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

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 security or privacy concerns
- Reduces (or eliminates) 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)

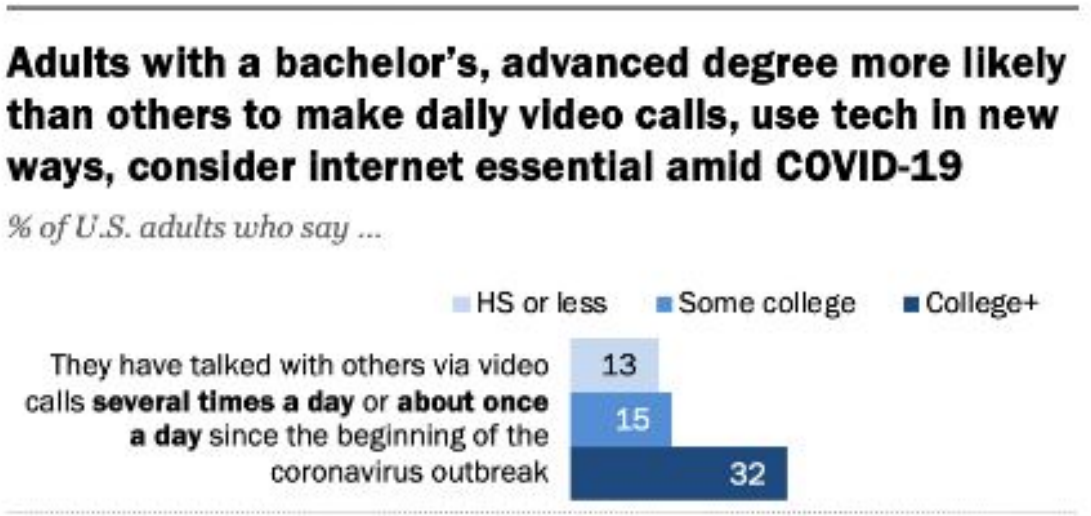
Respondent Considerations

- 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)

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



(Pew Research Center, 2021)

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)

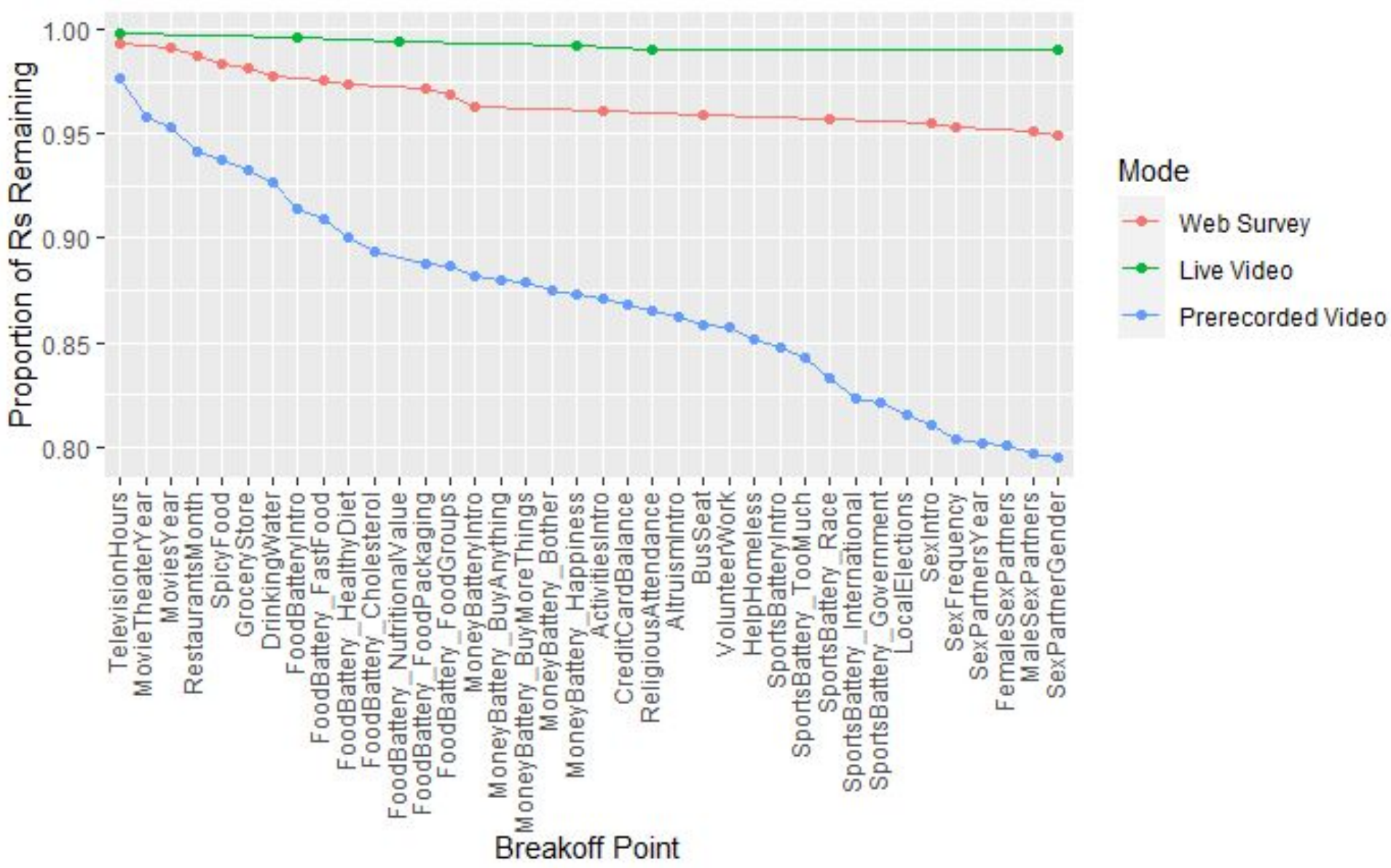
Interest

- 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

- Unsolicited contact, e.g., ABS, unlikely to be productive (Hupp et al. 2021)
- Video interviews well suited for longitudinal panel studies in which
  - sample members trust the organization
  - possible to instruct *R* on use of video and to check connection in earlier, in-person visit
- Invitation in another mode, e.g., email, in-person or telephone
- Those who start video interview likely to finish (Hupp et al., 2021)
  - even in cross-sectional study



Hupp et al., 2021

Scheduling

- 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
- By appointment
  - Interviewer schedules in previous interview
  - Respondent self-schedules (e.g, McGonagle and Sastry, 2021)
  - Reminder protocol
    - e.g., 24 hours prior, 2 hours prior, 5 minutes after
- On-demand
  - Have interviewers available (possibly during designated times) when *R* wishes to be interviewed
  - Feasible but inefficient - ANES 2020

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

- Scheduling:
  - Rs self-schedule (especially for one-off interviews)
  - I'wers schedule video interview at end of in-person interview
- Must be easy for R,
  - e.g. one-click solution
- One mode among > 1 mode
  - Choice in a single interview (more likely to succeed than only video)
  - Second (or later) interview in panel survey
- Screen sharing
  - Self-administration of questionnaire
  - Privacy for sensitive questions
- More funding for methodological work is needed

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