



NatCen

National Centre *for* Social Research

Do interviewer characteristics predict their contacting behaviour and success?

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Britain's leading independent social research institute

Overview

- Overview of the Project
- Description of the Paradata & Data
- Hypotheses
- Methods
- Results
- Outlook

Overview of the Project

- Determinants of contact
 - Interviewer calling behaviour
 - Interviewer characteristics that determine behaviour
 - Time constraints, Effort, Work Planning Skills
- Understanding mechanism could impact interviewer recruitment, selection, training

Paradata Sources

- Data
 - Call records
 - Interviewer survey
 - Admin on interviewers
 - Census
- Linked at case level

Description of Interviewer Survey

- Sections
 - Experience as an interviewer
 - Experience in areas related to interviewing
 - Important aspects of the job
 - Satisfaction with aspects of the job
 - Attitudes toward persuading reluctant Rs
 - Personality and skills questions
 - Commitments outside of work
 - Support from supervisors

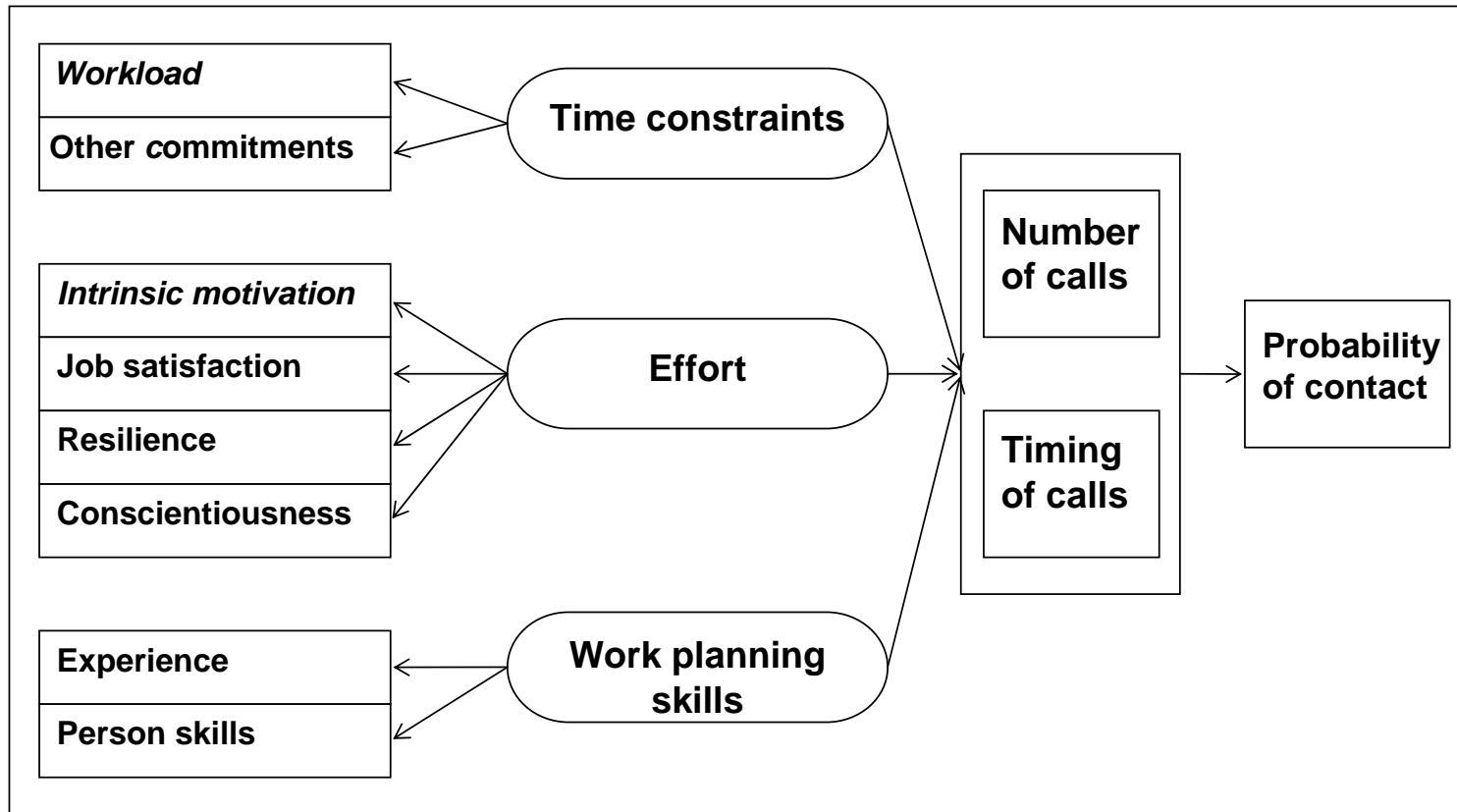
Description of the Paradata

I see myself as someone who ...	1=Does not apply to me at all	←	→	7=Applies perfectly to me			
7.13 ...is reserved	1	2	3	4	5	6	7
7.14 ...is relaxed and handles stress well	1	2	3	4	5	6	7
7.15 ...has an active imagination	1	2	3	4	5	6	7
7.16 ...prefers to stick with things that I know	1	2	3	4	5	6	7
7.17 ...is very aware of my surroundings	1	2	3	4	5	6	7
7.18 ...is good at sensing what others are feeling	1	2	3	4	5	6	7
7.19 ...is interested in many things	1	2	3	4	5	6	7
7.20 ...anticipates the needs of others	1	2	3	4	5	6	7
7.21 ...can tell a lot about people from how they live	1	2	3	4	5	6	7
7.22 ...has trouble guessing how others will react	1	2	3	4	5	6	7
7.23 ...senses others' wishes	1	2	3	4	5	6	7
7.24 ...prefers variety to routine	1	2	3	4	5	6	7

The Analysis Sample

- 820 interviewers, ~83,000 cases
- Dec '07 – Dec '08
- 27 General pop surveys, no boosts, e.g.
 - Omnibus
 - Travel (e.g. National Travel Survey)
 - Citizenship (e.g. Communities Study)
 - Health (e.g. Health Survey for England)
 - Housing (e.g. Scottish Household Survey)

Hypotheses

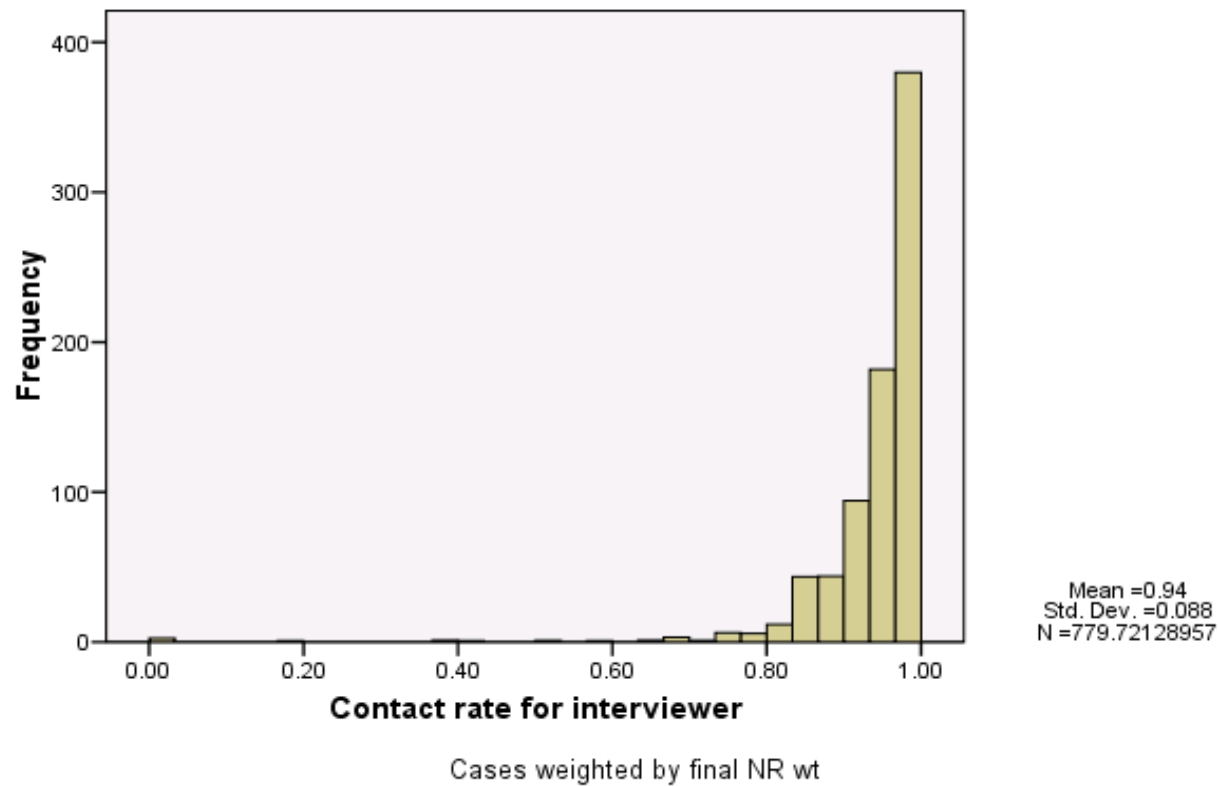


Methods: Analysis

- Random effects logit model predicting contact
 - Cases within interviewers
 - Control for area and project
 - Predictors of NR to interviewer survey
- 2 Models of Contact Propensity
 - Calling Behaviours
 - Interviewer Characteristics

Outcome: Interviewer Contact Rates

Histogram



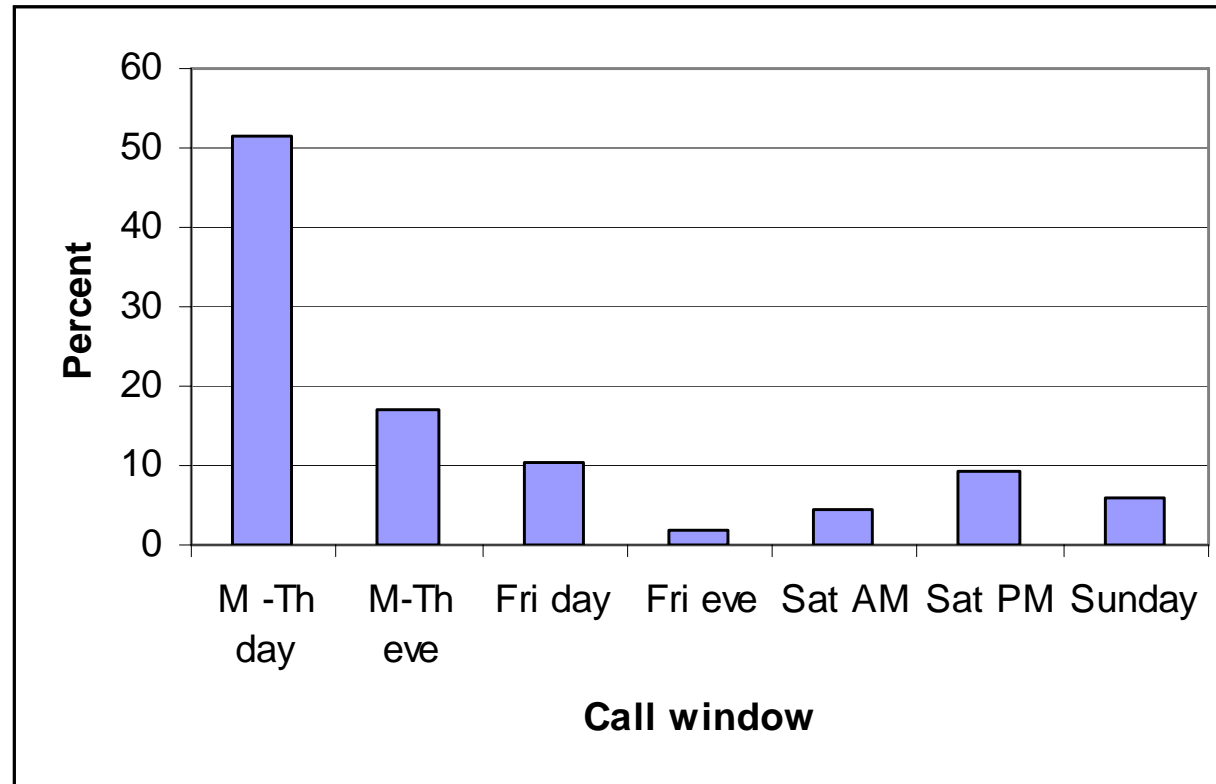
Interviewers

- Almost even numbers of male and female
- Most between 40 and 69 years old
 - Males older than females
- Most with NatCen 3 -5 years (mean = 4.9)
- Total experience, average of 6.5 years
 - Males less experienced
- Mean no. of cases = 96 over 4.1 projects

Calling Behaviours

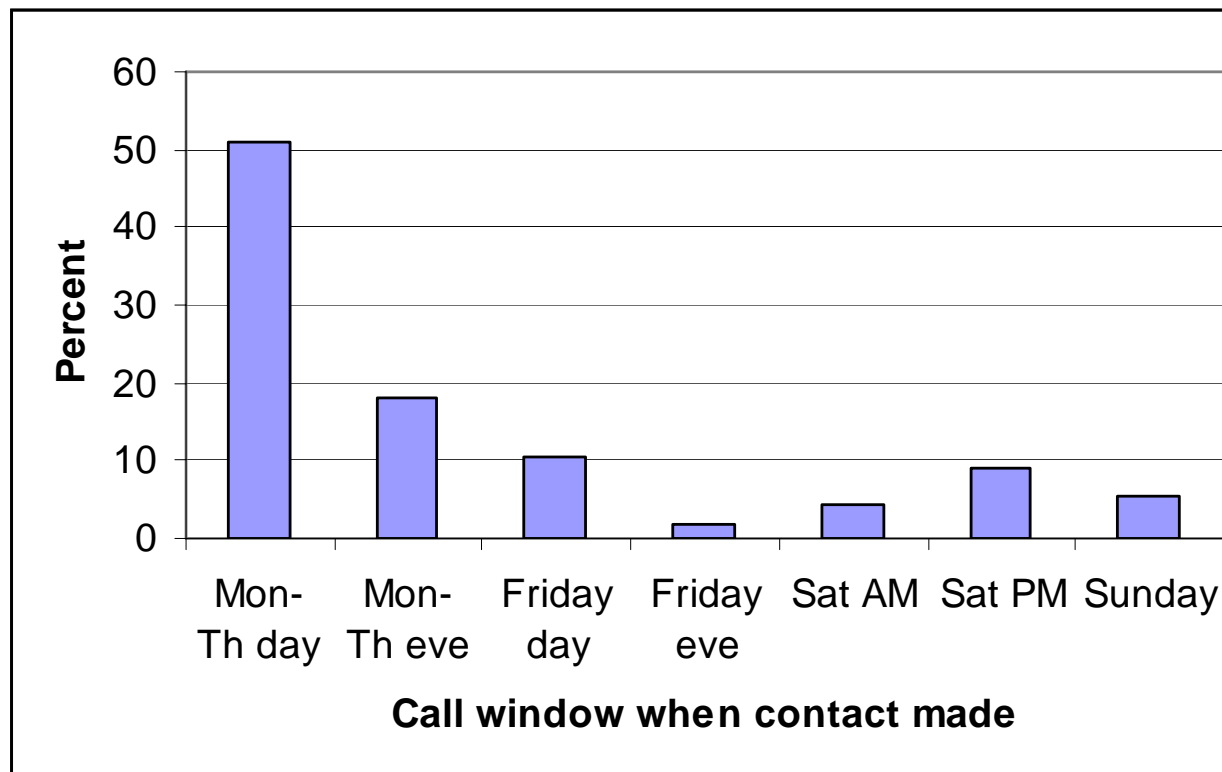
Descriptives: When Calls were Made

Percent of all calls made in each call window



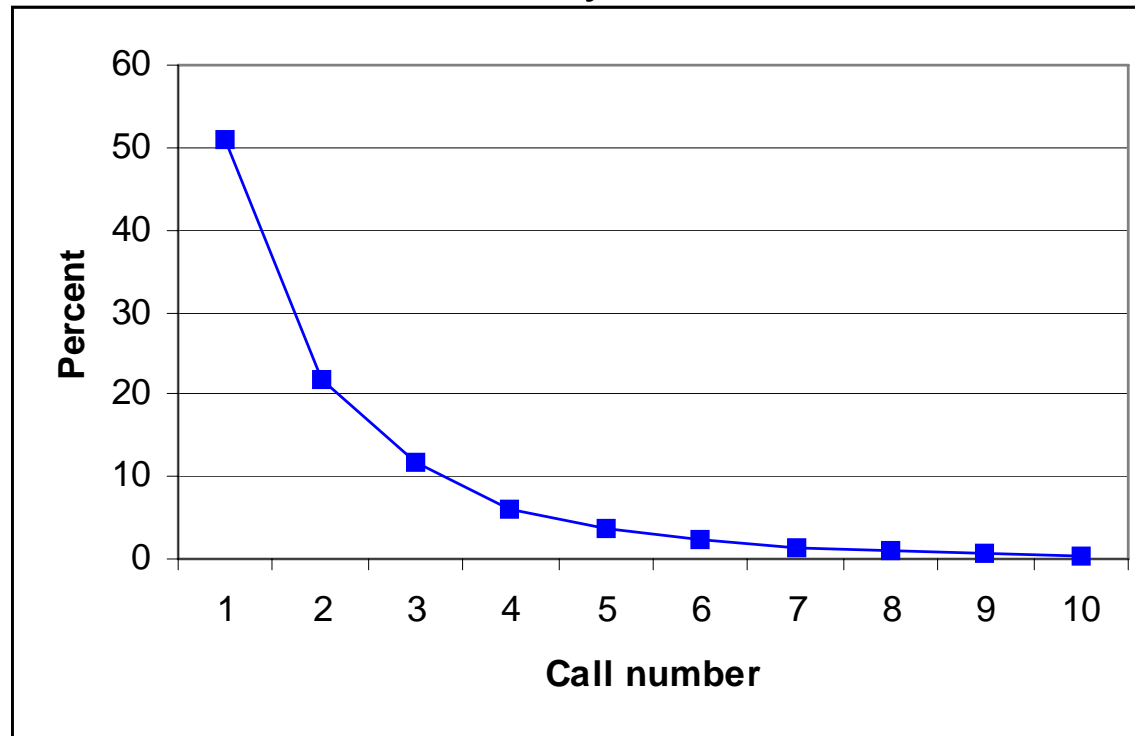
Descriptives: First Contact

Percent of initial contacts made in each call window



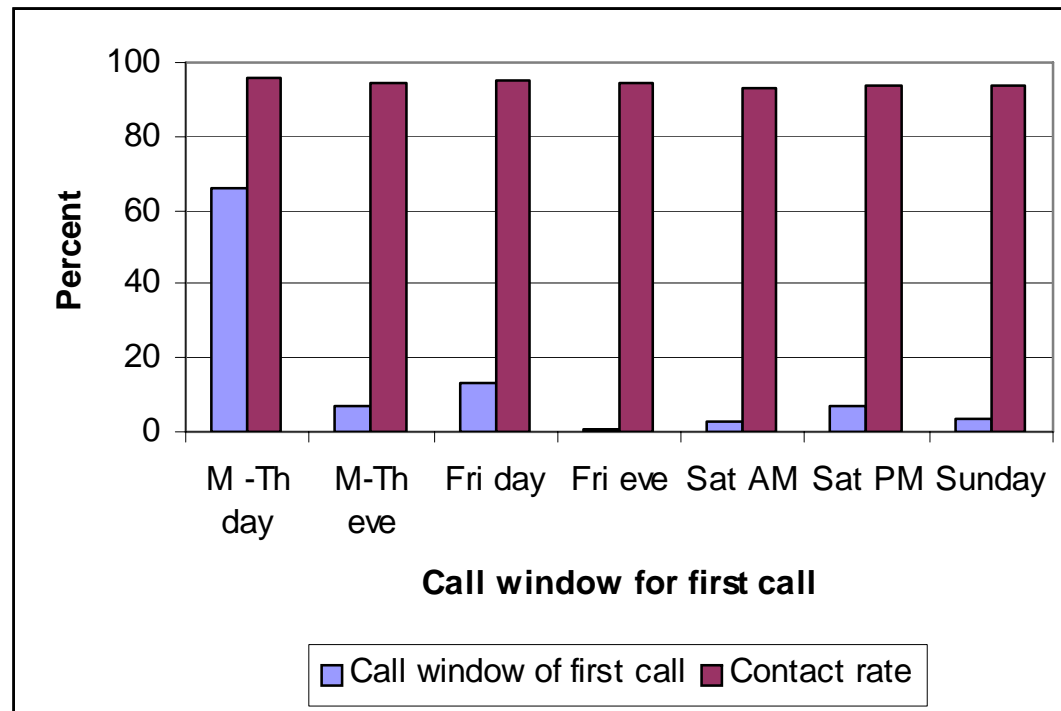
Descriptives: Contact by Call No.

Percent of initial contacts by call number



Descriptives: First Call

Call windows of first call and final contact rate



Results: Calling Behaviour

		Odds Ratio	
First call	M-Th eve	0.76	**
	Fri day	0.82	*
	Fri eve	0.92	
	Sat AM	0.70	**
	Sat PM	0.73	**
	Sunday	0.97	
All calls	M -Th day	1.02	
	M-Th eve	0.51	**
	Fri day	1.08	
	Fri eve	0.70	**
	Sat AM	0.85	*
	Sat day	0.57	**
	Sat eve	1.14	
	Sunday	0.47	**
Call number		0.54	**

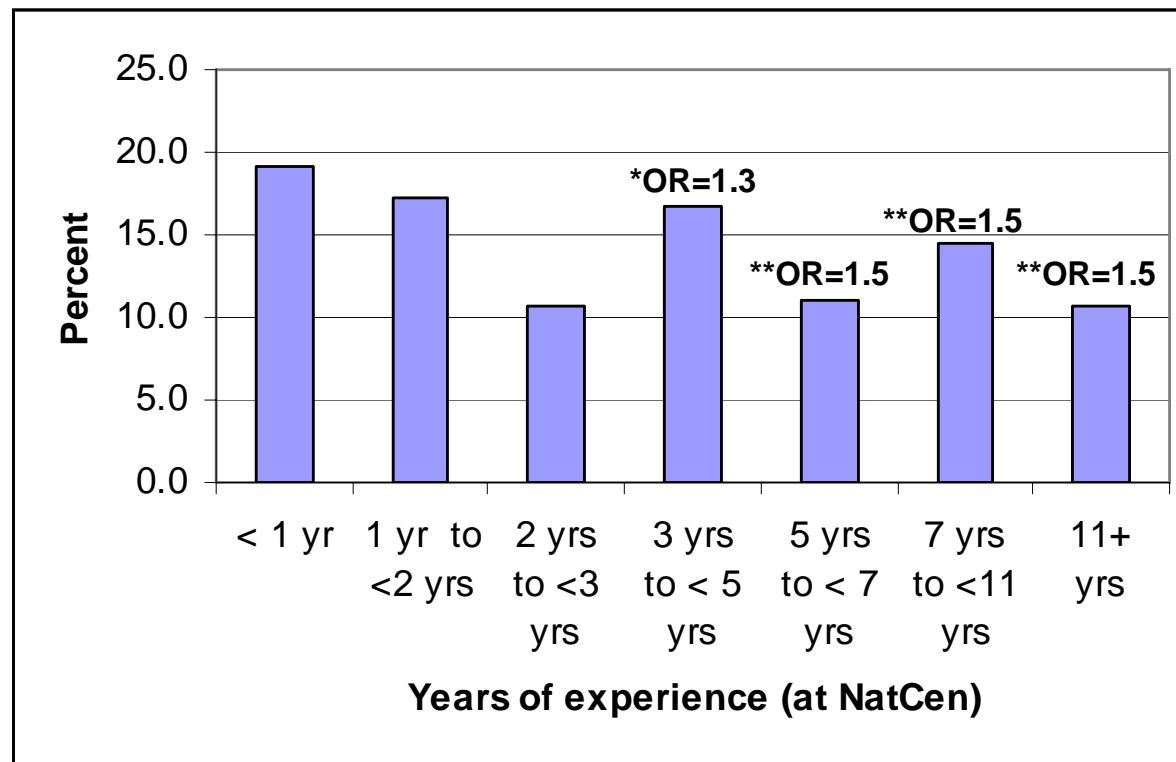
** sig at .01

*sig at .05

Interviewer Characteristics

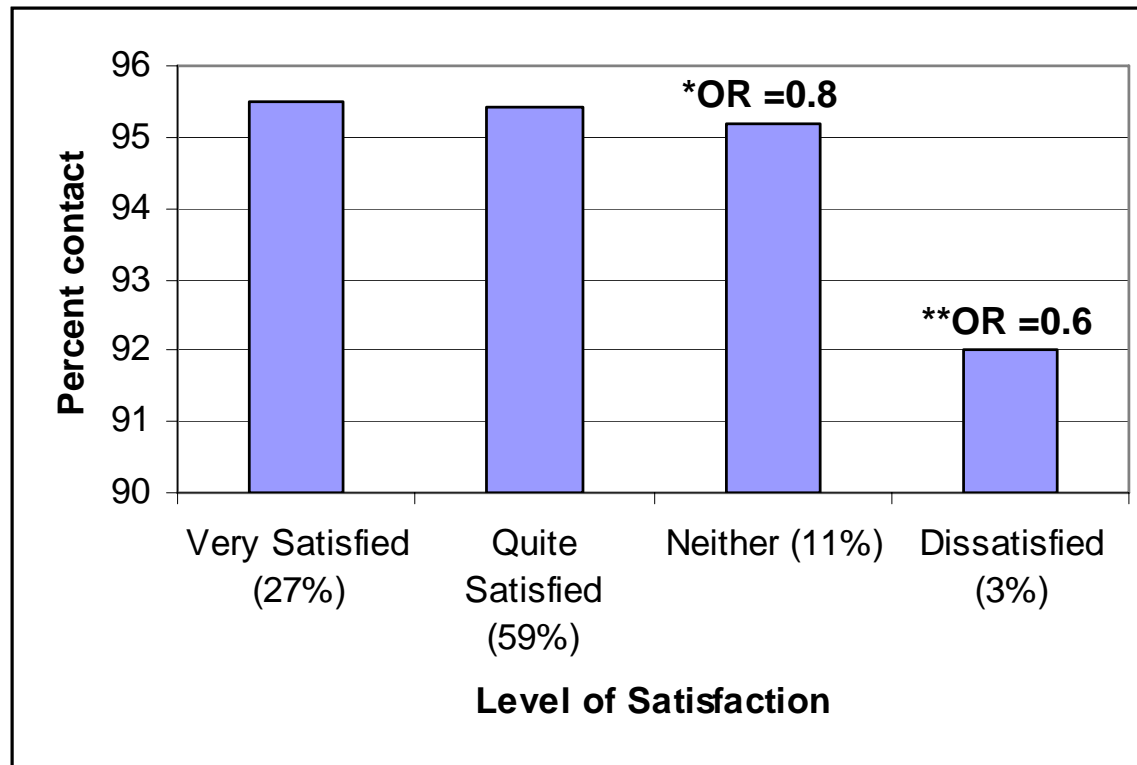
Results: Work Planning Skills

Experience: Years working at NatCen



Results: Effort

Overall Job Satisfaction



Results: Effort

Big 5 Personality Traits

1. Agreeableness

- Sometimes rude to others; Forgiving nature; Considerate and kind

2. Conscientiousness

- Does a thorough job; Lazy; Efficient

3. Extraversion

- Talkative; Outgoing & sociable; Reserved

4. Neurotic

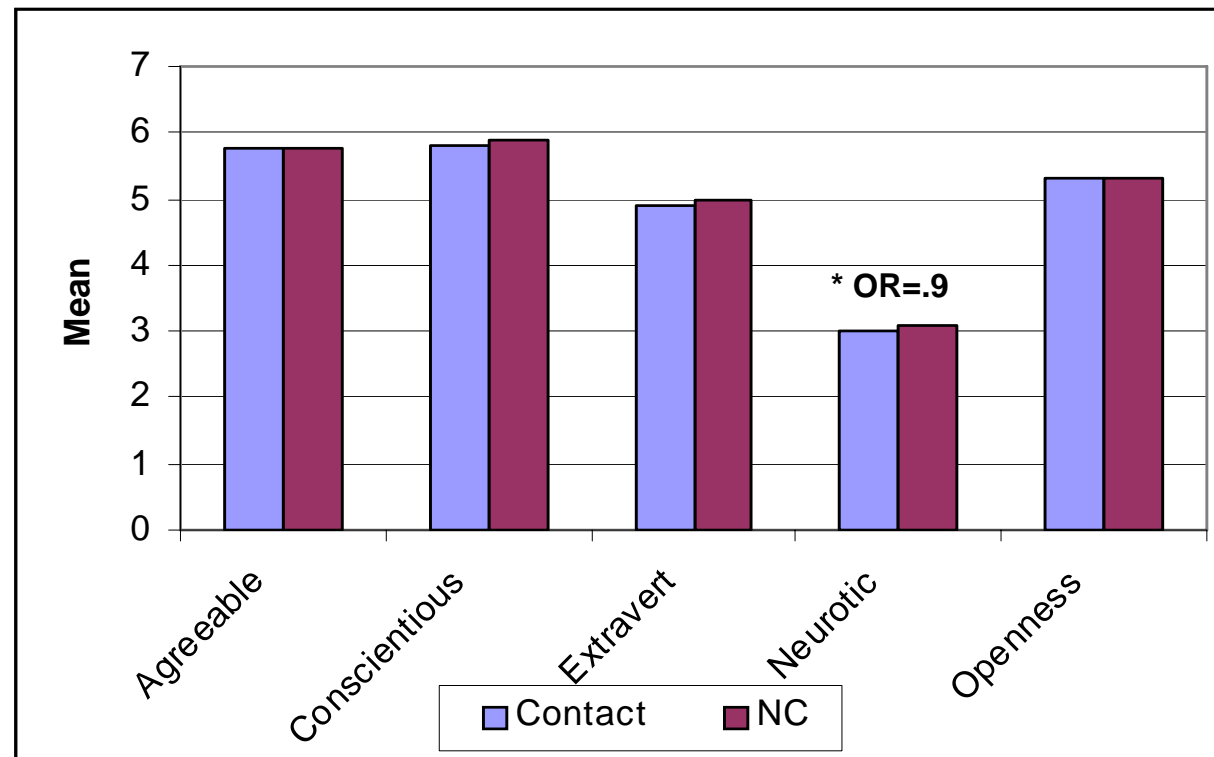
- Worries a lot; Nervous easily; Relaxed & handles stress well

5. Openness

- Original / new ideas; Values artistic, aesthetic experiences; Active imagination; Interested in many things; Prefers variety

Results: Effort

Big 5 Personality Traits



Work planning skills, Effort

Person Skills

1. Awareness

- Can tell a lot from how others live; Aware of surroundings; Anticipates needs; Senses others wishes; Misses things (rev)

2. Handles challenges

- Likes complex problems; Can manage many things at same time; Comes up with new ways to do things; Avoid difficult reading (rev); Sets goals and priorities

3. Organized

- Mislays things (rev); Forgets to do things (rev); Jumps into things (rev); Always prepared; Finds it difficult to organize tasks and activities

Work planning skills, Effort

Person Skills

4. Effective use of time

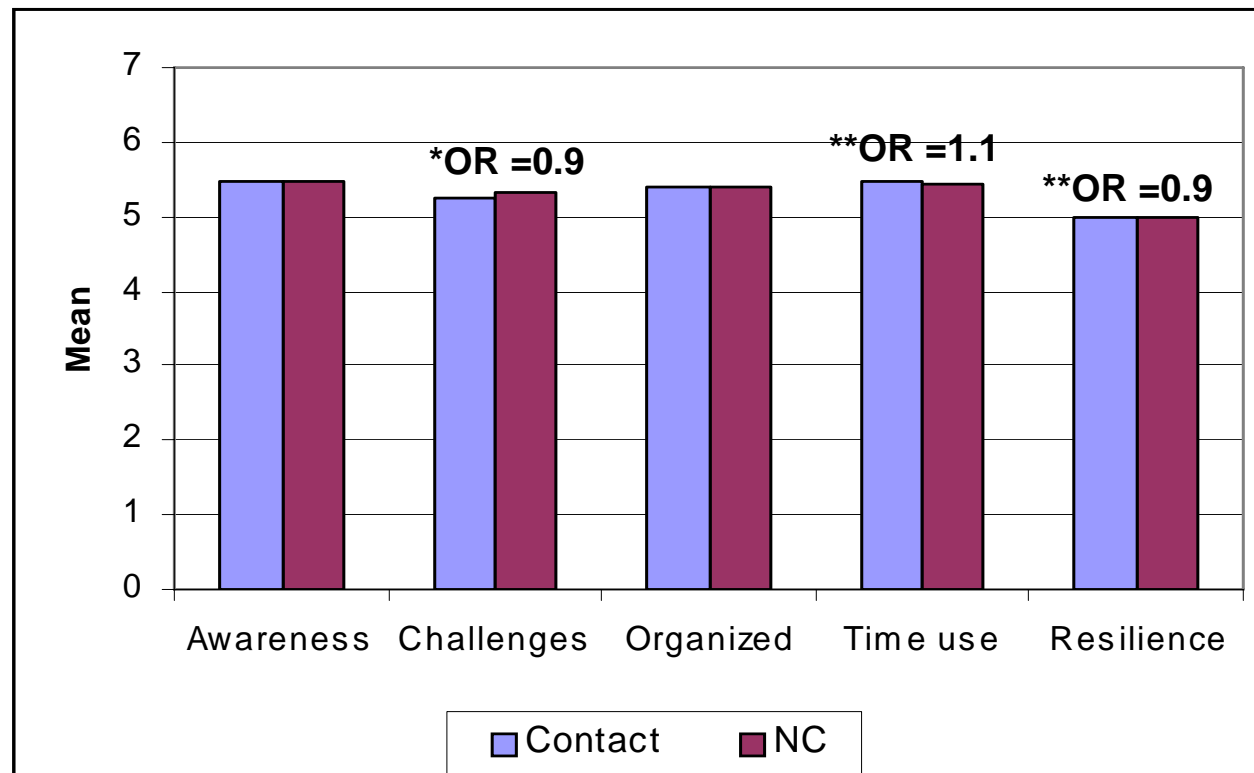
- Fills time with unimportant tasks (rev); Will put off tomorrow what can be done today (rev); Tends to finish what I start

5. Resilience

- Looks upset when bad things happen (rev); Remains calm under pressure; Overwhelmed by the amount of things (rev); Quickly bounces back from setbacks

Work planning skills, Effort

Person Skills

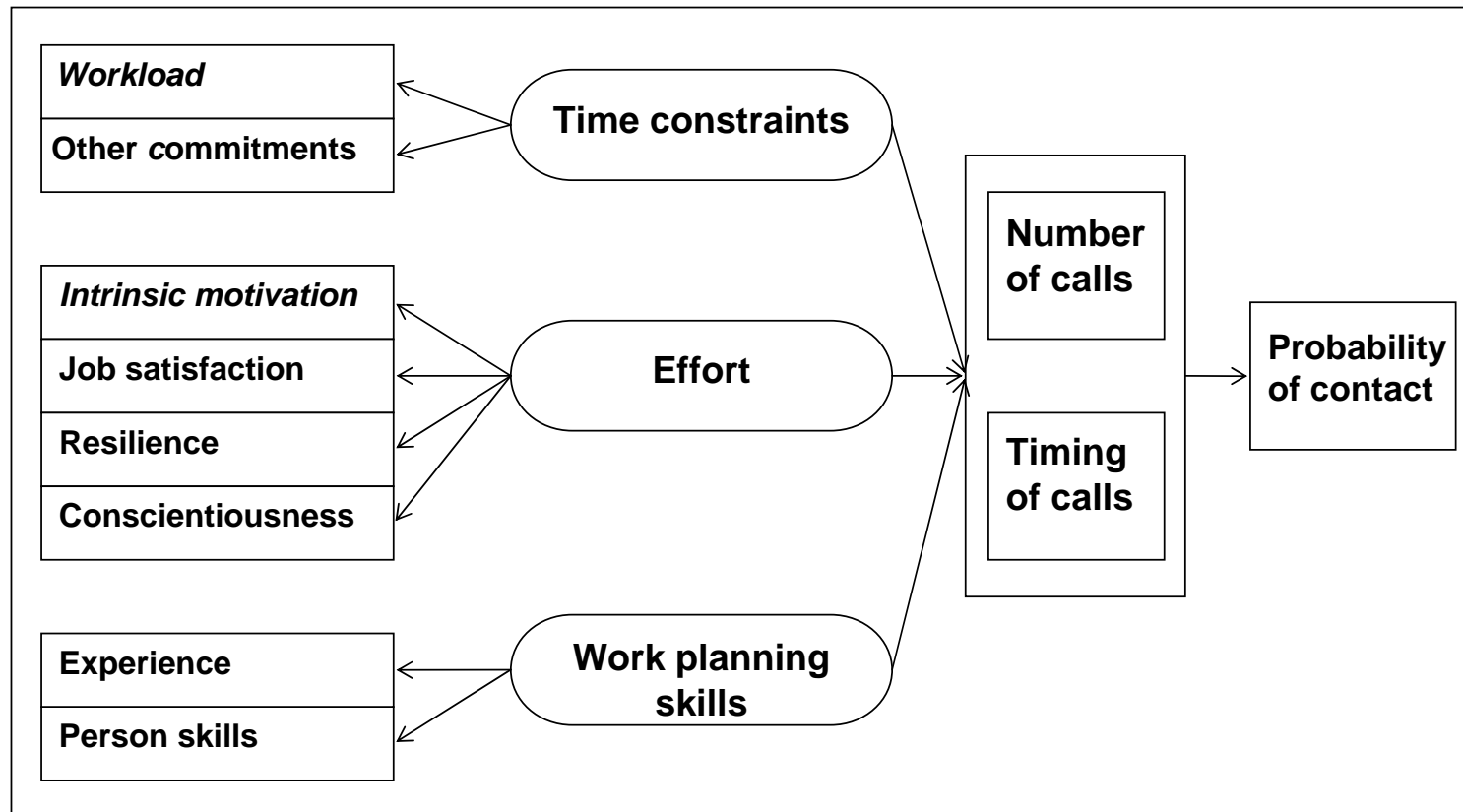


Results: Time constraints

Interviewer's commitments or unwillingness to work

	Busy	Unwilling
M-Th day	68.7%	7.3%
M - Th eve	24.1%	9.0%
Fri	21.6%	13.4%
Sat AM	9.5%	7.9%
Sunday	22.1%	32.3%

Conclusions & Outlook





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Personality Traits

