

Module 1: Introduction to Phone Surveys

Video 1 of 5: Module Overview and Phone Survey Mode

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At the End of the Module Participants Should...

- ...know the strength and weaknesses of phone surveys compared to other modes of survey data collection.
- ...understand the implications of design decisions in phone surveys on data quality related to measurement and representation.
- ...be familiar with different mixed-mode approaches that include a phone component.
- ...be aware of factors influencing costs in phone surveys.

Phone Survey Mode

Introduction to Phone Surveys



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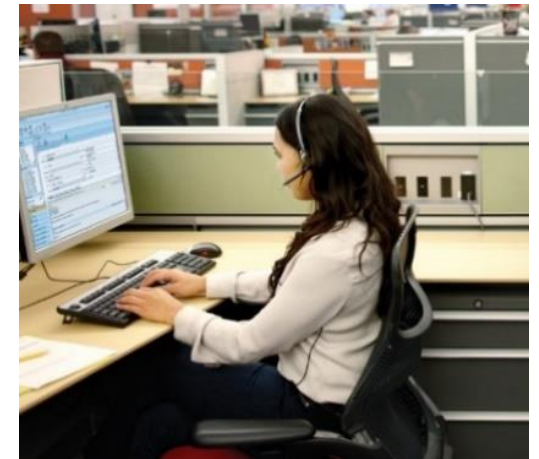
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What is a Phone Survey?

- A **survey** is a **systematic method** for gathering information from **(a sample of)** entities for the purposes of **constructing quantitative descriptors** of the attributes of the larger population of which the entities are members.

Source: Groves et al. (2011)

- A phone survey uses the **phone mode** for data collection; involving interviewers contacting sample members by phone asking questions to collect information.



(Source: <http://www.perfectpitchtech.com/wp-content/uploads/2014/12/Contact-center-two-agents.jpg>)

What is Meant by Mode?

- Combination of medium and agent involved in data collection
 - Medium = voice, text on screen, text on paper, video...
 - Agent = interviewer, self (respondent)

Administered by	Medium	
	<i>Paper</i>	<i>Computer</i>
<i>Respondent (Self)</i>	Mail-out questionnaire, SAQ	(mobile) Web, TDE, SMS, IVR* , CASI* , ACASI*
<i>Interviewer</i>	Telephone FTF/Personal visit	CATI CAPI

*Interviewer administers non-sensitive questions

IVR – A Special Form of Phone Surveys

- IVR = **I**nteractive **V**oice **R**esponse

Outbound or Recruit-and-switch Methods

- Interviewer initiates call
- Does persuasion, within-household selection, collects basic information
- Switches respondent to IVR system

Inbound Methods

- Respondent initiates calls
- No Interviewer involvement

Dimensions of Data Collection Modes

Interviewer Involvement

- Interviewer-administered
- Interviewer present, self-administered
- Self-administered

Contact with Respondent

- Direct
- Indirect
- None

Channels of Communication

- Auditory only
- Auditory + visual
- Visual only

Degree of Privacy

- Low
- Medium
- High

Technology Use

- No technology
- Interviewer uses technology
- Respondent uses technology supplied by survey organization
- Respondent uses own technology

Comparison of Phone to Other Survey Modes

Advantages

- Lower interview costs than personal interviews
 - But more expensive than mail and web surveys
- Higher degree of perceived anonymity and less social desirability
- More control over interviewers
- Easy to implement multiple contact
- Shorter field periods

Disadvantages

- Potentially lower coverage than personal interviews
- Usually lower response rates than personal interviews
 - Both can lead to bias and “less representative” samples
- No use of visual stimuli (e.g., scales)
- Less complex questions
- Interviews need to be shorter

Mixed-Mode Designs

- Increasingly combinations of modes being used
 - e.g., moving from personal interviews to mix of personal and phone
- Goal: Optimizing trade-off among different sources of error and cost
- Different modes might be used in different phases of data collection, including communication with potential respondents
- Most relevant scenarios:
 - Respondents in different sub-groups get same questionnaire but in different modes (concurrent mixed-mode design)
 - Everybody gets questionnaire in same modes but mode varies over waves or within interview

Different Modes for Different Subgroups

- Concurrent-mixed mode
 - Usually determined by researchers who gets what mode; sometimes respondents can choose
 - Goal: Reduce coverage and nonresponse error
- Examples
 - Personal interviews for people living in regions with low phone coverage; phone interviews for everybody else
- Consequences
 - Questionnaires need to be adapted from visual to auditory administration
 - Mode effects on measurement confound with subgroups

Different Modes at Different Points in Time

- Use one mode for start of panel survey, another mode for later waves
- Consequence
 - Reduce costs
 - Confounding of time and mode effects on measurement
- Different modes for different parts of questionnaire
 - Example: Recruit-and-switch IVR for sensitive information
- Consequence
 - Improve data quality to heighten privacy of measurement

Survey Mode and Survey Error

- No one “best mode” for all situations
- Decisions on data collection method involve trade-offs on variety of different design aspects
- Mode as bundles of features
 - Sampling frame, sampling methods → Module 2
 - Method of administration and mode of response → Modules 3 & 5
 - Training and supervision of interviewers → Module 4
 - Contact and recruitment methods → Module 5
- Mode affects full spectrum of error sources plus costs

END OF VIDEO 1