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Effort and Costs of Conducting Video Interviews in a Large-Scale Mixed-Mode Design

Survey Futures Workshop: Video Interviewing

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Background

- Interest in live video interviewing has been partly motivated by the possibility of reducing costs relative to in-person (i.e., face-to-face) interviews while retaining some of the benefits of in-person data collection.

Does live video interviewing reduce costs relative to in-person interviewing?

Example of Video Cost Components

- Fixed costs
  - Video platform
  - Developing interviewer training
  - Optional integration of video platform with management system
  - Questionnaire development (not unique to video)

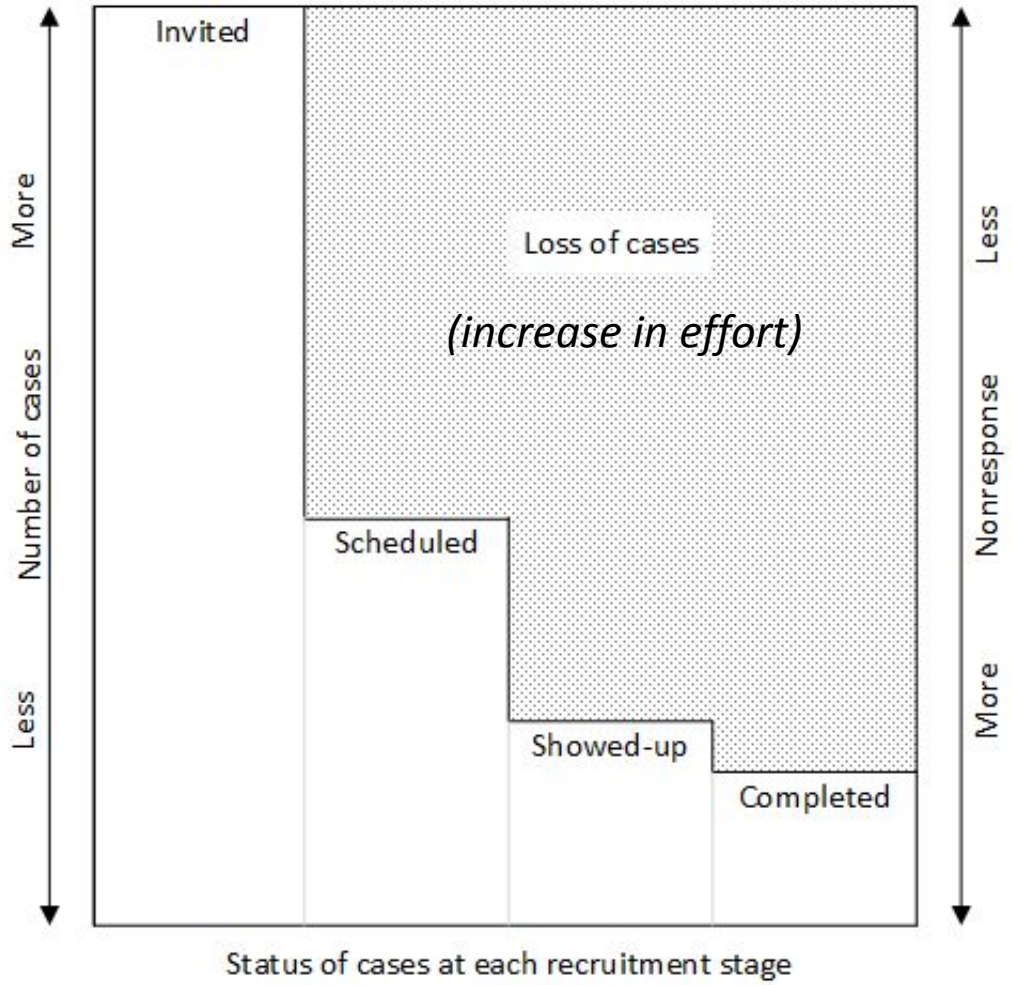
- Variable costs *(largest portion of costs)*
  - Recruitment (e.g., contacting, scheduling, and following up with non-respondents)
  - Interviewer effort
  - Travel/trips

Video Recruitment and Show Rates

- Appointments are critical for video interviews in a way they aren't in other modes
  - Invitation comes via another mode, e.g., postal mail, email, text, phone, etc.
    - Unsolicited contact, e.g., (Address-based Sampling), can be very challenging (Hupp forthcoming); multi-interview/panel surveys may be a better fit.
  - Two scheduling models 1)Self-, and 2) interviewer/survey organization scheduled (e.g, see Conrad et al., 2023 for an example of self-scheduling, and McGonagle and Sastry, 2021 for phone interviews)

- Little research on extent to which survey appointments are kept
  - Medical research shows patients more likely to keep appointments when:
    - Less effort is required by patient to keep appointment (Dantas et al., 2018; Deyo & Inui, 1980)
    - Patients are reminded (Almong et al., 2003; Opon et al., 2020)

Live Video Nonresponse Framework



(Hupp et al. forthcoming)

Live Video Nonresponse

	Hupp et. al (forthcoming) 2019 Conrad et al. study	Guggenheim et al. (forthcoming) 2023 ANES pretest	2024 ANES
Invited	5,783	157	966
Scheduled an appointment	593 (10.3%)	82 (52.2%)	633 (65.5%)
Showed up for appointment	309 (52.1%)	42 (51.2%)	364 (57.5%)
Showed + Completed Interview	286 (92.6%)	42 (100%)	238 (65.4%) initially 353 (97.0%) eventually

- Study designs are not identical
  - 2019 Conrad study - non-probability panel, initial interview via video, self-scheduled
  - 2023 ANES pretest - ABS convenience sample, follow-up interview, interviewer scheduled
  - 2024 ANES - ABS, follow-up interview, interviewer scheduled, more rigorous reminder strategy and follow-up to ultimately get the interview

American National Election Studies (1)

- Presidential election time series of U.S. citizens 18+
  - Nationally representative
  - Traditionally has had an in-person data collection component consisting of pre-election and post-election interviews with the same respondents
  - In 2020 and 2024, the ANES incorporated live video interviewing
- 2024 post-election video (Zoom) appointments (for Nov.-Dec.) were scheduled at the conclusion of the pre-election interview (Aug.-Election Day)
  - Eligibility criteria to schedule a video appointment
    - Internet access - Yes/No
    - Positive rating of pre-election interview - Liked a great deal, liked a moderate amount, liked a little, neither liked nor disliked, disliked a little, disliked a moderate amount, disliked a great deal
  - Completed 966 in-person pre-election interviews -> 633 (66%) post-election video appointments

American National Election Studies (2)

- Reminder strategy (email/text)
  - Appointment confirmation
  - Calendar invite
  - 2 month & 1 month *if applicable*
  - 1 week / 24 hours / Morning of
- Separate charge code and interviewers to better track costs
- Interviewers scheduled in two-hour shifts
  - Done this way given the high no-show rate on other studies
    - Interviewers were paid for shifts regardless of missed appointments by the respondent
  - Logged into the meeting 10 minutes before the scheduled time
- Post-election field period concurrent for all modes
- No show video appointments were kept as a video case for a few days in the event they might reschedule
  - If they didn't reschedule the case was sent for in-person follow-up
- Data are observational and non-experimental, and analyses are on-going

Interviewer Effort

Mode Compared by Effort (Pre/Post) *mode switchers not shown*

Post Iw Mode	Post Completions	Overall Avg PostAttempts	Attempts PostField	Overall Avg PreAttempts	PreAttempts PreField
Video	336	2.3	0.2	5.30	4.14
In-Person	216	4.8	4.8	4.50	3.76
Phone	53	8.6	8.6	9.68	4.51

Hours Per Interview Post-Election Survey

Iw Mode	Iw HPI	Overall HPI
Video	3.86	5.13
In-Person/Phone	4.43	9.76

All Video Segments and Trip Reductions

Post-Election Area Mode Assignment x Video Completion

All post IWs in area were video completes	All Video	Mixed	No Video	Total
No	31	166	20	217
Yes	**15**	**2**	**1**	**18**
Total	46	168	21	235

~33%

~8%

Of the 18 segments where all of the post-election interviews were completed via video...

- 9 (50%) segments had no trips and no nonresponse
- 1 segment had 1 trip and no nonresponse
- 7 segments had between 0 and 10 trips and one nonresponding case
- 1 segment that had 7 trips and had two nonresponding case

Summary/Discussion (1)

Does live video interviewing reduce costs relative to in-person interviewing?

Yes, but maybe not as much as some had hoped.

- Savings realized are heavily design dependent
  - Some of the design constraints in the ANES likely led to a dampening of cost savings
    - A concurrent design has the potential to increase the number of trips as the field interviewer may be less efficient when they don't have all of the sample they could work, potentially leading to additional trips. A small change like using video sequentially might be more beneficial

Summary/Discussion (2)

- Scheduling and getting sample members to show-up for their appointment is a challenge. Are there things we could do differently to improve those rates, thus reducing the costs of the follow-up recruitment to try and get to participate?
- Interviews completed via video take less effort than interviews completed in-person or by phone
- We did see some trip savings in particular segments where trips were eliminated due to completions via video
- Any savings may not reduce the overall budget, but could be used in an adaptive manner to target cases that need more resources

Thank You!

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