights, we'd like there to be no interviewer variability

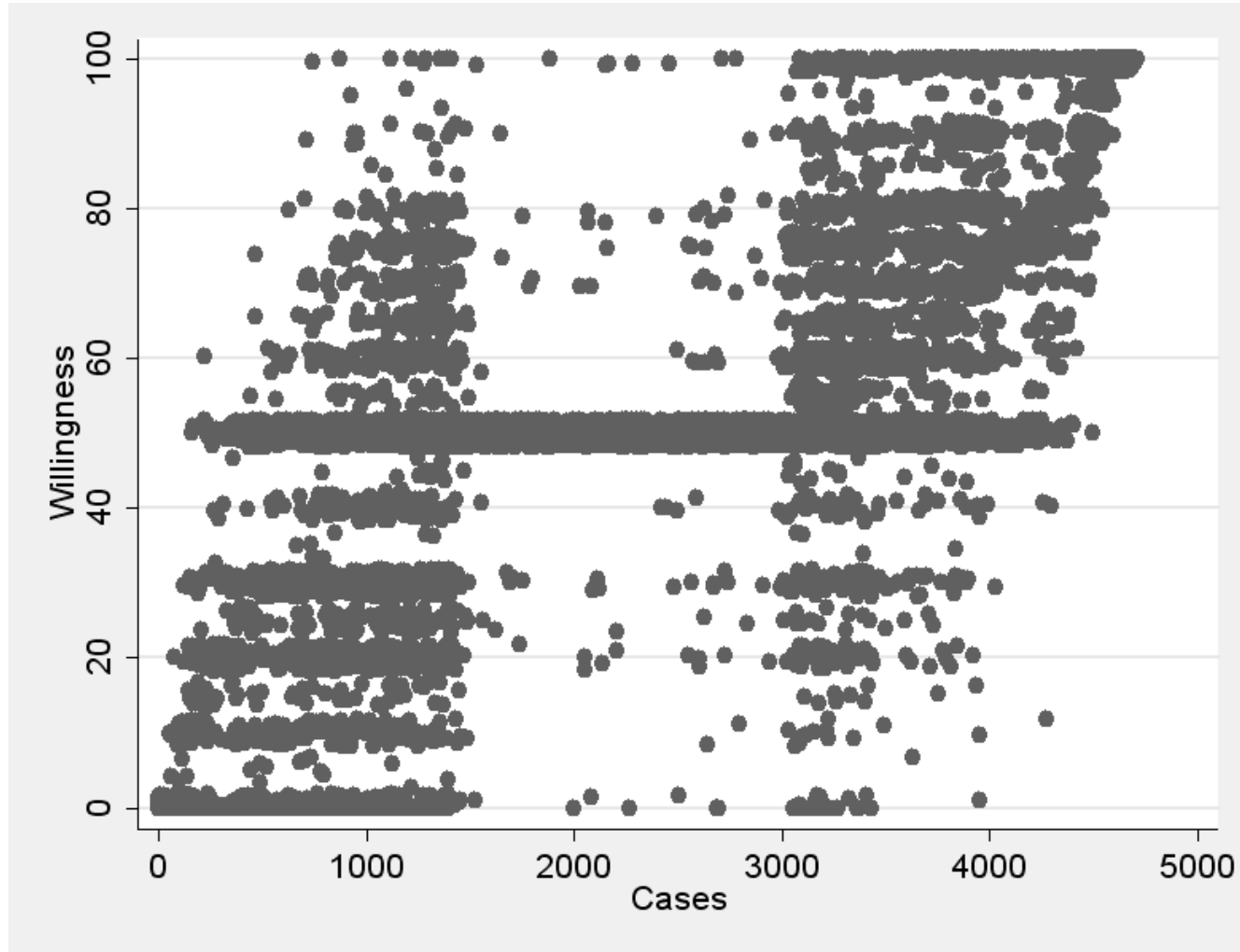
Call History Dataset

- Telephone survey of adults in Germany (**n=2400**)
 - LINK Institute
 - RR: 16-22% across 3 strata
- Interviewers assessed willingness after contact
 - 0 – 100 scale
- Do not see score assigned by other interviewers

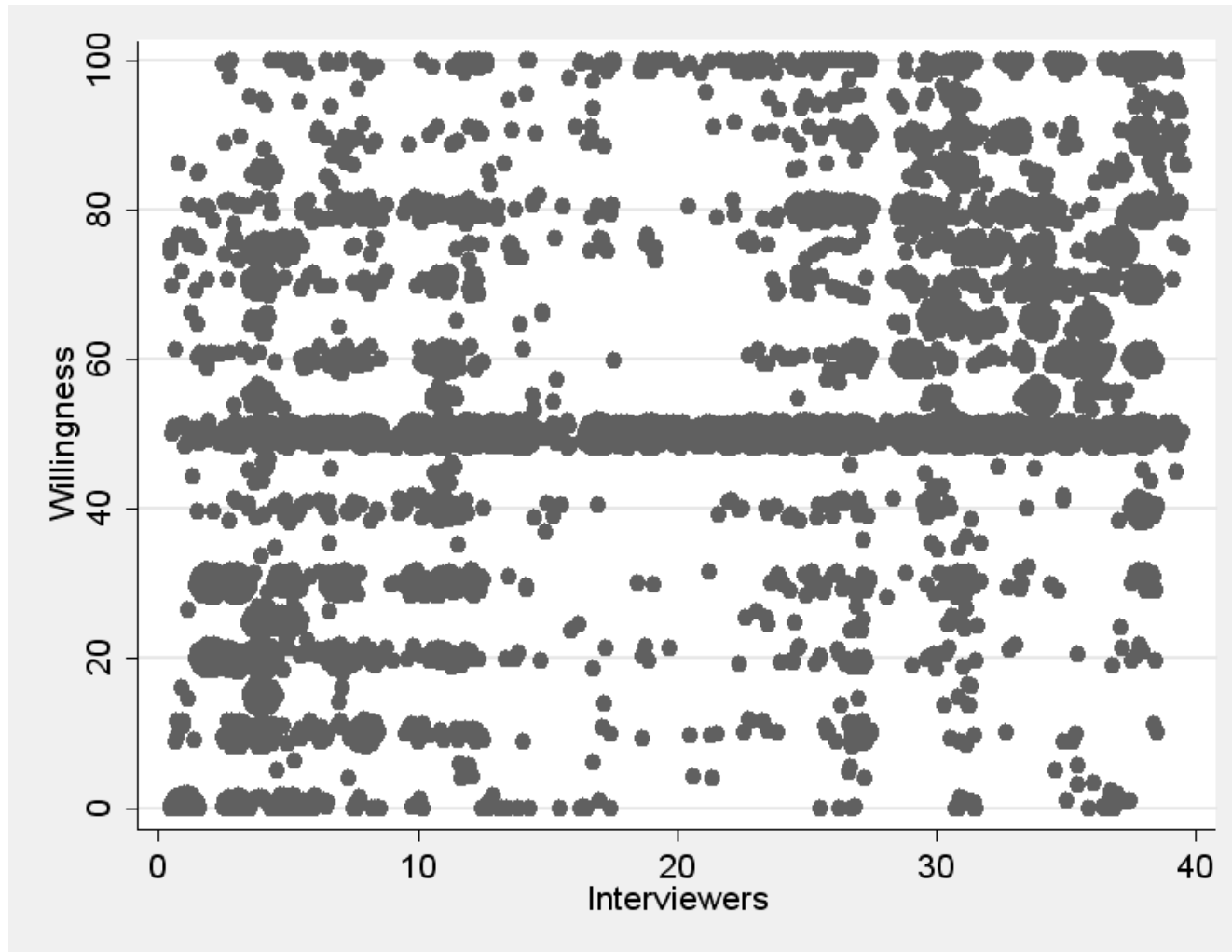
Call History Dataset

- **10,004 calls** with willingness ratings (72,650 total)
 - No ratings on calls where case complete
 - Limited refusal conversion in this study
 - 88% of calls led to appointments
 - 50
- 4,666 cases with ratings
- 39 interviewers
 - 35 with completed interviewer questionnaires

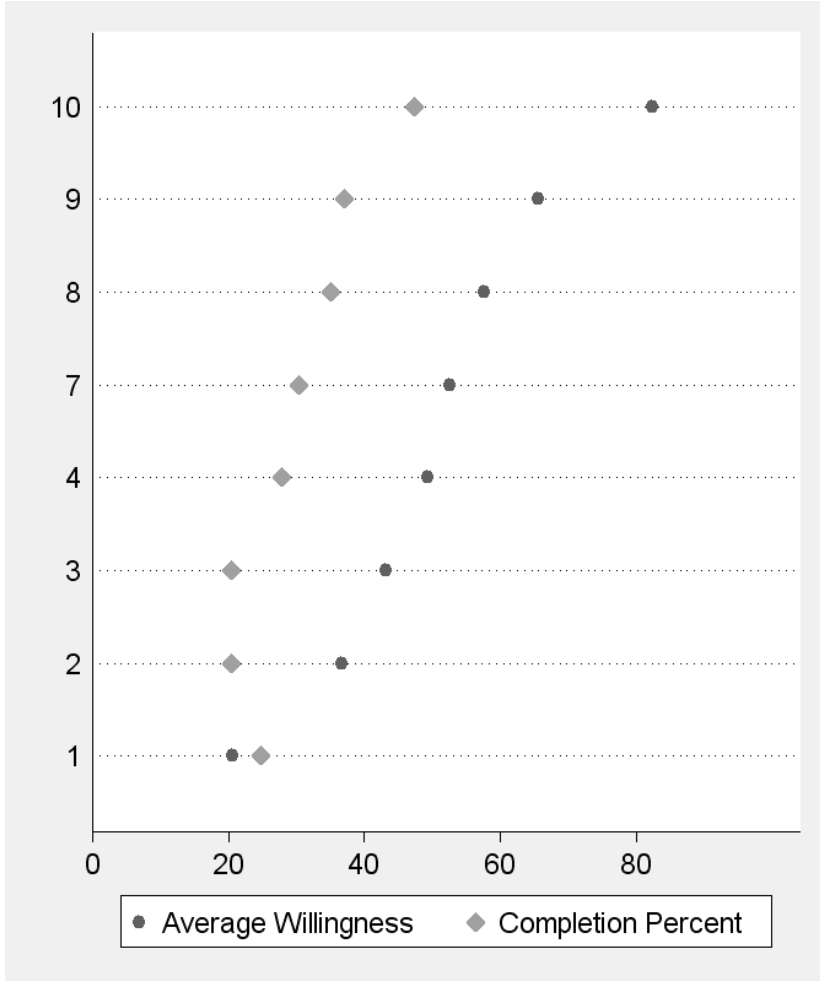
Willingness by Case



Willingness by Interviewer



Performance by Willingness Deciles



- Average willingness over all calls correlates with completion probability

Random Effects Models of Willingness

Indep. Variable	Est. Coefficient in Percentage Points	Std Error
Call number	-0.2 *	0.042
Target person reached	9.2 *	0.36
Appointment	6.4 *	0.55
Stratum: Unemployed	<i>reference</i>	
Stratum: Welfare	0.75	0.47
Stratum: Employed	-0.20	0.46
rho(interviewer)	0.38 *	
rho(case)	0.07 *	

Preliminary Answers to Research Qs

- Willingness does correlate with completion rate
- Influences on willingness ratings:
 - Respondent characteristics – no association so far
 - Interviewer characteristics – no association so far
 - Call characteristics – strong association
- Yes, there are interviewer effects

Future Research

- Do ratings affect how interviewers approach a case?
 - Show interviewers average of prior ratings of case
 - Manipulate prior rating – effect on performance?
- Do ratings correlate with any survey variables?
- Do ratings improve propensity models?

- Thank you

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References

- Kennickell, A. B. (2005). “Darkness Made Visible: Field Management and Nonresponse in the 2004 SCF.” In *Proceedings of the Section on Survey Research Methods, American Statistical Association*.