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Interviewer-collected paradata and measurement quality: European Social Survey (2008-2018)

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Milano, 20 July 2023,

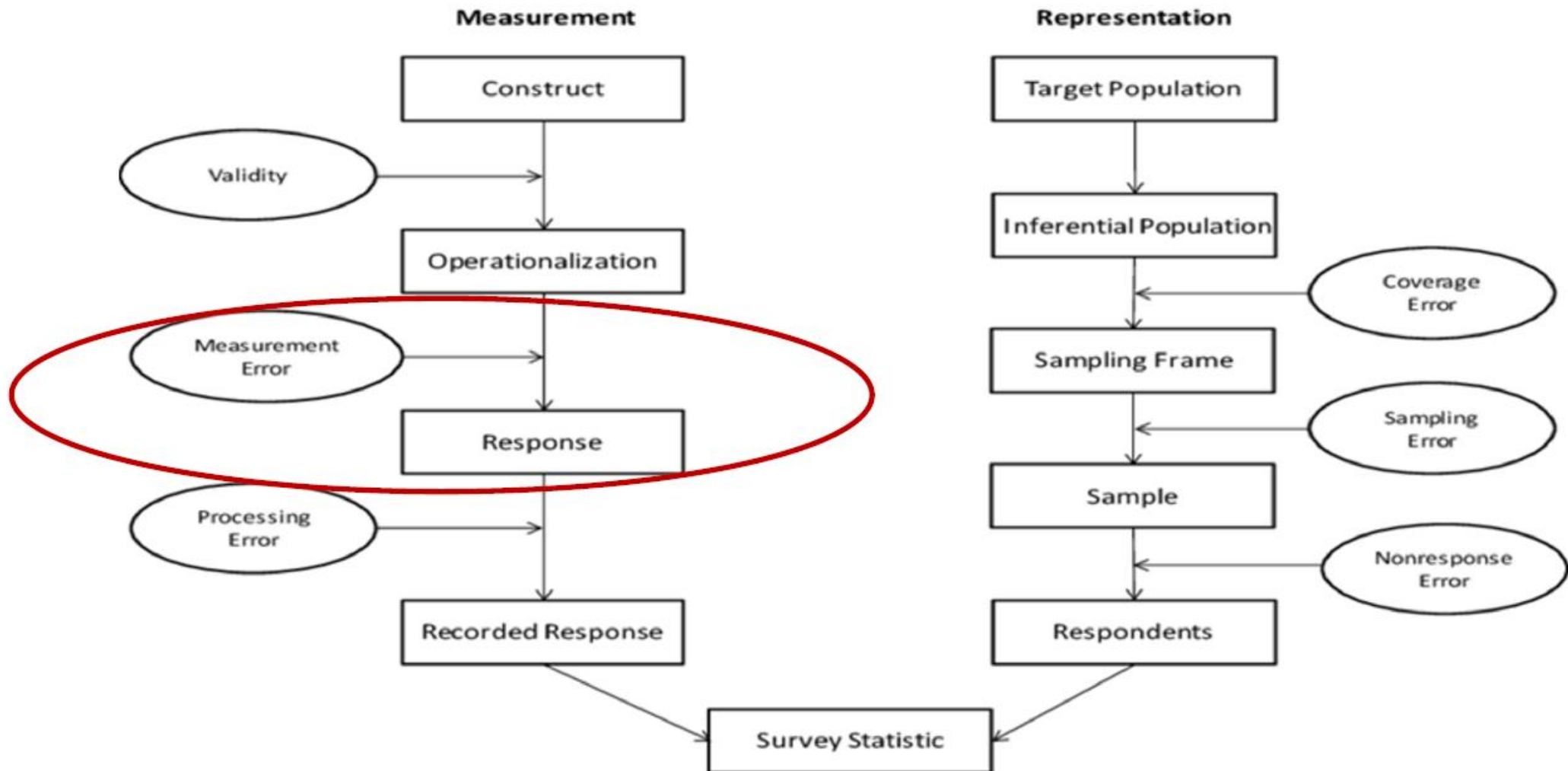
ESRA 2023 Conference

Face-to-face mode is (still) important



- Face-to-face mode is (still) important in cross-country survey projects (ESS, PIAAC, WVS, etc.)
- Measurement error includes *response biases & interviewer effects*
- Measurement quality depends on:
 - respondent
 - interviewer
 - context (of the interview)

Total Survey Error Framework



Response styles in face-to-face mode

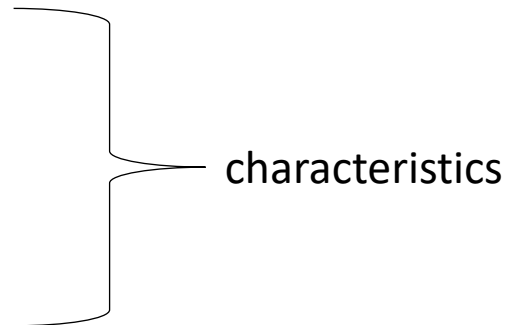
- Research aim: study relations between:

- Response styles

- Respondent

- Interviewer

- Interview context



- What are response styles?

(Van Vaerenbergh & Thomas, 2013)

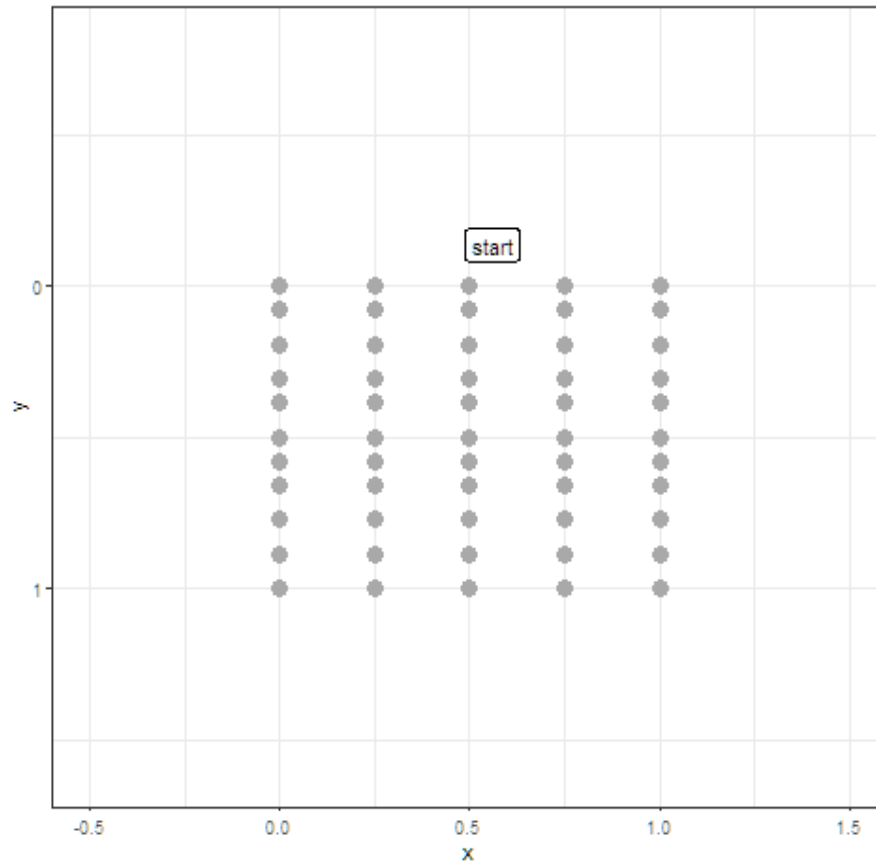
Type	Definition	Respondent's use of a 7-point rating scale ^a
ARS	Tendency to agree with items regardless of content, only the highest response categories are used	○ ○ ○ ○ ● ● ●
DARS	Tendency to disagree with items regardless of content, only the lowest response categories are used	● ● ● ○ ○ ○ ○
MRS	Tendency to use the middle response category of a rating scale, regardless of content	○ ○ ○ ● ○ ○ ○
ERS	Tendency to use the highest and lowest response categories of a rating scale	● ○ ○ ○ ○ ○ ●
MLRS	Tendency to avoid the highest and lowest response categories of a rating scale. This is the complement of ERS	○ ● ● ● ● ● ○

Careless responding – *in vivo*

High complexity – attentive responding

High PC1 (complexity)

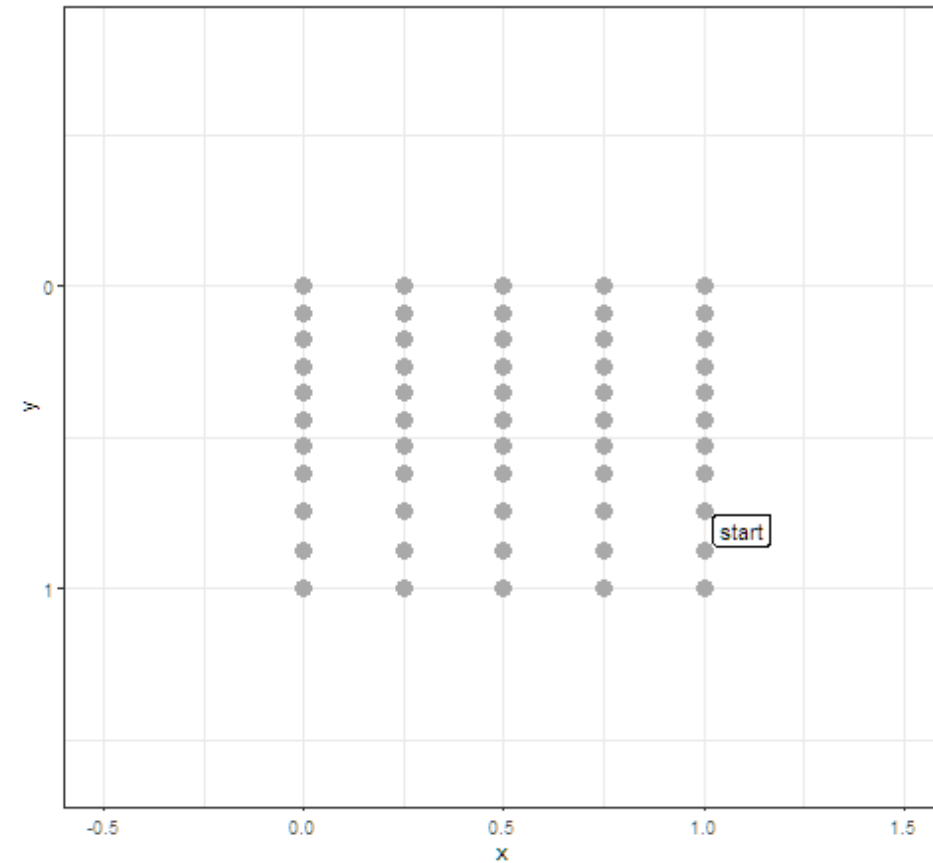
PC1 = 1.26, PC2 = -0.14, PC3 = -0.03



Low complexity – careless responding

Low PC1 (complexity)

PC1 = -2.27, PC2 = -0.05, PC3 = 0.02



Response styles in face-to-face mode: literature review

Less response styles	Mixed evidence	More response styles
more respondent survey experience	interviewer experience	older respondents
more respondent engagement	interview duration	less educated respondents
	reluctance to participate	problems with linguistic competence
	asking for clarification/help	

Research aims in more detail

- Interaction of respondent's and interviewer's socio-demographics and RS
- Interviewer-collected paradata and RS (e.g. engagement assessment)
- Respondent willingness to participate and RS
- Interview duration and RS

The data: overview

- Cumulated ESS data for rounds 4-9 (2008-2018)*
- > 180 000 participants*, > 13 000 interviewers
- 16 countries*, multilevel data structure
- Interviewer questionnaires on respondents' behaviour



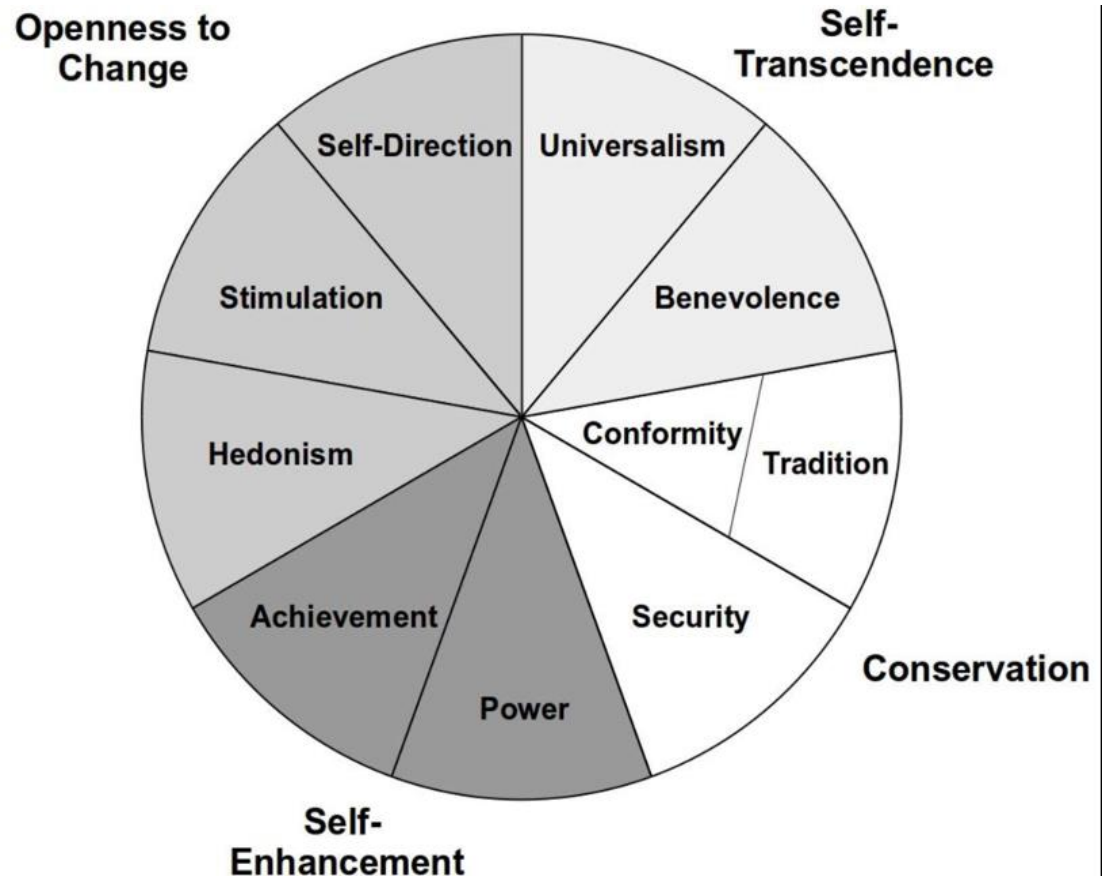


The data: core questionnaire

- Shalom Schwartz's Portrait Values Questionnaire, 21-PVQ used in ESS
- basic human values
- used in all ESS rounds to date

Data/Variables - Round 9 (2018)

- ❶ Important to think new ideas and being creative
- ❷ Important to be rich, have money and expensive things
- ❸ Important that people are treated equally and have equal opportunities
- ❹ Important to show abilities and be admired
- ❺ Important to live in secure and safe surroundings
- ❻ Important to try new and different things in life
- ❼ Important to do what is told and follow rules
- ❽ Important to understand different people
- ❾ Important to be humble and modest, not draw attention
- ❿ Important to have a good time
- ⓫ Important to make own decisions and be free
- ⓬ Important to help people and care for others well-being
- ⓭ Important to be successful and that people recognise achievements
- ⓮ Important that government is strong and ensures safety
- ⓯ Important to seek adventures and have an exciting life
- ⓰ Important to behave properly
- ⓱ Important to get respect from others
- ⓲ Important to be loyal to friends and devote to people close
- ⓳ Important to care for nature and environment
- ⓴ Important to follow traditions and customs
- ⓵ Important to seek fun and things that give pleasure

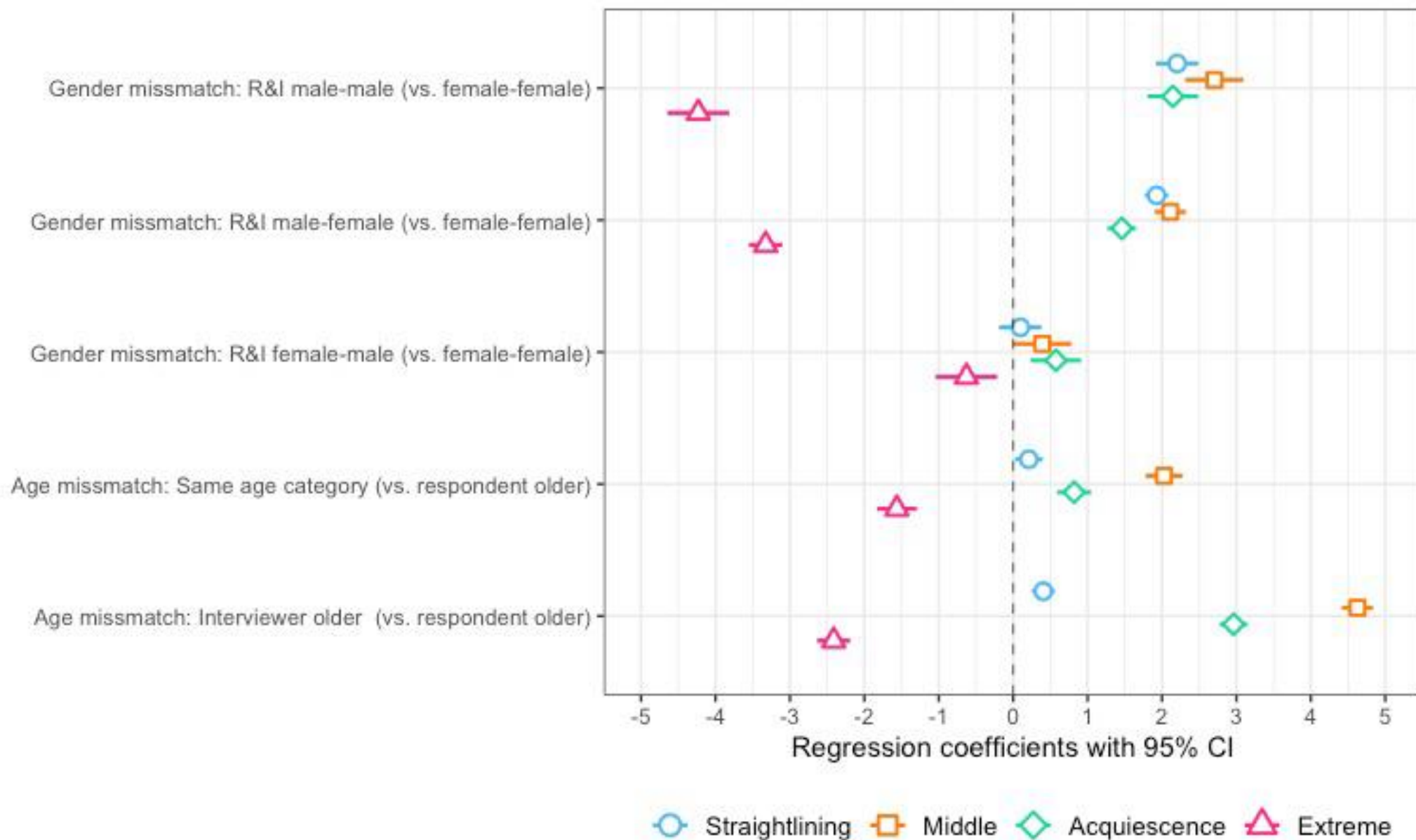


The data: dependent variables

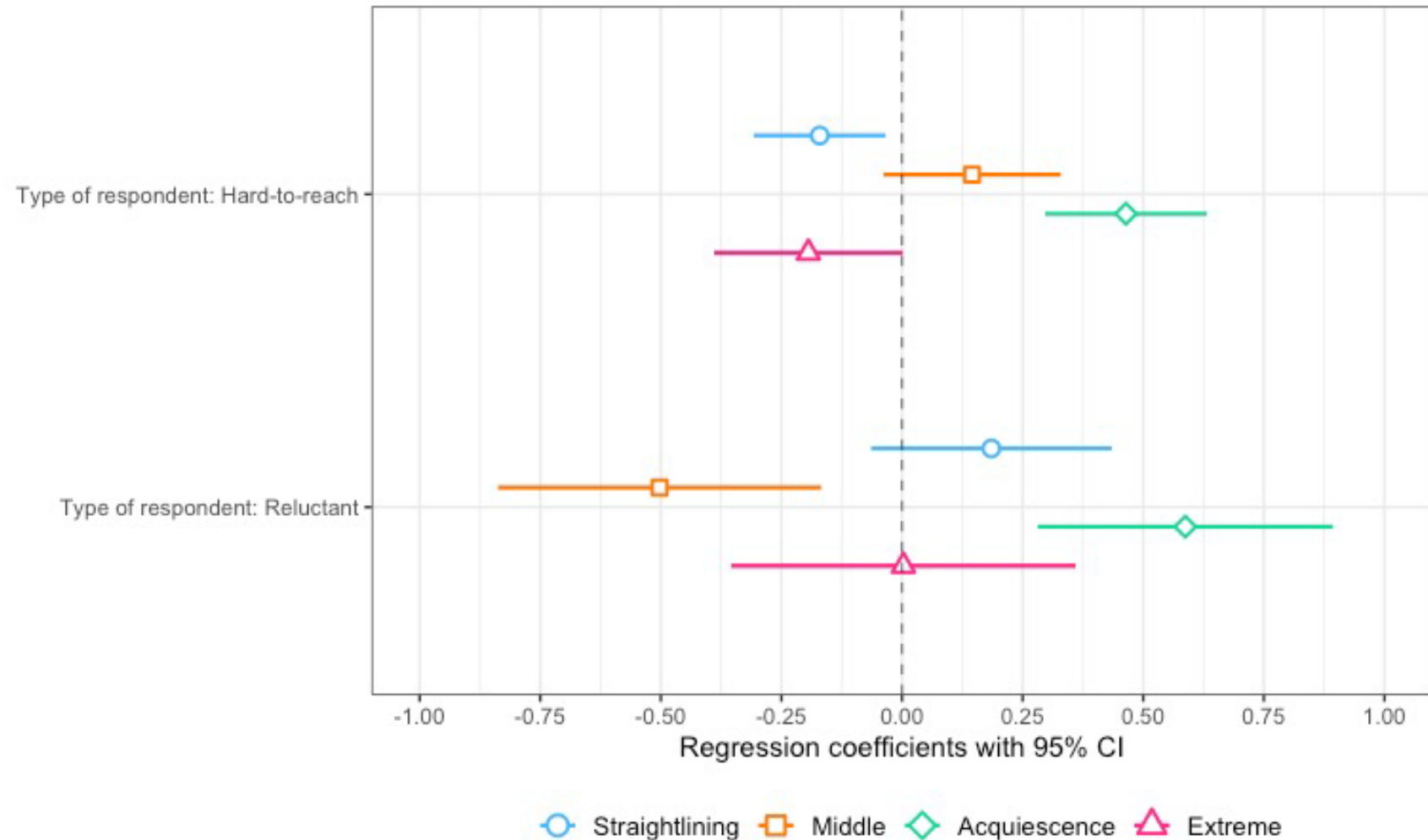
- Four indices:
 - Straightlining (SL)
 - Extreme response style (ERS)
 - Acquiescence response style (ARS)
 - Middle response style (MRS)
- Rescaled to 0-100
- Linear regression assumptions broken -> robust errors employed

21 - PQV (6-punktowy format odpowiedzi)	ERS	ARS	MRS
1 --- <i>Very much like me</i>	1	1	0
2 --- <i>Like me</i>	0	1	0
3 --- <i>Somewhat like me</i>	0	1	1
4 --- <i>A little like me</i>	0	0	1
5 --- <i>Not like me</i>	0	0	0
6 --- <i>Not like me at al</i>	1	0	0
7 --- (Refusal)	-	-	-
8 --- (Don't know)	-	-	-
9 --- (No answer)	-	-	-

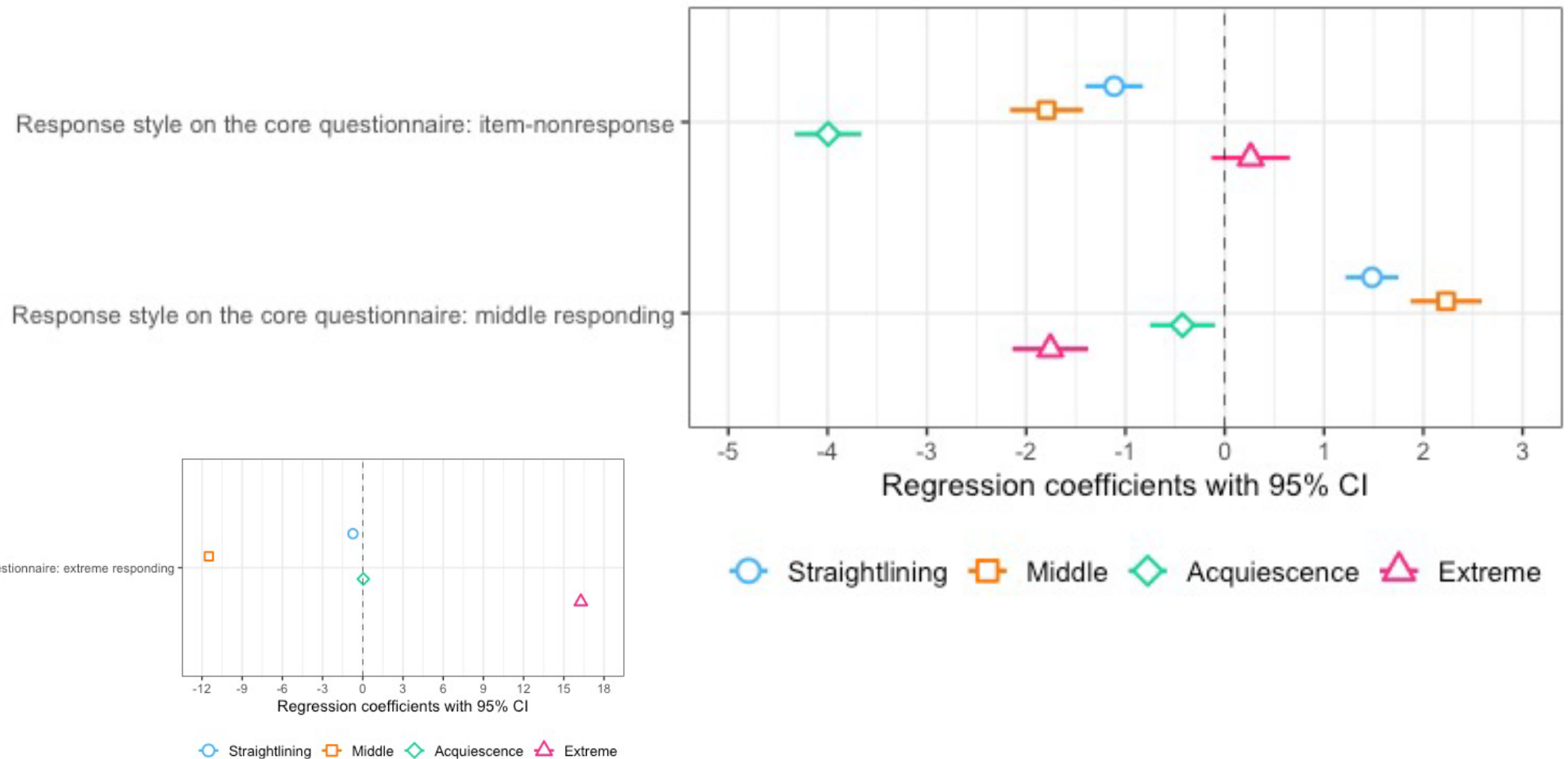
Results: respondent & interviewer traits



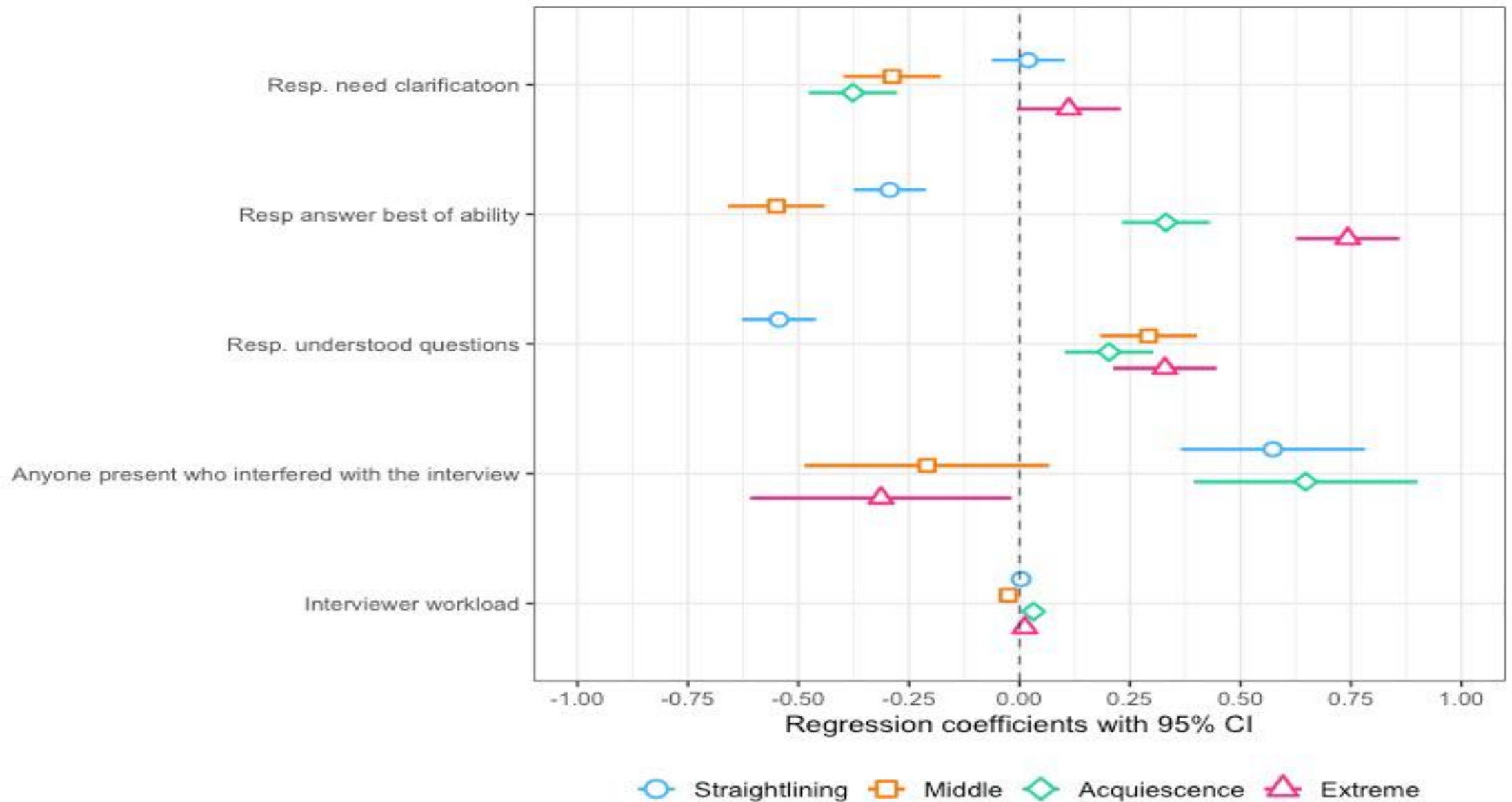
Results: inviting for an interview



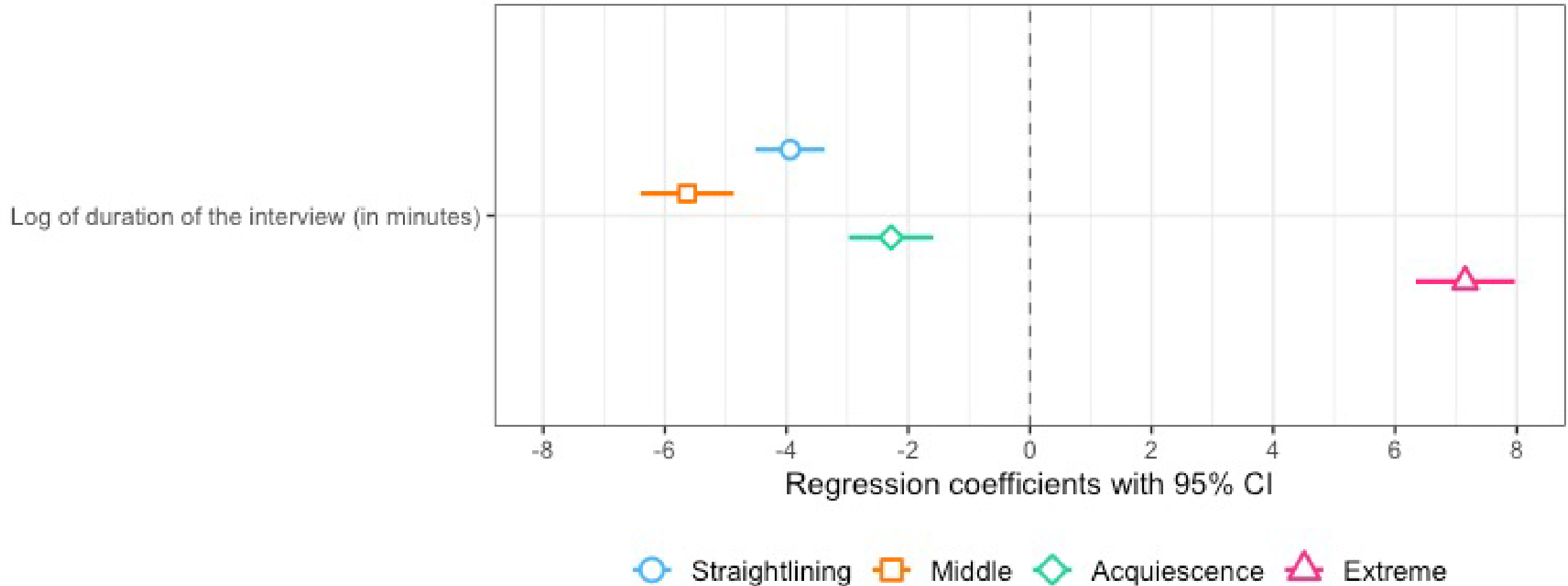
Results: response styles in other scales



Results: interview context



Results: interview duration



Results summary

- Male participants more prone to SL, MRS, ARS, but not ERS
- Interviewer older: more SL, MRS, ARS, less ERS
- More ARS in reluctant respondents
- RS tendencies are stable throughout the questionnaire
- Less SL and MRS for diligent respondents, but also more ARS and ERS
- Less SL for respondents that „understood” questions (and more other RS)
- More SL and ARS if third-person was present
- Short interviews had more SL, MRS, and ARS (and less ERS)

Future directions

- Further refinement in interviewer-collected paradata needed
- More data could be collected
- Important source of interviewer training validation and cross-country unification
- More studies needed on how to improve paradata quality and make most of it for analyses, but also to validate it!
- Video or audio recordings

Thank you!

- Contact me: marek.muszynski@ifispan.edu.pl
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N A R O D O W E C E N T R U M N A U K I