

JPSM/MPSM

Survey Methodology Seminar Series

A Propensity-Adjusted Interviewer Performance Indicator

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Presenter

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12:10-1:00pm

Speaker will be at the University of Michigan
Video Room 368 - ISR South Basement
Room 2208 LeFrak Hall– Maryland

Abstract

Fair evaluation of interviewers based on their cooperation rates is complicated in most surveys. Depending on the mode(s) of data collection and the methods used to assign sampled cases to interviewers, different interviewers often work cases that are more or less difficult to interview. Further, in centralized telephone facilities, interviewers are given cases affected by the results of earlier attempts by other interviewers. This paper proposes and evaluates an interviewer performance indicator that attempts to repair these weaknesses and can be used in all data collection modes involving interviewers. For each contact made by an interviewer, the deviation between the outcome of that contact (1 = successful interview, 0 = other) and the predicted probability of a successful interview for that contact (according to auxiliary information and survey paradata) is recorded. Each interviewer then receives a score that is the mean of these deviations across all contacts. This performance indicator gives larger credit to the interviewer who obtains success on difficult cases versus relatively easy cases. The indicator also gives smaller penalties to failures on very difficult cases. We analyze face-to-face and telephone contacts from three different surveys to illustrate the computation of this indicator and its properties. We find that calling history paradata are the strongest predictors of obtaining interviews in both modes (especially so for face-to-face contacts), and produce propensity-adjusted performance indicators that more effectively distinguish among interviewers.

This is joint work with Bob Groves.

The Survey Methodology Program hosts this series of brown bag seminars on survey methods. The purpose is to have informal presentation and discussion of topics in survey methodology. They are open to anyone interested. If you would like more information, or if you have suggestions for methodological topics you would like to see presented, please contact: Jodi Holbrook at 647-3592