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Leibniz Institute
for the Social Sciences



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

GESIS Survey Guidelines

*Daikeler, J., Silber, H., Bosnjak, M., Zabal, A., & Martin, S.,
Ackermann-Piek, D.*

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

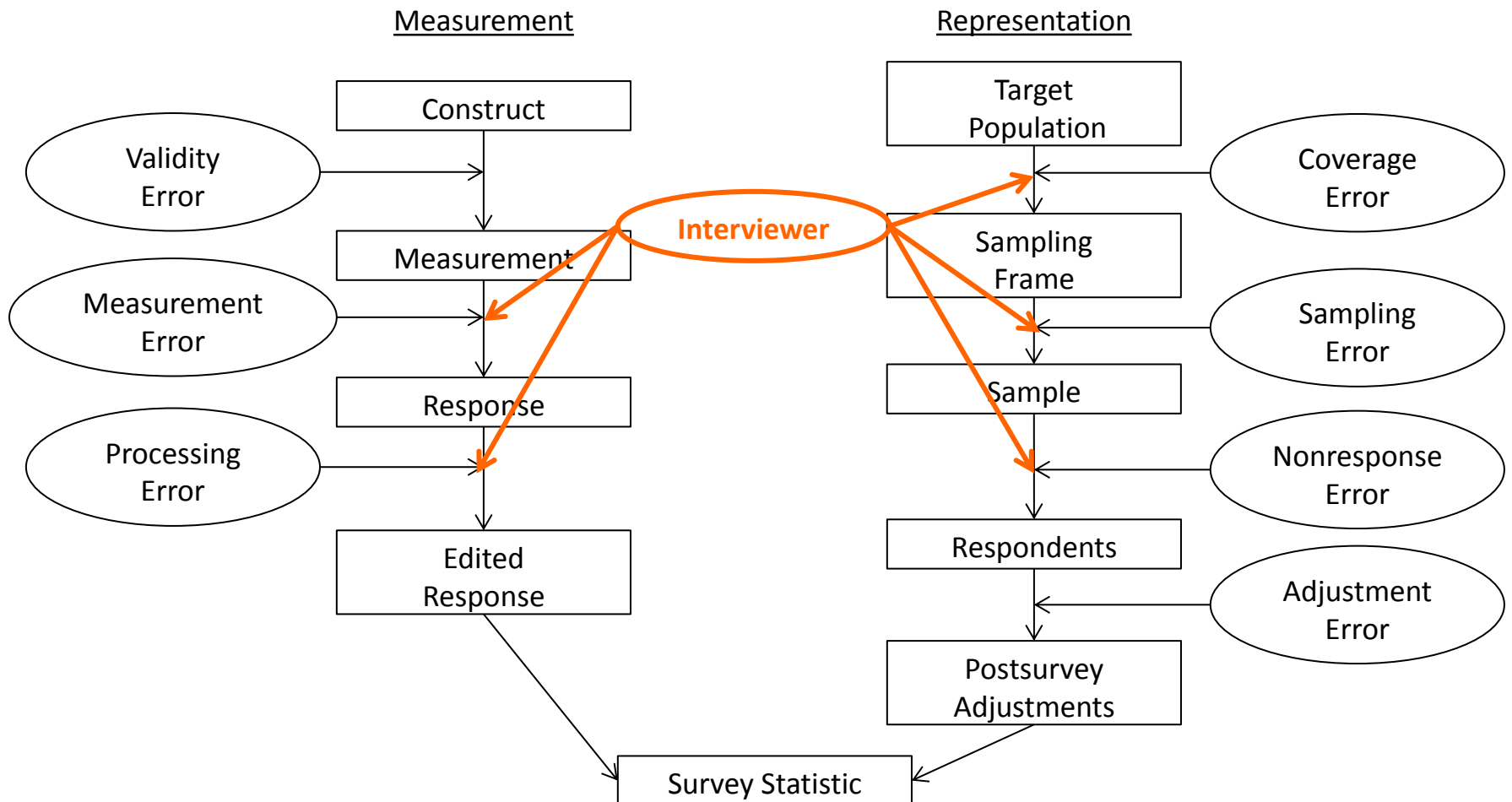


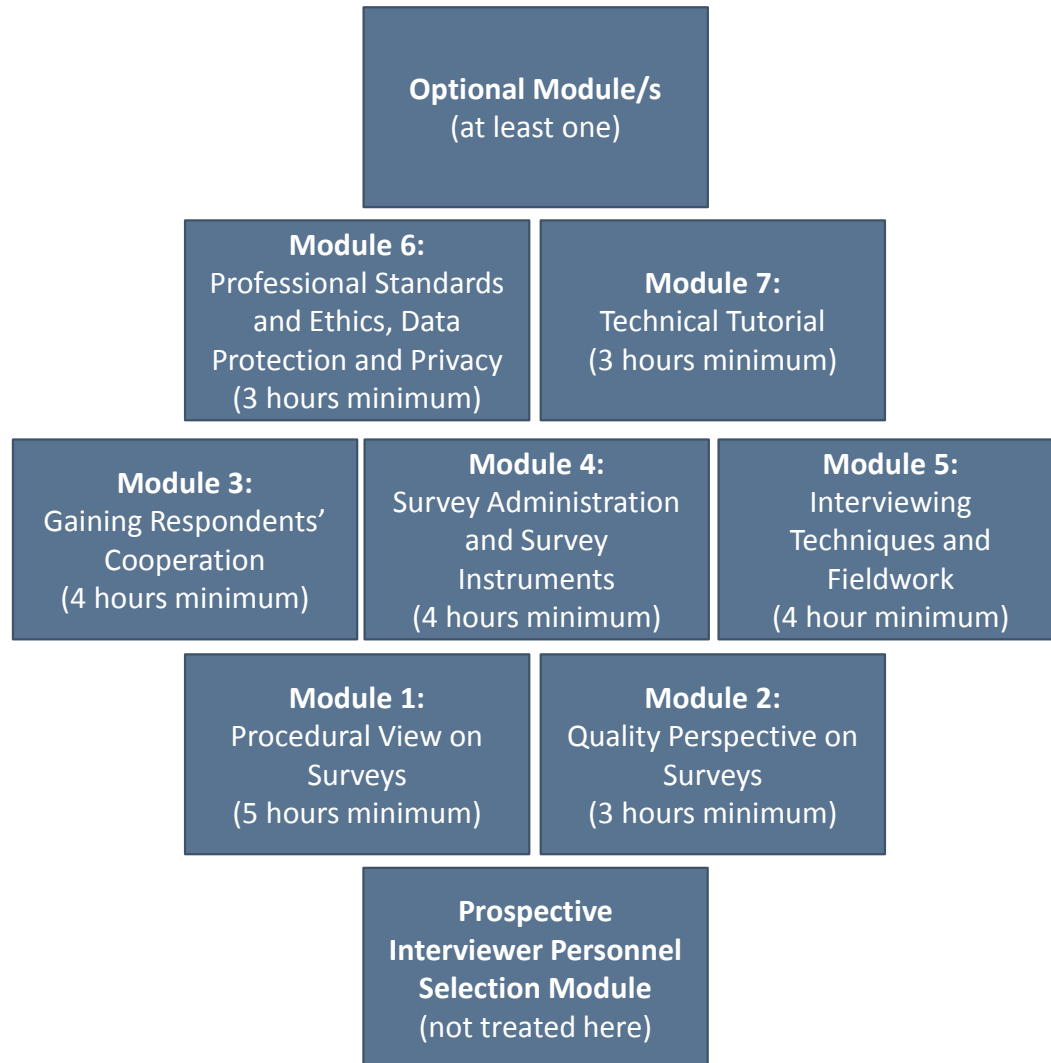
Figure: Ackermann-Piek (under review), adapted from Groves et al. (2009)

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



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.*

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