



UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE

Population Activities Unit

GGG Fieldwork Guidelines

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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

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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

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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

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Possible document upgrades

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



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Thank you for your attention!

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