GGS Fieldwork Guidelines

Andrej Kveder
GGP Manager

GGP IWG Meeting, Istanbul, 6-8 October 2005
Aim

- Advise and suggest possible standardized solutions
- Guide of best practices and a reference point

Two main issues:
- Interviewer training
- Contacting procedures
Interviewer training - outline

- Before 1st contact
- 1st contact
- Conducting the interview
- Para-data collection
Before 1st contact

- Prepare an introductory script
  - Personal introduction/identification
  - Organizational affiliation
- Prepare a description of the survey
  - Standardized content
  - Neutral presentation
  - Convey the main survey questions and goals
1st contact

- “Foot in the door” situation
- Adaptive scripts
  - I adapts to the reactions of the R and reacts accordingly
  - Persuasive techniques
  - Refusal conversion
Interview conduct

- Rules of interaction
  - Role playing
- Level of standardization
  - High: high reliability, bad communication
  - Low: low reliability, good communication
- Probing
  - Direction
  - Intensity
Par-data collection

- What is para-data?
  - Information about the circumstances of the interview.
- Learning how to observe
- Identification of relevant information
- Standardized recording
Contacting procedures - outline

• Preparing for a first contact
  – Informed vs. cold contact
    • Advance letter
  – Face-to-face vs. telephone

• Contacting procedures

• Recording contact history information
1st contact

- Informed vs. cold contact
  - Informed: high awareness, low surprise
  - Cold: low awareness, high surprise

- Advance letter
  - Survey information
  - Selection/interviewing procedures
  - Confidentiality/anonymity pledge
  - Importance of cooperation
  - Best past experience

- Face-to-face vs. telephone contact
Contacting procedures

• Organization of fieldwork
  – Time
  – Costs
  – Response chance

• Cold contacts
  – Weekends
  – Week-days early afternoon or evening

• Establish at-home-pattern

• Scatter the contacts

• Min and max number of contacts
Recording contact history

Standardized contact form

- Respondent details
- Contact details
  - Date, time
  - Contact person
  - Outcome
    - Eligibility
    - Response, refusal, non-contact
  - Reason for refusal
- Additional sampling procedures
  - Within multi-dwelling unit
  - Within household

GGP IWG Meeting, Istanbul, 6-8 October 2005
Possible document upgrades

- Tracking techniques of panel sample
- Nonresponse issues and possible implications
- Pilot survey
- ...

GGP IWG Meeting, Istanbul, 6-8 October 2005
Thank you for your attention!