

IAB-Colloquium zur Arbeitsmarkt- und Berufsforschung

Preparing for Responsive Design: New Interviewer Observations on Natsal 2010

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Responsive survey design is a technique to improve the quality of survey data while controlling the costs of data collection (Groves and Heeringa 2006). NatCen has an interest in applying the technique to their own data collections and has begun trialling various components of the technique. This presentation will discuss new interviewer observations collected on the pilot for the National Survey of Sexual Attitudes and Lifestyles (Natsal) in the UK. These observations were chosen because they were thought to represent key indicators of nonresponse bias in the survey statistics and therefore be useful in responsive design monitoring.

The analysis investigates both the quality and the usefulness of the observations for responsive design. The quality component of the analysis evaluates the level of missing data and the measurement error in the observations. These results reveal the interviewers' abilities to accurately observe the characteristics. The usefulness component of the analysis assessed the ability of the observations to identify potential nonresponse bias in the survey data and to predict response. This analysis looked at correlations with survey data and the significance of the observations in response propensity models. Generally, the findings were favourable but recommendations on the procedures used to collect the observations could further improve the results.

**Freitag,
25. März 2011**

13:00 Uhr

Sitzungssaal 126a