



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

Assessing the impact of video interviewing on survey measurement and data quality: Evidence from an experimental study

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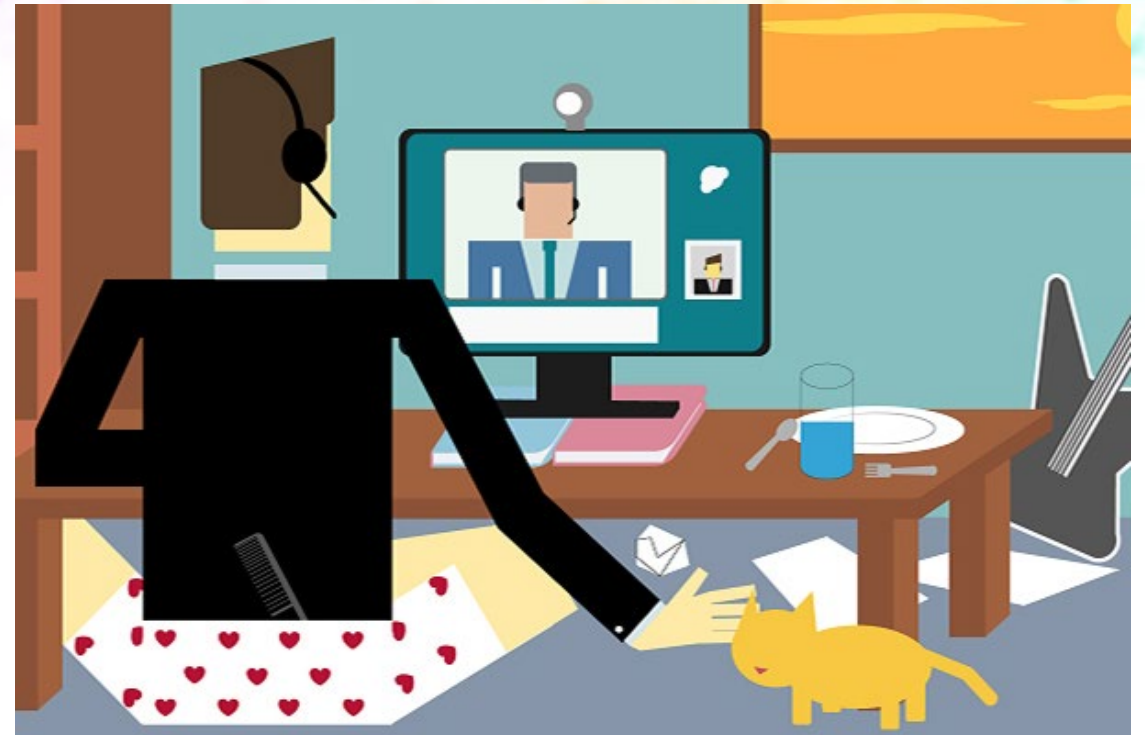
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Video technologies





- Rapid expansion, adoption and familiarization of video technologies.
- Daily usage for both work and personal life
- In Dec 2020, Zoom had 300 million daily meeting participants




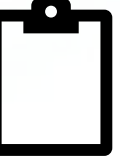

The use of video-interview (VI)

- In certain areas, VI had *occasionally* replaced in-person interviews with the same success – e.g.:
 - Qualitative interviews (Irani et al. 2018; Weller 2017)
 - Online fieldwork for ethnographic research (Howlet 2021)
 - Focus groups (Forrestal et al. 2015)
 - College admissions (Ballejos et al. 2018)

The use of video-interview (VI)

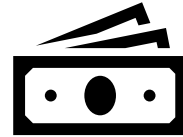
- In certain areas, VI had occasionally replaced in-person interviews with the same success
- The advantages of VI:
 - Removal of geographical constraints 
 - Reduction of financial and time costs associated with travelling  
 - Increased flexibility for arranging interviews 

VI for large-scale data collection

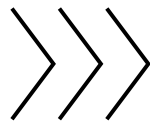
- Suspension of F2F interviewing during the COVID pandemic led to significant increase in the use of VI 
- VI was adopted in studies like the ESS, the NCDS and the BCS70. 
- However, the impact of the mode on measurement and representativeness was largely unexplored 

VI in the post-pandemic world


- With declining response rates and increasing survey costs, alternative and cost-effective methodologies of data collection are needed



- Recent trend of transitioning towards online data collection methods



Previous research

- Some observational research, but not experimental 
- Endres et al. (2023) investigated mode effects using an experimental design on a student sample from a community research pool
- They found VI to be more comparable to F2F than web

Our research question

Is data collected by video-interview more comparable with data collected in-person or by web?



The data



1,692 participants aged 20-40
in England

Soft quotas to ensure a broadly
representative sample

The data

Mode allocation using a rotation plan
Order of allocation randomised
between sample points



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in England

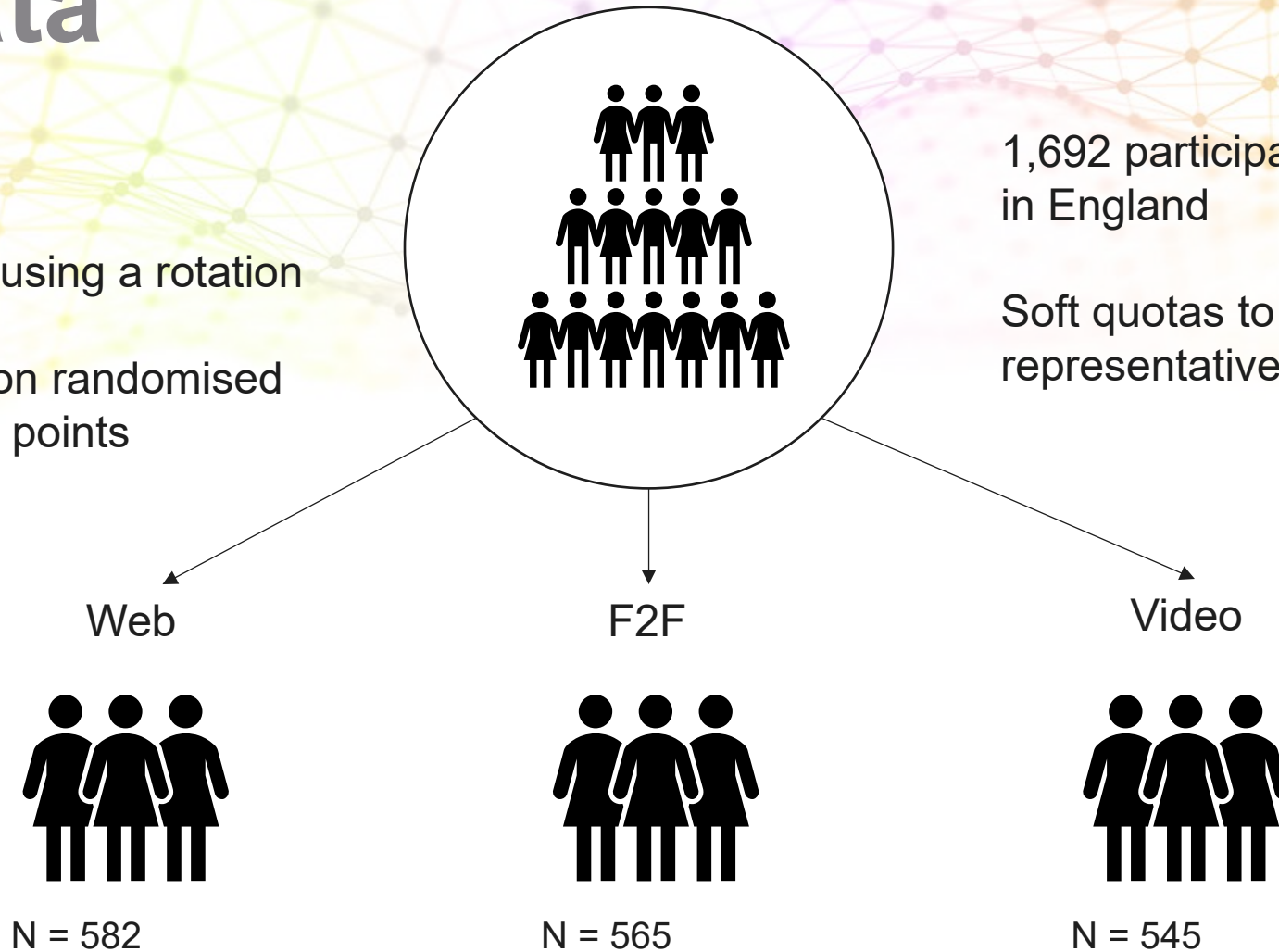
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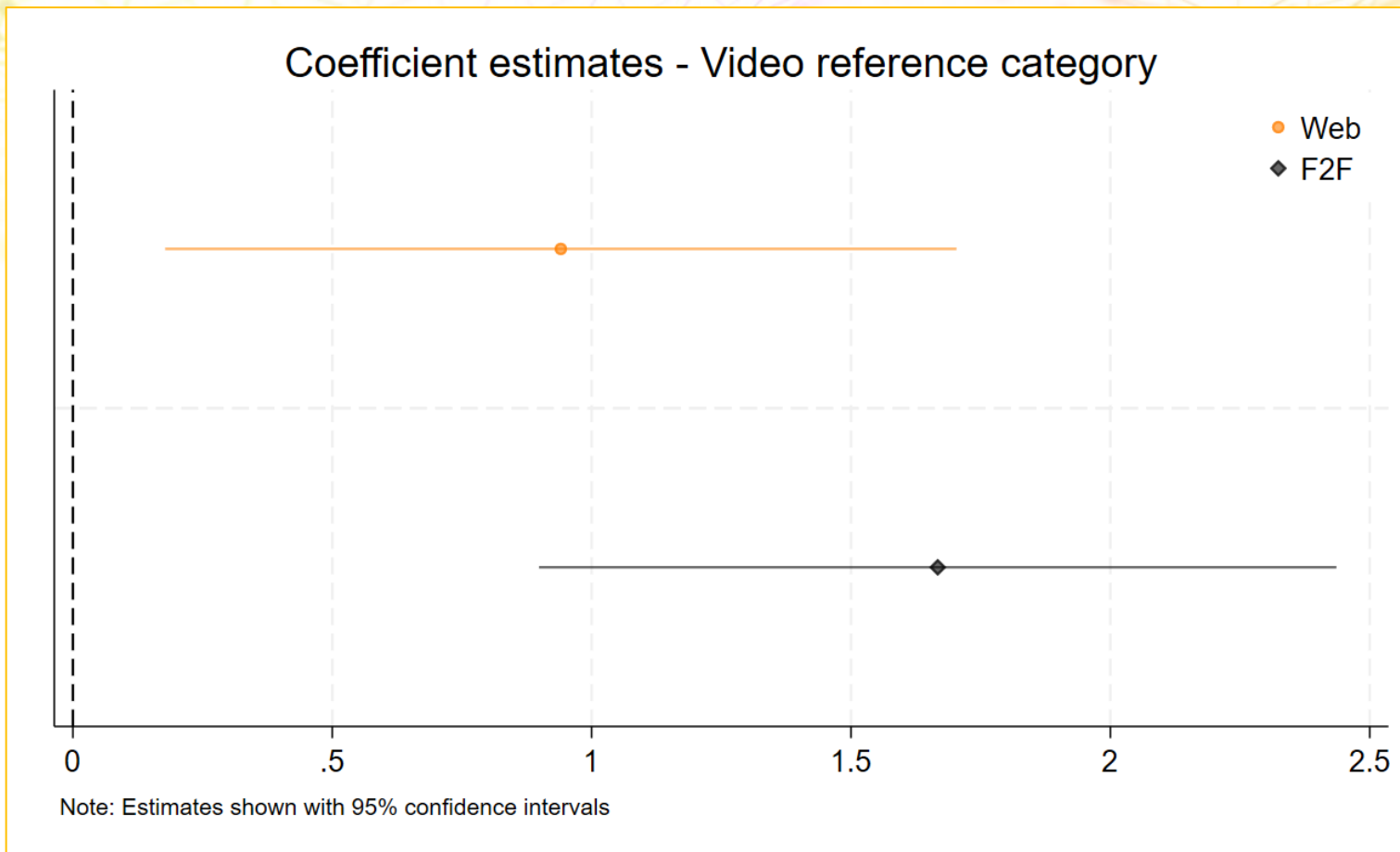


The methodology

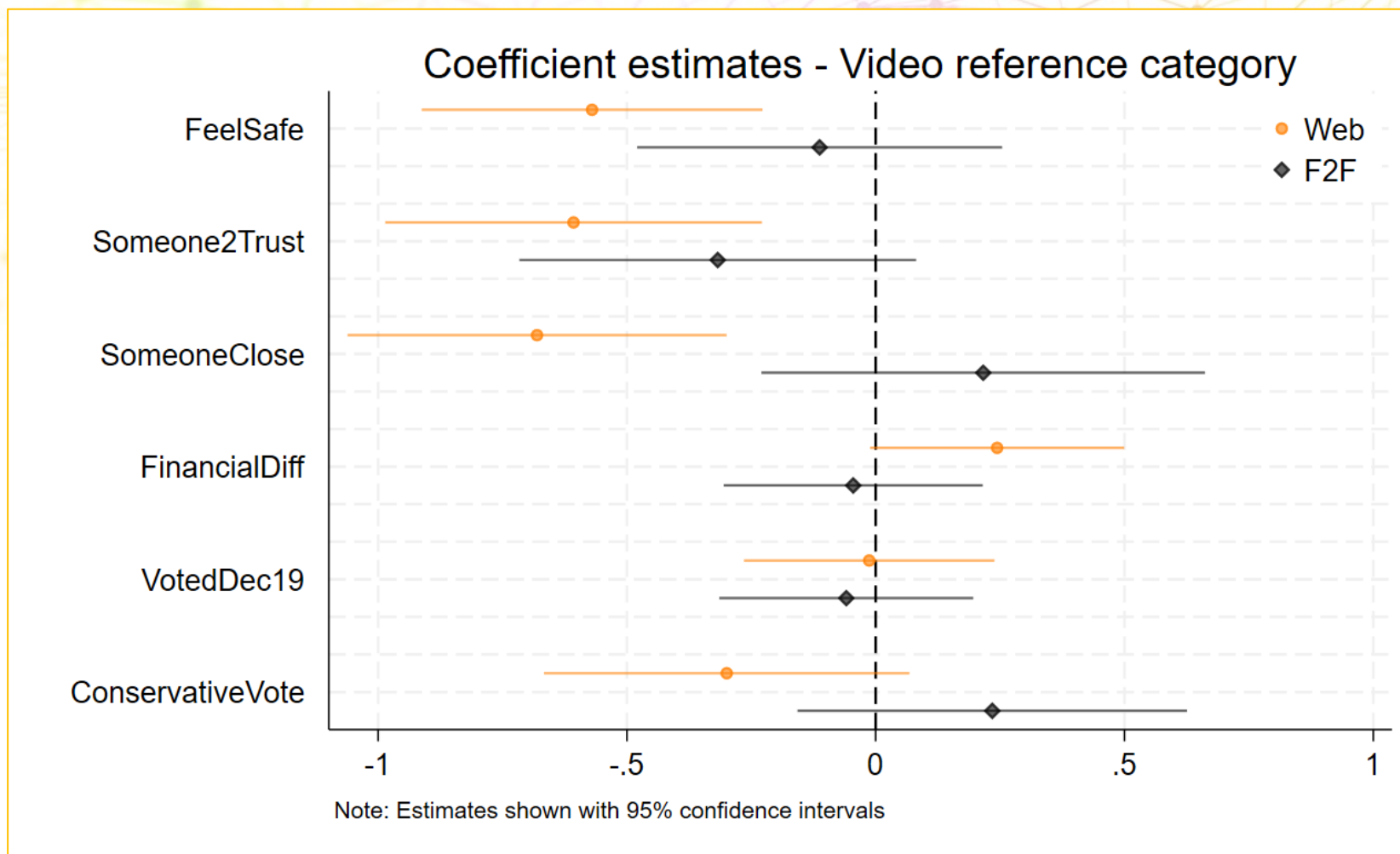
- We compare the three modes on two indicators:
 - Item non-response (Refusals & Don't know)
 - Substantive measurement differences for:
 - Mental health & general health
 - Lifestyle behaviour – Drinking, smoking, exercise
 - Income, financial situation and financial literacy
 - Vote
 - Child circumstances
 - Network – Friends & Family
- We adjust for confounders by regressing our variables of interest



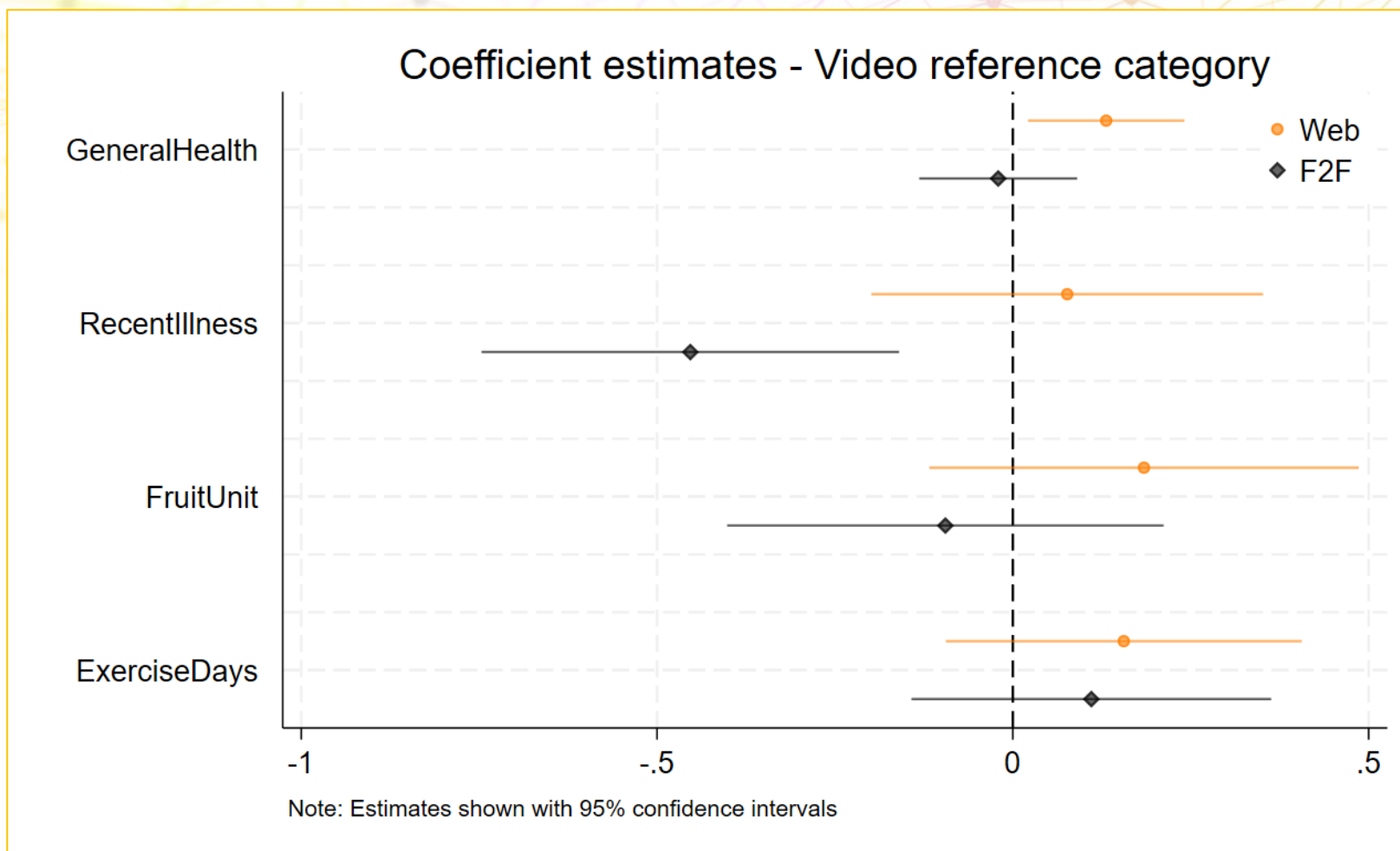
Results: Item missingness



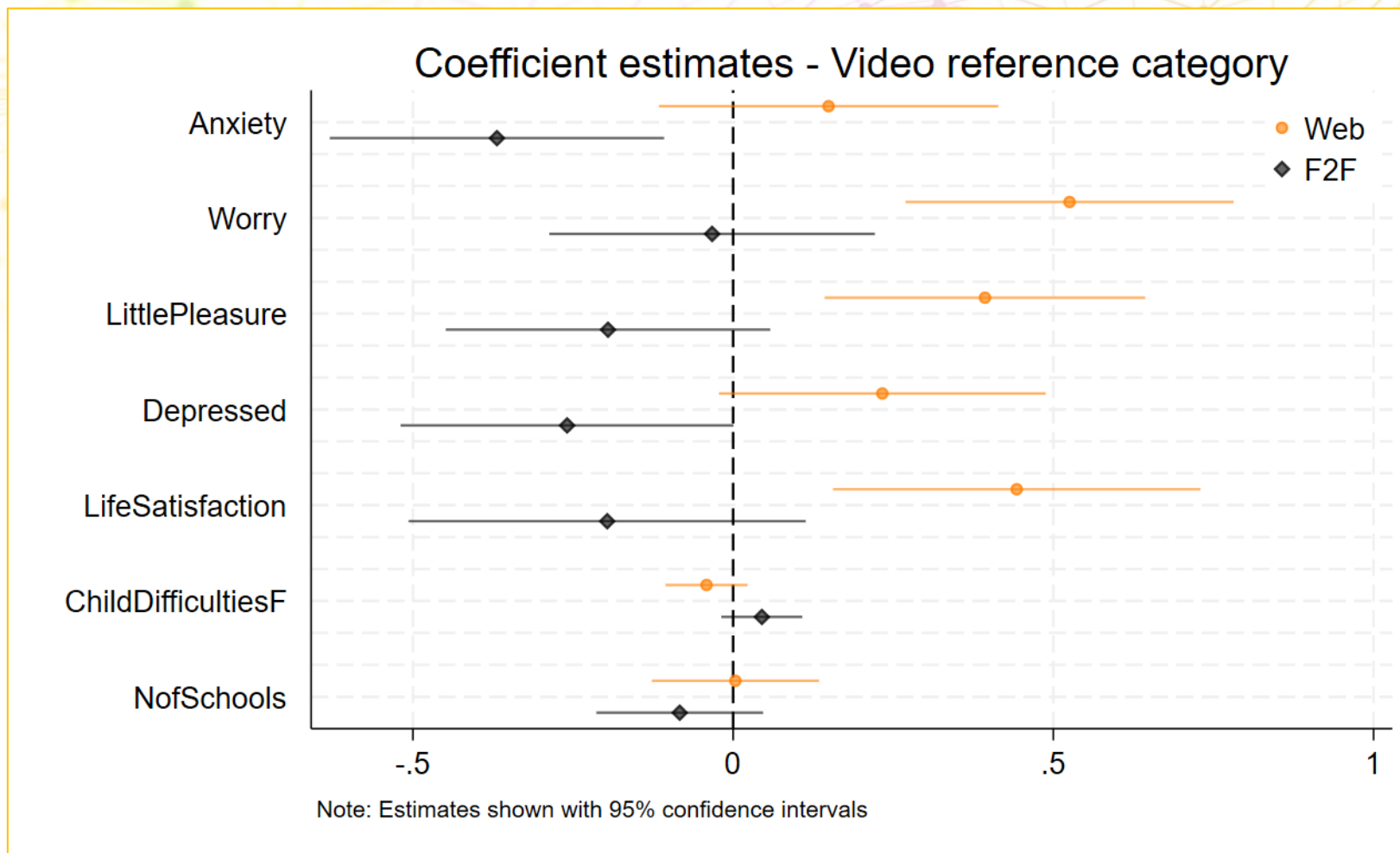
Results: Substantive measurement



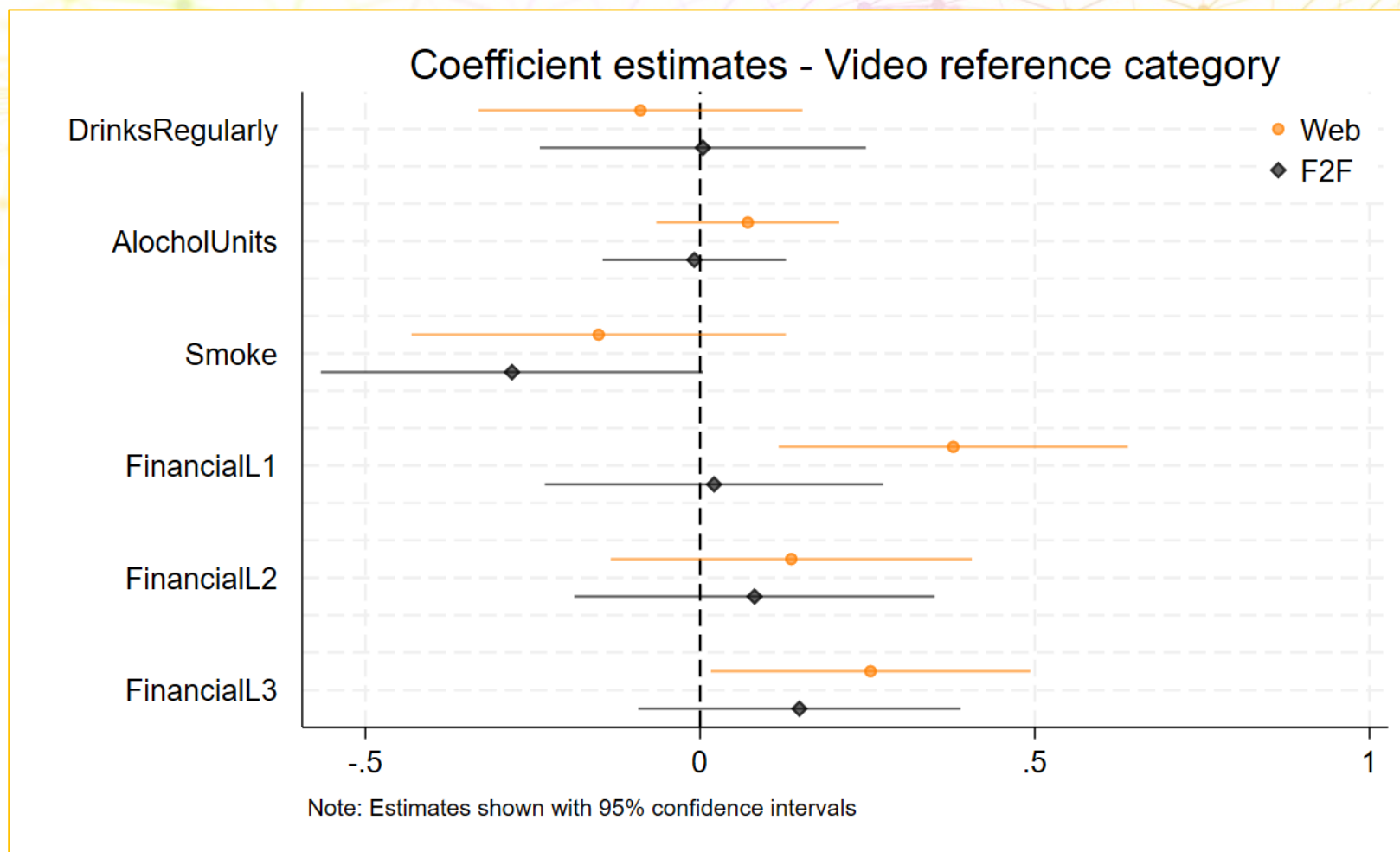
Results: Substantive measurement



Results: Self-completion module



Results: Self-completion module



Conclusions

- VI respondents provided lower levels of item non-response
- Out of the 23 substantive measurement items we analysed, VI and F2F only differed in 2. For the Web comparison, 9. Measurement varied as a function of mode.
- Despite some of those being part of a self-completion module, we still observe some social desirability bias attributed to the interviewer-administered modes.
- Following expectations and previous studies, data collected through VI is more comparable with F2F data than data collected via web.

Going forward

- Our research provides promising evidence for the future of VI
- Previous literature also showed VI to have lower levels of satisficing, compared to Web
- If this happens to be consistent through other studies, VI could be part of the online transition
- VI could be the alternative for when Web does not suffice for conducting the desired research – i.e. Need to capture complex measurements

Thank you for your attention!

Questions?

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