

Quality implications of video interviewing

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Research Strand 3

– Video interviewing

- Use of video-interviewing to conduct social surveys relatively new
- Use of the mode accelerated significantly during the pandemic
- What are the merits of this new mode and does it have a post pandemic future?
- How should video interviewing be optimally conducted to maximise quality?

Team

- Research Strand leads: Matt Brown, Tim Hanson, Gabriele Durrant
- Research Fellow(s): Sebastian Kocar – Research Fellow (employed as CLS Research Fellow, now based at University of Queensland), Marc Asencio (will commence as new CLS Research Fellow on 1st October)
- Other core collaborators: Carole Sanchez (CLS), Carina Cornesse (DIW Berlin), Martin Wood (NatCen), Sam Spencer (NatCen)

Outline

- **1) Live Video Interviewing: Evidence of Opportunities and Challenges Across Seven Major UK Social Surveys - Gabriele Durrant**
- **2) Live Video Interviewing as a Complementary Mode to In-Person Interviews: Evidence from the European Social Survey – Tim Hanson**
- **3) Implementation considerations and potential of video interviewing – Martin Wood**
- **4) Upcoming further outputs and research – Matt Brown**

Live Video Interviewing: Evidence of Opportunities and Challenges Across Seven Major UK Social Surveys



Aims:

- Pull together evidence from across major UK surveys (seven)
- Opportunities and barriers of LVI implementation

Key research questions:

1. uptake and response rates to LVI
2. characteristics of LVI respondents (sample composition)
3. feasibility of collecting complex elements (consent, cognitive assessment and sensitive questions)



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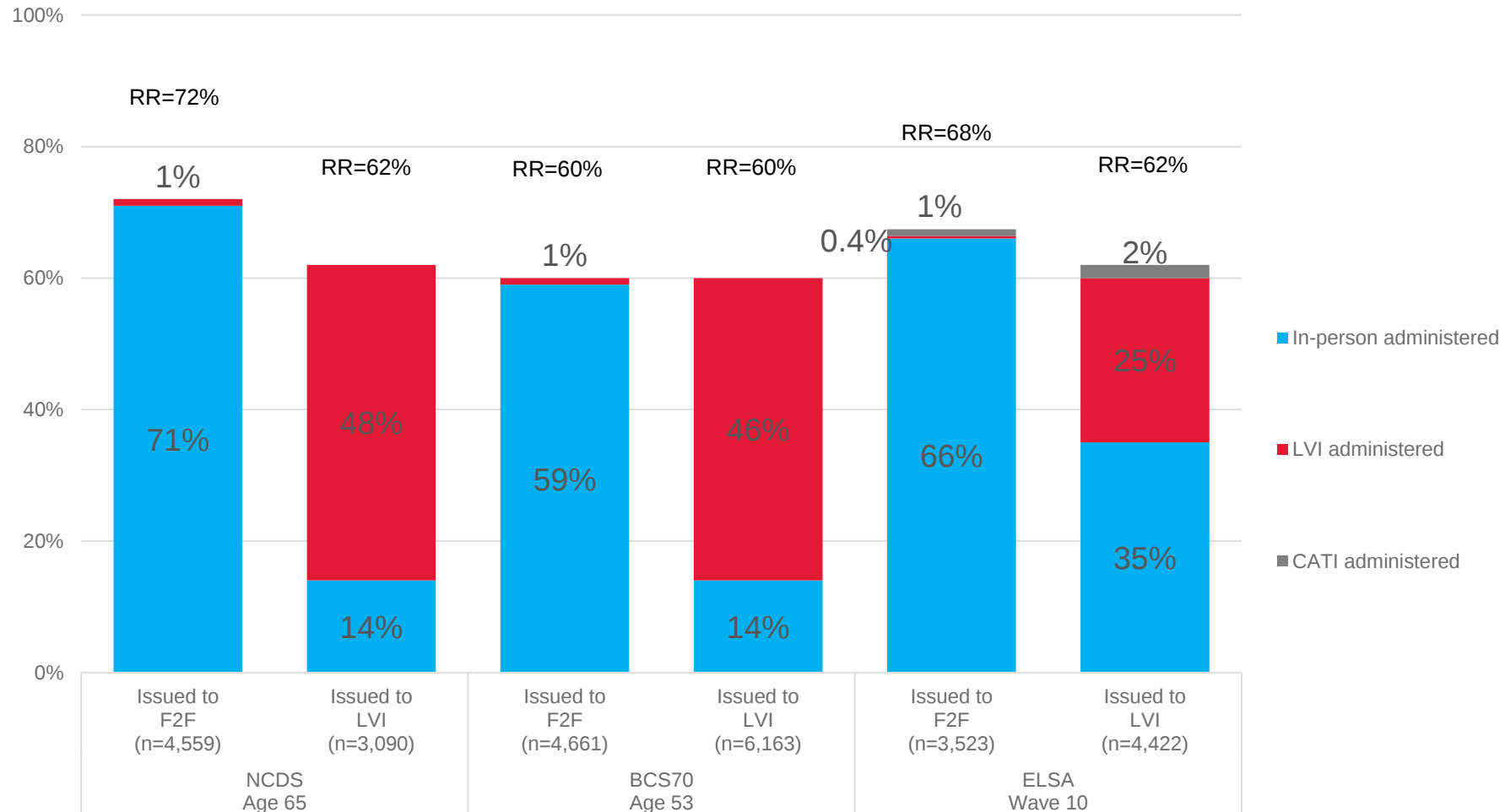


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Data

- Seven surveys
 - National Child Development Study (NCDS) – Age 62 Survey
 - British Cohort Study (BCS70) – Age 50 Survey
 - English Longitudinal Study of Ageing (ELSA) – Wave 10
 - European Social Survey (ESS) – Round 10
 - Next Steps – Age 32 Survey
 - Children of the 2020s (Cot20s) – Wave 1
 - Health Survey for England (HSE) – 2021 pilot

Results: response rates

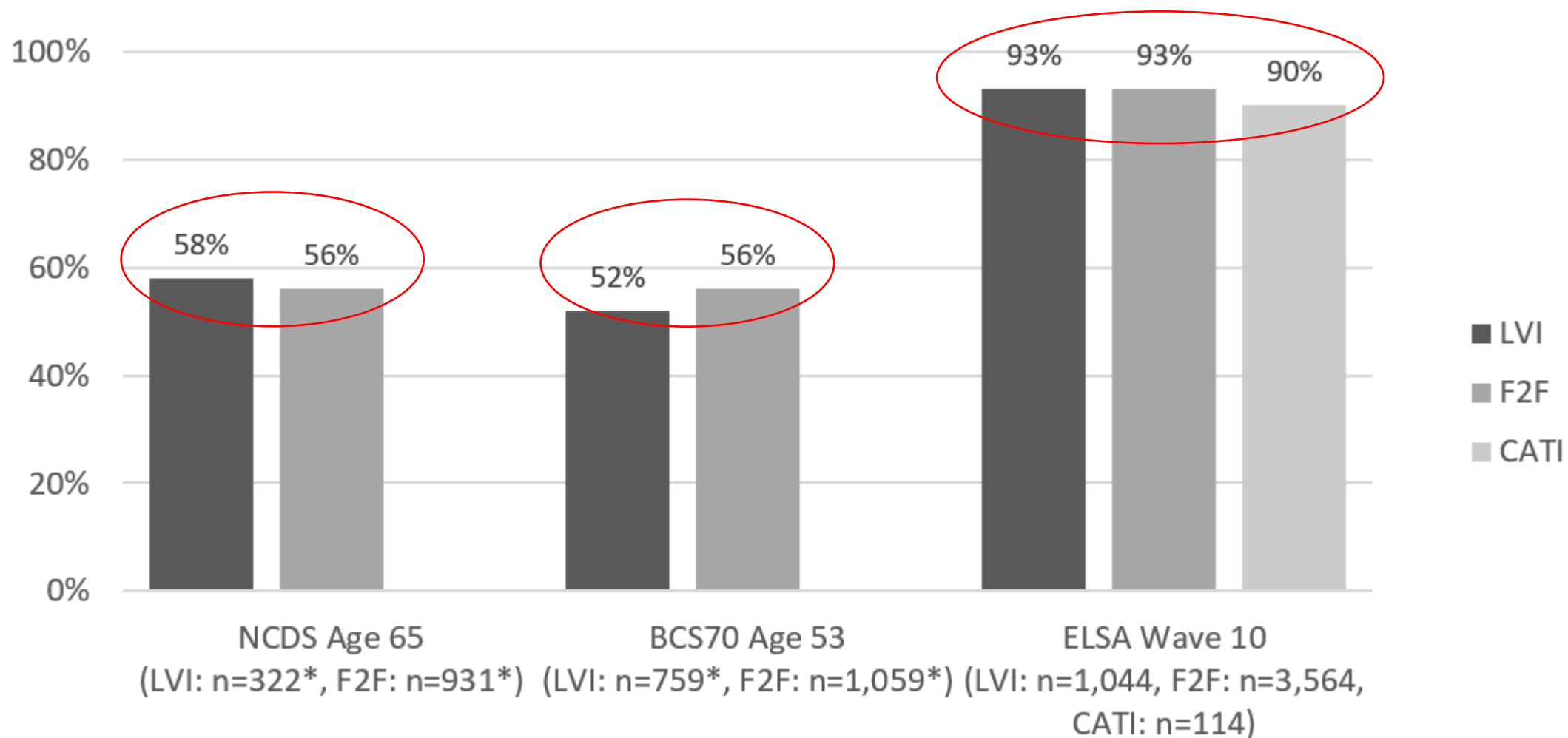


Results: response to complex elements

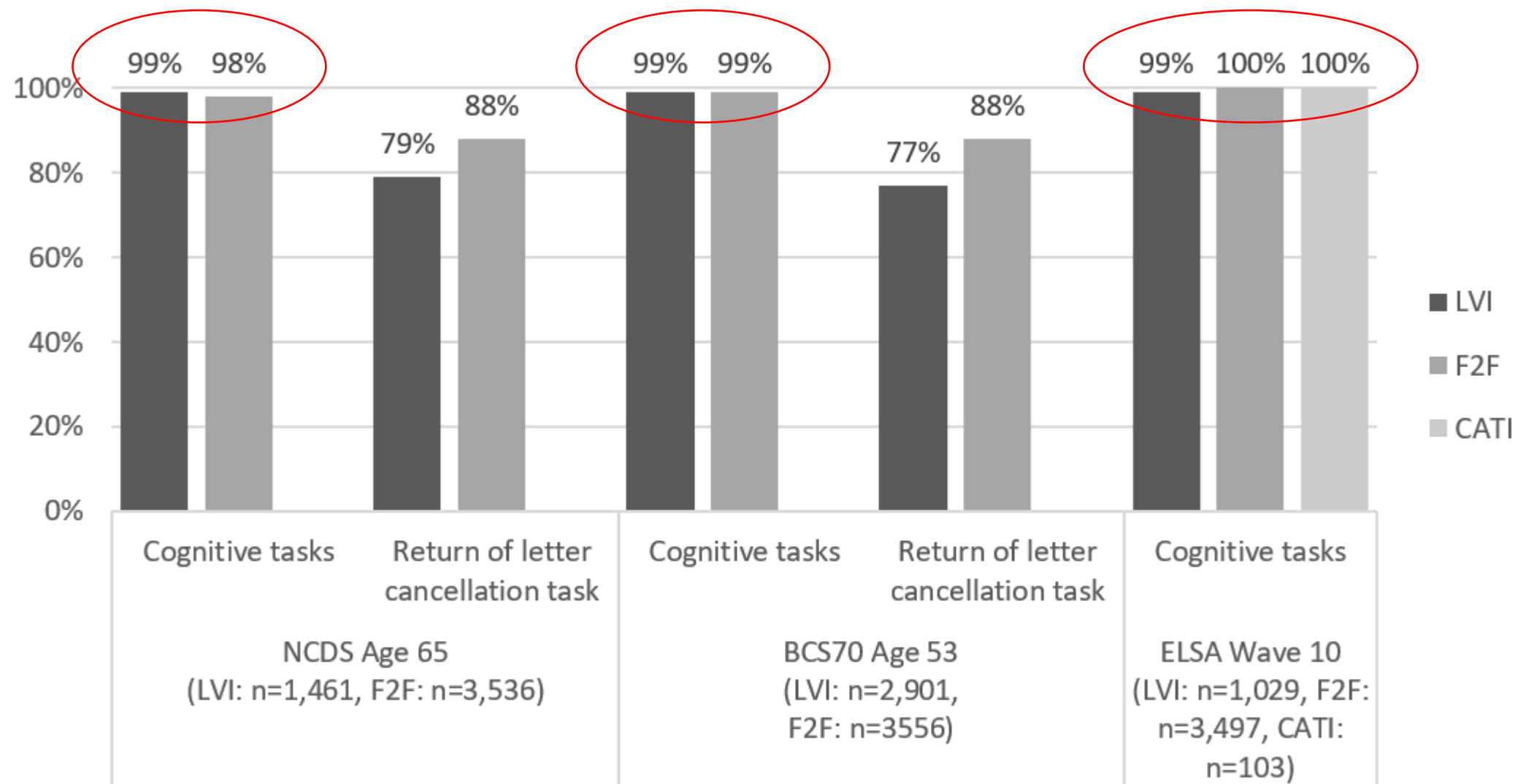
We looked into:

1. data linkage consent rates
2. completion of cognitive assessments
3. completion of 'self-completion' section of interview containing most sensitive questions

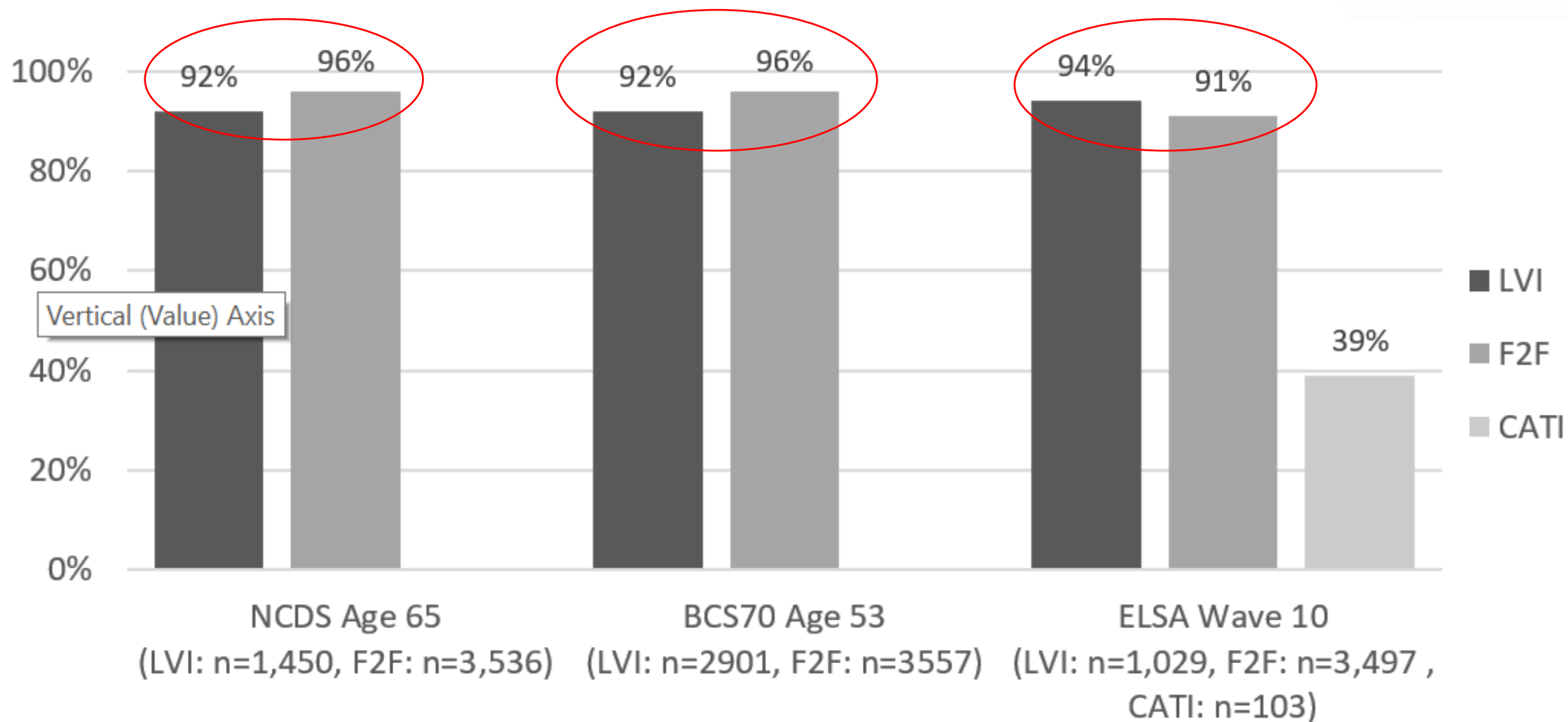
Results: Data linkage consent rates



Results: Cognitive Tests



Results: Sensitive questions



Summary of key findings

- LVI used in different ways: only/primary survey mode when in-person/face-to-face data collection was not possible, or as a complementary mode in mixed-mode designs
- Video-first led to lower response than F2F
- Low-levels of take up when alternative modes offered
- **Suitable approach for collecting complex elements**
- Potential to work as complementary mode in mixed-mode survey design, offering more cost-efficient fieldwork
- In particular, in longitudinal surveys

Live Video Interviewing as a Complementary Mode to In-Person Interviews: Evidence from the European Social Survey (ESS)

Aims:

- Assess the effectiveness of implementation of video interviewing
- Compare quality of video interviewing with in-person interviewing

Key research questions:

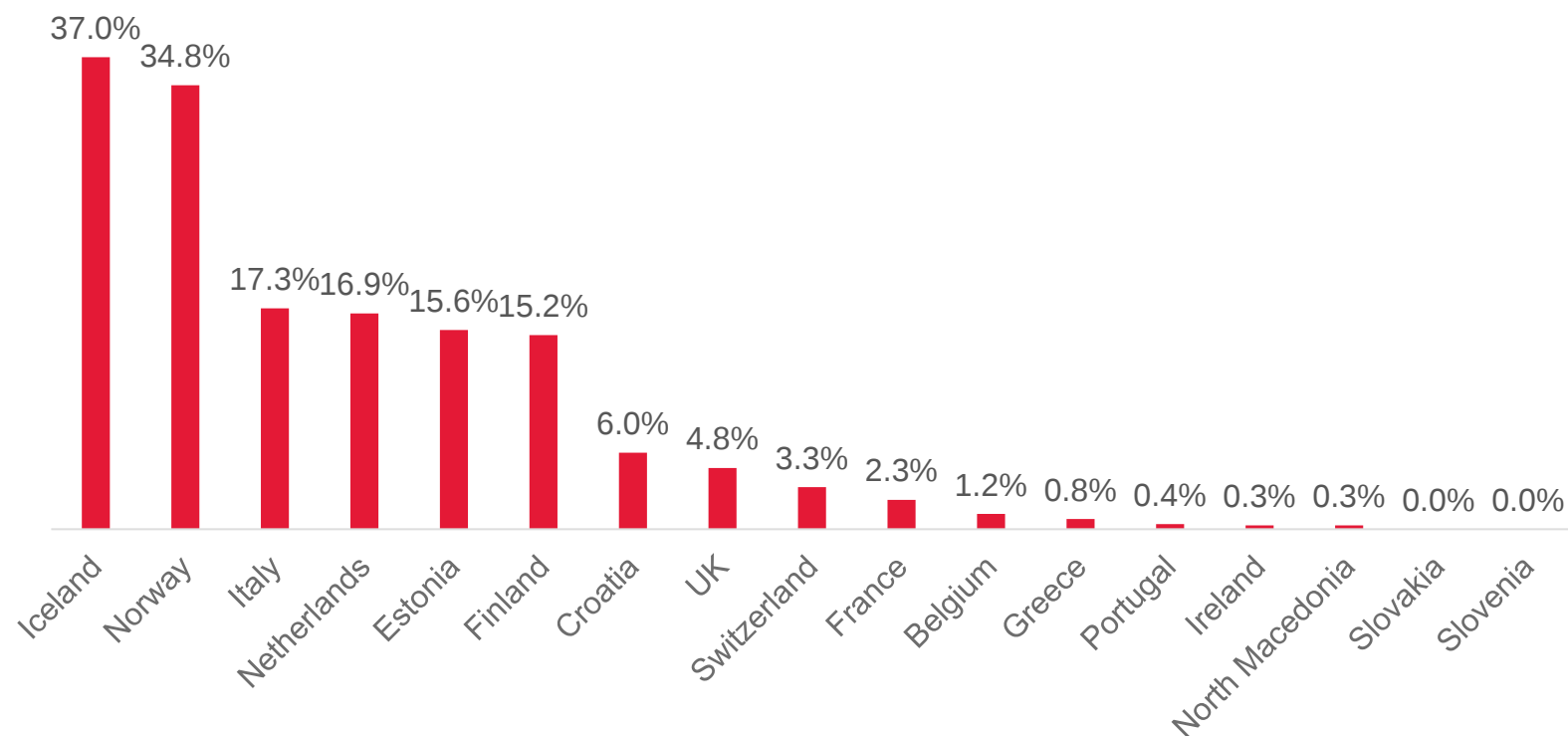
1. How effective is video interviewing in complementing in-person interviewing for large cross-national surveys like the ESS?
2. How did the quality of the interviewing process via video compare to the interviewing process via in-person interviewing in the ESS?
3. How does the assessment of video interviewing vary between countries regarding implementation and interviewing process?

Data

- Round 10 of the European Social Survey (fieldwork in 2020-22)
 - Prevalence of video interviewing in 17 countries that offered this method (as a complementary approach to in-person interviewing)
 - In-depth analysis of six countries that achieved the highest share of video interviews (between 15% and 37% of their interviews done by video)
 - (Non-experimental design)

Prevalence of video interviews

% of interviews done by video across countries that offered this approach



High level of variation between countries in share of video interviews

Factors that seem to make this a more productive option include:

- High level of internet use in country
- Use of individual named person sample
- In some cases, option to make first contact by telephone

But some exceptions and likely to be other practical factors – e.g. previous experience with approach and 'effort' put into offering video

Interview experience

Experience of in-person and video interviews (0 – very negative ... 10 very positive)

Country	Respondent		Interviewer	
	In-person interviews	Video interviews	In-person interviews	Video interviews
Estonia	8.04 (1,301)	8.22 (240)	8.75* (1,302)	8.95* (240)
Finland	8.51*** (1,332)	8.05*** (240)	8.76 (1,335)	8.88 (240)
Iceland	8.54 (563)	8.36 (332)	8.55** (551)	8.82** (325)
Italy	7.75** (2,163)	7.97** (457)	7.84*** (2,136)	8.37*** (456)
Netherlands	8.37 (1,215)	8.40 (247)	8.44* (1,220)	8.26* (247)
Norway	8.51* (918)	8.34* (491)	9.11*** (914)	8.85*** (491)
All 6 countries	8.19 (7,492)	8.22 (2,007)	8.47*** (7,458)	8.68*** (1,999)

Two sample t-tests were performed to compare respondent and interviewer experience scores in the in-person interviewing and video-interviewing groups.

** $p \leq .05$, ** $p \leq .01$, *** $p \leq .001$*

Respondent experience scores high and broadly consistent between the two modes in most countries

Interviewer experience scores showed significant differences between modes for 5 of the 6 countries but not in a consistent direction; overall slightly higher scores for video interviews

Results may partly reflect sample differences between the modes – but suggests there is no clear evidence that the interviewing experience is worse compared with in-person interviewing

Data quality indicators

- No difference in interview length between modes in 4 of the 6 countries (in Estonia and Italy – video longer)
- Low item non-response for both in-person and video interviews; where there were differences, rates lower for video
- Combining all 6 countries, slightly less non-differentiation for video compared with in-person (but small difference)
- Similar interviewer effects between in-person and video interviews

Summary of key findings

- Experiences varied widely between countries – but in some contexts results suggest that video can be an effective complement to in-person interviews
- Experience ratings and data quality indicators for video interviews appeared positive (at least as good as in-person interviews)
- Overall – results suggest interviewing process equally good for video compared with in-person – but whether video should be introduced as a complementary option to in-person will partly depend on practical and national/survey contextual factors
- Initial results for ESS Round 11 show rise in rate of video interviews in some countries – Finland 15% to 27%; Norway 35% to 48% (but Netherlands 17% to 5% and UK 5% to 3% - so remains a mixed picture)
- (Live video interviewing not a long-term option for the ESS due to upcoming switch to a self-completion approach)

Implementation considerations

Implementation at scale

- Thousands of interviews delivered within individual studies
- Can be quicker than CAPI fieldwork
- Works by smartphone as well as PC

Interviewer specialisation?

- Training/ expertise = quality of data collection / better participant experience
- Trade off with **flexibility** of delivery (re-allocations, delays)

Costs

- Cheaper than CAPI if do not need to visit address initially
- Some set-up costs (scripting, training, additional processes for self-comp etc)
- Central management (e.g. via a Telephone Unit) vs dispersed
- Push-to-video (before CAPI) vs running alongside other modes

Video in the mix of modes

Consider video when...

- Need an interviewer to administer: some cognitive assessments / complex tasks / check detail / verify participants
- Agreement to next stage / to data linkage is key / engagement is key
- Contact info available for remote comms – particularly longitudinal studies
- Followed by CAPI or CATI to ensure population coverage / boost response
- Can push video first as a preferred mode in the mix (realise cost savings)

Of less use when...

- Web is an adequate alternative mode (cheaper)
- Video to be offered alongside other modes by interviewer
- A cross-sectional study (with no remote contact info / existing relationship)

Video likely to develop...

- Video usage becoming more routine
 - Smartphone usage, WhatsApp, Facetime, MS Teams, Zoom...
- Likely to see participant journey improve
 - Reliability of platforms and connectivity
 - Familiarity of participants and interviewers
 - Smoothness of sharing contact information / improved routes to appointment set-up?
 - Subject to data security issues
- Ubiquity / ease of use of video in everyday life = change to the calculation of when to consider it in the mix

Future work – Good Practice Guide



- Gather evidence from UK and overseas studies on lessons learned
 - Literature review
 - Leadership and participation in video interviewing special interest group
 - Conference sessions (including ESRA 2025)
- Produce good practice guide focused on practical implementation of video interviewing
- 1st version – Spring 2025
- Workshop – Late 2025



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Future work – Good Practice Guide



- Different approaches – e.g. stand-alone vs part of mixed mode approach
- Recruiting participants, scheduling appointments, reminders
- Interviewers – training, skills, specialist vs general, payment
- Practicalities – platforms, interviewer equipment, respondent device, sharing visual material
- Non-standard tasks – self-completion, cognitive assessments, data linkage consents
- Costs



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Future work – Scientific Papers

- How does video-interviewing affect measurement and data quality in BCS70 and NCDS?
- Use of experimental data to further explore how comparable data collected via video is with other modes
- Further analysis of use of video interviewing in ESS (Round 11)

SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION



Thanks

