



Video Interviewing: An Overview

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Vocabulary

- Video conferencing => video communication, video calls, video meetings
- No four letter acronyms with a “C” for Computer assisted”
 - All video communication involves computers
 - which *mediates* the communication more than *assists* an interviewer
- Distinguish live video interviews from a mode in which recordings of interviewers reading questions are embedded in online questionnaires
- Use “Live Video interviews” or just “video interviews” to mean live, two-way communication
 - distinguish from in-person interviews
 - both are face-to-face

Video usage

- 81% of U.S. adults have ever used video to talk with others
- Those with more education are likely to make frequent video calls

Technology has been a lifeline for some during the coronavirus outbreak ...

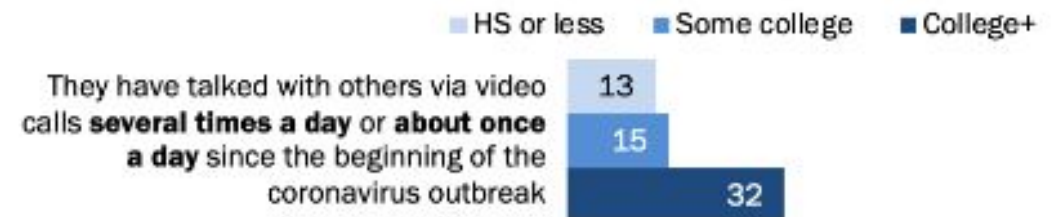
% of U.S. adults who ...

81% say they have **ever*** talked with others via video calls since the beginning of the coronavirus outbreak in February 2020



Adults with a bachelor's, advanced degree more likely than others to make daily video calls, use tech in new ways, consider internet essential amid COVID-19

% of U.S. adults who say ...



(Pew Research Center, 2021)



When *face-to-face* data collection is “required,” video-mediated interviewing...

- Appears to be an effective alternative (it’s also “face-to-face”)
- Allows interviewers to help with difficult response tasks
 - e.g., cognitive assessment
- Enables collecting data from members of remote populations, or those with safety (e.g., dangerous public health conditions or high crime neighborhoods) or privacy concerns
- It could reduce (or eliminate) interviewer travel costs
- Promotes completion (Hupp et al., 2021) and reduces straightlining compared to self-administration (Conrad et al., 2023)
- Promotes same levels of rapport between respondent and interviewer observed in person (Sun et al., 2021)



Respondent Considerations

- Not all (potential) respondents have access to video communication, potentially leading to coverage error (Schober et al., 2020)
 - Need a stable internet connection
 - Need a device with a working camera and microphone
 - R must be comfortable/skilled (enough) with using video to agree to participate; platform must be easy to use
 - Must be *willing* to use video (Schober et al., 2023)
- Access may be improved in some cases
 - Those who need sensory assistance can turn up the volume (can't do this in person) or read the interviewer's lips (can't do this in a phone interview)

Recent Production Studies

- **United Kingdom & Europe**
 - 1958 National Child Development Study (NCDS)
 - 1970 British Cohort Study (BCS70)
 - English Longitudinal Study of Ageing (ELSA)
 - European Social Survey (ESS) - 30+ European nations
 - Health Survey for England
 - National Survey of Sexual Attitudes and Lifestyles (NatSal)
- **Australia**
 - Survey of Health and Wellbeing (SHWB)
- **United States**
 - American National Election Studies (ANES)
 - Medical Expenditure Panel Survey (MEPS)
 - National Study of Mental Health (NSMH)

Interest

- Survey Futures Research Strand 3 (investigating video)
<https://www.iser.essex.ac.uk/research/projects/survey-futures>
- NCRM SDC-Net video interviewing special interest group
<https://www.ncrm.ac.uk/research/SDC-Net/>
- mda special issue on video interviewing
- 2022 AAPOR webinar: Video Survey Interviews: Recruiting, Data Quality, and Respondent Experience



Sample/Recruitment

- Invitation in another mode, e.g., postal mail, email, text message, in-person or telephone
- Unsolicited contact, e.g., ABS, unlikely to be productive (Hupp et al., 2021)
- Video interviews well suited for studies that collect data from respondents on multiple occasions (e.g., Current Population Survey, American National Election Studies, etc.)
 - sample members trust the organization
 - possible to instruct R on use of video and to check connection in earlier, in-person visit

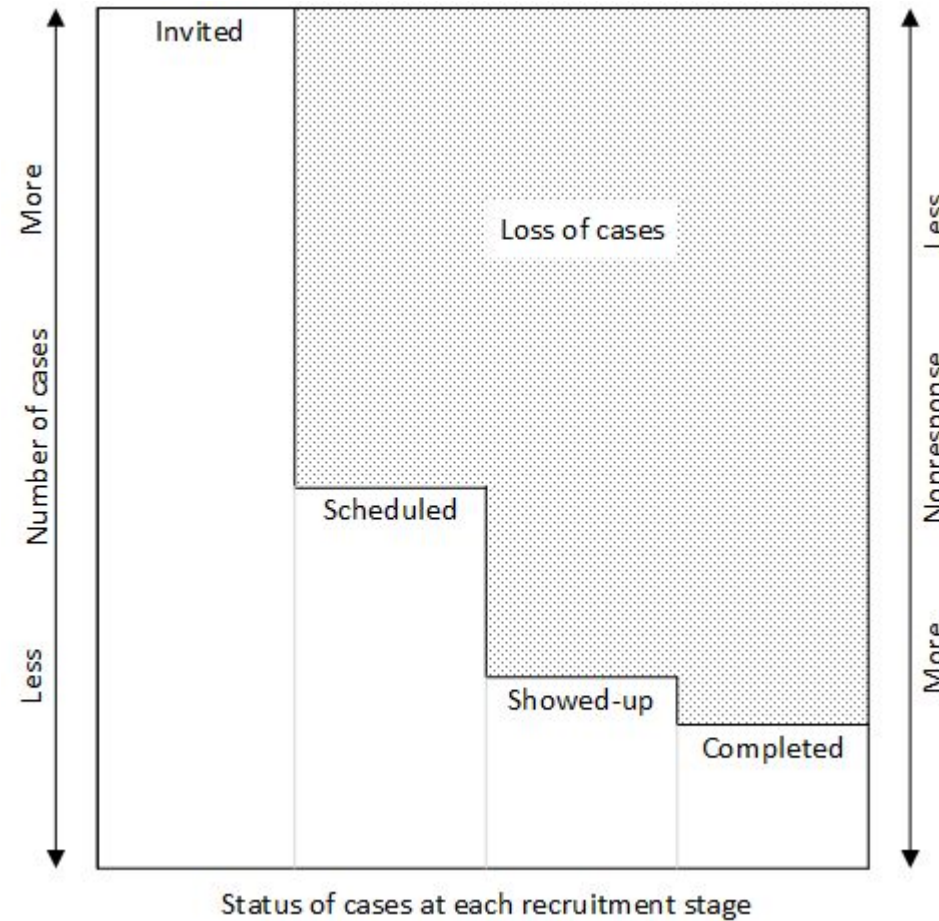
Scheduling Options

- Cold call
 - Challenges assembling a frame with the necessary information (e.g., usernames, email addresses, FaceTime phone numbers)
 - Seems unlikely to be effective since most respondents probably unwilling to accept an incoming video call from an unknown person
- On-demand
 - Have interviewers available (possibly during designated times) when R wishes to be interviewed
 - Feasible but inefficient (DeBell et al., 2022, Guggenheim et al., 2021)
- By appointment
 - Interviewer schedules during previous interview
 - Respondent self-schedules (e.g, see Conrad et al., 2023 for an example, and McGonagle and Sastry, 2021) for a discussion of self-scheduling telephone interviews)

Appointment Show Rate

- Little research on extent to which survey appointments are kept
- Extensive research on medical appointments
 - Rates of broken appointments increases when more effort is required by the patient to keep an appointment (e.g., greater distance to the clinic, lack of transportation) Dantas et al., 2018; Deyo & Inui, 1980
 - Appointments for telehealth visits are kept at a substantially higher rate than in-office visits (Alkilany, Tarabachi, and Hong, 2021; Drerup et al., 2021)
 - Appointments are kept at a higher rate when patients are reminded (Almong et al., 2003; Opon et al., 2020)
- Presumably the show rate for survey interviews are affected in similar ways

Live Video Nonresponse



Hupp et al., under review



Live Video Appointment Show Rate

Sample Source	Invited	Scheduled an appointment
Total	5,783	593 (10.3%)
Opt-in Web	5,500	310 (5.6%)
Opt-in Clinical	283	283 (100%)

Sample Source	Scheduled an appointment	Showed up for appointment	Didn't show-up for appointment
Total	593	309 (52.1%)	284 (47.9%)
Opt-in Web	310	91 (29.4%)	219 (70.6%)
Opt-in Clinical	283	218 (77.0%)	65 (23.0%)

Hupp et al., under review

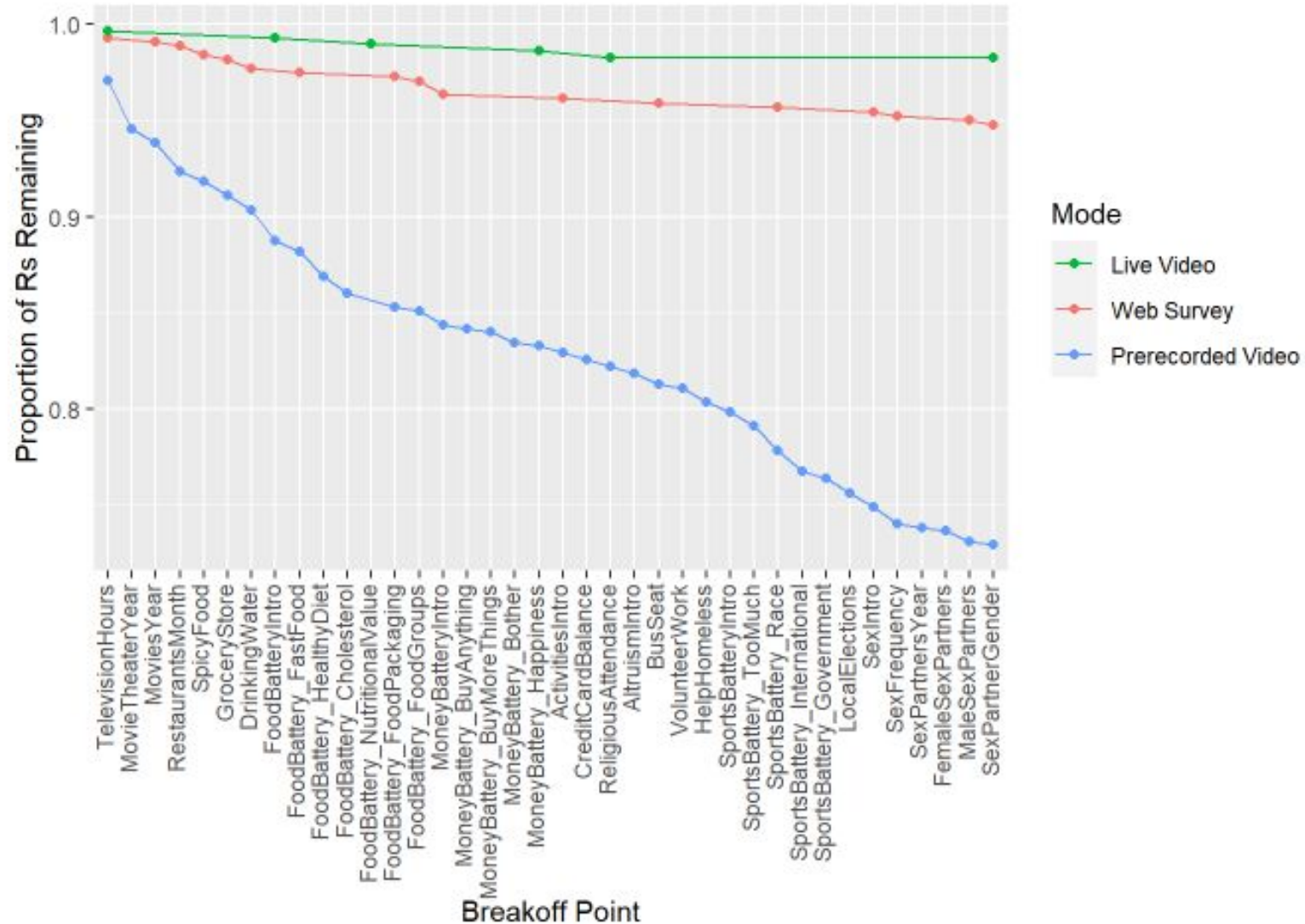


Live Video completion rate

Sample Source	Scheduled an appointment	Showed up for appointment	Didn't show-up for appointment
Total	309	23 (7.4%)	286 (92.6%)
Opt-in Web	91	16 (17.6%)	75 (82.4%)
Opt-in Clinical	218	7 (3.2%)	211 (96.8%)



Breakoffs



Hupp et al., 2021



Data Quality

- Two published studies (that we are aware of) have examined data quality in live video interviews
 - Lab study: Endres, Hillygus, DeBell & Iyengar (2022) compared data quality between
 - Live video, web, and in-person
 - Field study: Conrad, Schober, Hupp, West, Larsen, Ong & Wang (2023) compared data quality between
 - Live video, web, and prerecorded video

Effect of Live Video Interviewing on Data Quality

- Most satisficing behaviours are less common in live video than in a textual web survey (rounding is the exception, much like in in-person interviewing)
- Less disclosure of sensitive information in Live video than Web survey

Data Quality Measure	Endres et al. (2022)	Conrad et al. (2023)
Length of open responses	Live video > Web	
Straightlining	Live video (marginally) < Web	Live Video < Web
Missing data	Live video < Web	Live Video < Web
Rounding		Live Video > Web
Disclosure	Live video < Web	Live video < Web

Similar Data Quality in Live Video and In-Person Interviews

- Endres, et al. (2022)
 - No differences between in-person and live video on any questions
- Conrad et al. (2023) findings analogous to published comparisons of in-person and web:
 - Straightlining: less prevalent in in-person interviews than web (Heerwegh & Loosveldt, 2008)
 - Disclosing sensitive information: more socially desirable responding in in-person interview than web surveys (Heerwegh, 2007)
 - Rounding: greater in in-person interviews than web surveys (Liu & Wang, 2015); attributed to greater time pressure in in-person interviews than web

Interviewer Effects

- West, et al. (2022) examined this and report that interviewer variance (IIC) was low overall, with all IICs less than 0.02
- Not possible to compare these IICs to those for in-person interviews (none were conducted in that study), but suggests that live video interviewers introduced no more variance than is typical in in-person interviews

Discussion

- Is there a place for video in official government surveys?
 - A lot of potential, but still a lot of unknowns
 - One mode among > 1 mode
 - Choice in a single interview (more likely to succeed than only video)
 - Second (or later) interview in longitudinal survey or study with multiple interviews
- Scheduling is currently critical
 - The additional effort (i.e., scheduling and showing up) may be a deterrent for many to participate
- Cost savings are theoretical at this point

Thank You!

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