

A General Interviewer Training Curriculum for Computer-Assisted Personal Interviews (GIT-CAPI)

GESIS Survey Guidelines

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These slides are based on the GESIS Survey Guideline about a general interviewer training curriculum:

Daikeler, J., Silber, H., Bosnjak, M., Zabal, A., & Martin, S. (2017). General interviewer training curriculum for Computer-Assisted Personal Interviews (GIT-CAPI; Version 1, 2017). *GESIS Survey Guidelines. Mannheim, Germany: GESIS – Leibniz-Institute for the Social Sciences.*doi:10.15465/gesis-sg_en_022

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Theoretical Background

Interviewers ...

- ... have many tasks during data collection (e.g. contact sample units, gain sample persons' cooperation, ask survey questions in neutral way, document contact attempts and complete interview)
- ... are a potential source of multiple survey errors described in the Total Survey Error framework (Groves et al., 2009)
- Untrained interviewers produce data of lower quality in responses or lower cooperation rates (e.g. Billiet and Loosveldt 1988; Groves & McGonagle, 2001)
- Interviewers differ in their training and experience levels
- Possible solution: General Interviewer Training Curriculum for Computer-Assisted Personal Interviews (GIT-CAPI)





Theoretical background: Total Survey Error

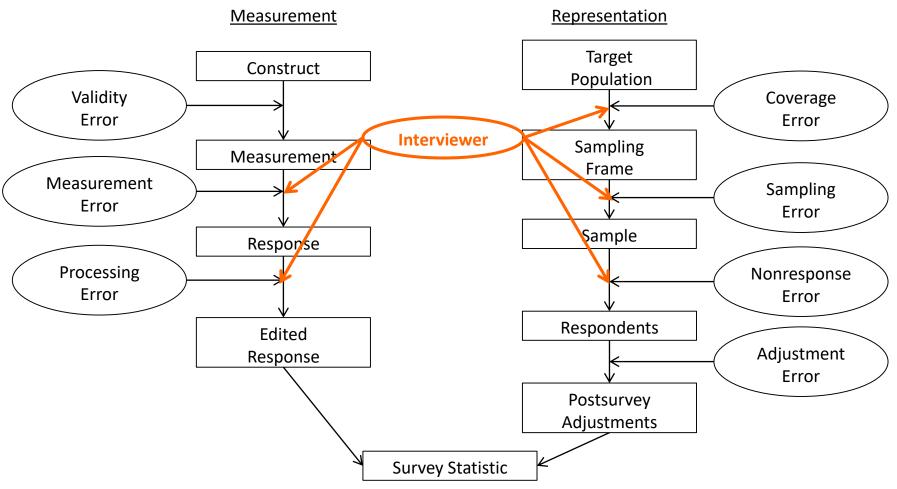




Figure: Ackermann-Piek (under review), adapted from Groves et al. (2009)



Aim & Scope of the GIT-CAPI

 Curriculum for standardized interviewer trainings in Germany with flexible modules depending on interviewer experience and study-specific characteristics

- Target groups
 - Survey organizations
 - Survey projects
 - University research projects





Modules of the GIT-CAPI: Overview

Optional Module/s (at least one)

Module 6:

Professional Standards and Ethics, Data Protection and Privacy (3 hours minimum)

Module 7:

Technical Tutorial (3 hours minimum)

Module 3:

Gaining Respondents'
Cooperation
(4 hours minimum)

Module 4:

Survey Administration and Survey Instruments (4 hours minimum)

Module 5:

Interviewing Techniques and Fieldwork (4 hour minimum)

Module 1:

Procedural View on Surveys (5 hours minimum)

Module 2:

Quality Perspective on Surveys
(3 hours minimum)

Prospective
Interviewer Personnel
Selection Module
(not treated here)





Modules of the GIT-CAPI

(1) Procedural view on surveys

- Purpose of surveys
- Role & tasks of interviewers

(2) Quality perspective on surveys

- Aspects of high-quality surveys & interviewers' contributions to data quality
- Quality management system of survey organizations

(3) Gaining respondents' cooperation

- Strategies for obtaining respondents' cooperation
- Reasons for participation & refusals
- Refusal avoidance techniques
- Refusal codes

(4) Survey administration and survey instruments

- Administering interviews (study-specific)
- Standardized (& unstandardized) survey instruments
 - Question & response formats
 - Rules of asking questions & recording responses

(5) Interviewing techniques and fieldwork

- Key interviewing skills
- Interviewer-respondent interaction

(6) Professional standards and ethics, data protection and privacy

- Professional standards
- Ethical guidelines
- Legal principles of data protection & privacy

(7) Technical tutorial

- CAPI technology/software
- (8) Survey-specific topics





References

A complete list of all references used on these slides can be found in the above mentioned Survey Guideline paper.

References not mentioned in the Survey Guideline Paper: Ackermann-Piek, D. (under review). *Interviewer effects in PIAAC Germany 2012*.





