UNECE

CONFERENCE OF EUROPEAN STATISTICIANS

Expert Meeting on Statistical Data Collection Session 4

27-30 September 2021, Online 18 August 2021

Experimental testing of video-mediated interviewing in official statistics

Claudio Ceccarelli, Gabriella Fazzi, Marco Fortini, Serena Liani (Istat, Italy)

fortini@istat.it, clceccar@istat.it, fazzi@istat.it, serena.liani@istat.it

Abstract

The ongoing health crisis since March 2020 has imposed to avoid or reduce face-to-face contact between interviewer and respondent in surveys. Video-mediated interviewing can be helpful in this situation, since it is a synchronous but remote survey technique, conducted via video call in which a camera and microphone allow for verbal and nonverbal interaction. Istat conducted an experiment on a sample of about 1000 households residing in 8 large Italian municipalities. With this experimental survey we want to evaluate the opportunity of offering the video-mediated interview to households as a safer option in the current pandemic context. Interviews were conducted on households located in the same building to simulate population census conditions. After the sample units' contact phase, interviewers used the Microsoft Teams communication platform to interview volunteer households, without mandatory answer. We selected half of the units' sample to answer being able to see the questionnaire on the screen, while the other half could see the interviewer' face. The experimental survey, conducted between May 19 and June 12, collected data on approximately 200 households, with an average response rate of 20%. To evaluate the interviews, we analysed quality indicators such as partial nonresponse, along with data from a technique evaluation questionnaire submitted to both respondents and interviewers. In addition, we directly observed some interviews, collected interviewers and municipal supervisors' assessments through debrief at the end of the data collection activities. Our preliminar analyses suggest that the video-mediated interview could be considered for a gradual inclusion among the options provided by mixed-mode surveys, and the screen sharing of the questionnaire can add value to the data collection process.