Effects of Expected and Actual Interview Duration on Survey Participation

ESRA Conference 2021

HELGE EMMLER
July 23rd, 2021
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What’s this about?
Does interview duration matter?

1. Of course it does. But by how much?

2. Before the interview starts, the interview duration is one of the most frequently asked questions. Once the interview has started, the duration hardly seems to matter at all (SCHNELL 1997).
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Data and Methods
Data

1. WSI works councils survey 2015
   - 4125 respondents
   - 215783 contacts with 46872 telephone numbers
   - 135 interviewers
   → contact protocol data, interviewer data, „methods data“

2. WSI works councils survey 2016
   - 2602 respondents
   - 42241 contacts with 3884 telephone numbers
   - 95 interviewers
   → contact protocol data, interviewer data, „methods data“
Methods

1. Multistage analysis
   - Analysis of unit nonresponse
     - Nonresponse bias
     - Response behavior
     - Panel attrition

2. Modeling
   - Logistic regressions
   - Multilevel models
   - Cross-classified data
Methods

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Results
Process of contacting

1. Single contacts:
   Response vs. (Non-)refusal

2. Contacts → Response:
   inverted u-shaped

3. Appointments as indicators of success
   - Non-voice-contact
   + Same interviewer
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   ![Bar chart showing rates of response](chart.png)
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Interview duration

1. Long and short interview
   - Long (45 Min.): 50% → 67%
   - Short (25 Min.): 56% → 65%
   → „Compensation effect“

2. Interview duration vs. speed
   - Fixed part
   - Whole interview

→ Experiment
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Experimental design:

30 minutes 40 minutes (expected)
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Experimental design:
- 30 minutes
- 40 minutes

(expected)

- 30 minutes
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(actual)
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<th>30 minutes</th>
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<tbody>
<tr>
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