

Training interviewers in new methods and techniques in remote work conditions



Sabina Kastberg

Social Researcher

Social Survey Operation Research

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New telephone interviewing processes – training field interviewers

How to gain telephone numbers

1. Respondents can submit their phone number via an online webpage
2. The phone numbers for addresses in the sample frame (people in the population randomly identified to take part in our surveys) can be obtained via an external company to ONS
3. Respondents can contact the interviewer directly in response to a letter sent by the interviewer
4. The interviewer can source the phone numbers themselves

How do interviewers use respondent phone numbers?

They follow the same calling pattern as before COVID-19

They are encouraged to send text messages and leave voice mails

They inform respondent what number they will be calling from

They can tell respondents to call Head Office to verify the interviewer's work status

Introducing 'Knock to Nudge'

What is Knock-to-Nudge?

We gently encourage respondents to give us their phone number or arrange an appointment by knocking on their door.



This approach is called 'nudging' which is based on behavioural science where you do something to influence others behaviour.



Training for Knock-to-Nudge

ONS has a website dedicated for training where interviewers could also find the training for Knock-to-Nudge and Health and Safety guidelines

We had virtual calls with all interviewers involved so that they could ask any questions in relation to Knock-to-Nudge

Dedicated mailbox for interviewers to give their feedback and ask questions

Interviewer feedback

Interviewer feedback

The interviewers involved felt protected by the PPE and Health and Safety guidelines

70-80% of interviewers reported positive or pre-COVID like conversations with respondents on the doorstep

Telephone mode only is not suitable for all respondents. This either due to hearing difficulties or mode preferences.

Response patterns

Survey and Response	July 2020 (pre-KtN)	October 2020	November 2020	December 2020
FRS	28%	-	39%	36%
LCF	28%	35%	30%	29%
SLC	27%	40%	36%	33%

Sample characteristic analysis

Sample bias analysis

Analysis of the respondent characteristics was made for:

Respondents interviewed face-to-face before the pandemic

Respondents interviewed during the pandemic via telephone

Respondents interviewed during the pandemic when knock-to-Nudge was in place as an additional way to gain telephone numbers for telephone interviewing

Sample bias analysis

When interviewing over the phone compared to face-to-face, we obtained a large proportion of older people, people owning their own house, people in higher managerial positions and less families.

Through knock to nudge, we captured more young people, families and people in rented accommodation but still more people in higher managerial positions.

We use to information above to develop our data weighting strategy ; review our knock to nudge approach and any lessons that can be learned.

ONS Strategy going forward

ONS overall objective is to make our data collection as inclusive as possible and several projects are run across ONS to address this. Future data collection is likely to include multiple modes and multiple approaches to meet the respondents needs.

Discussion time!

What changes have you done in interviewing processes as a result of the pandemic?

How are you boosting response rates and training interviewers in your countries?

How would the Knock-to-Nudge approach in your country? Is this something worthwhile exploring for you?

Is there anything else that you think could be implemented in your country?

Thank you!