

Video interviewing at Round 10 of the European Social Survey

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europeansocialsurvey.org

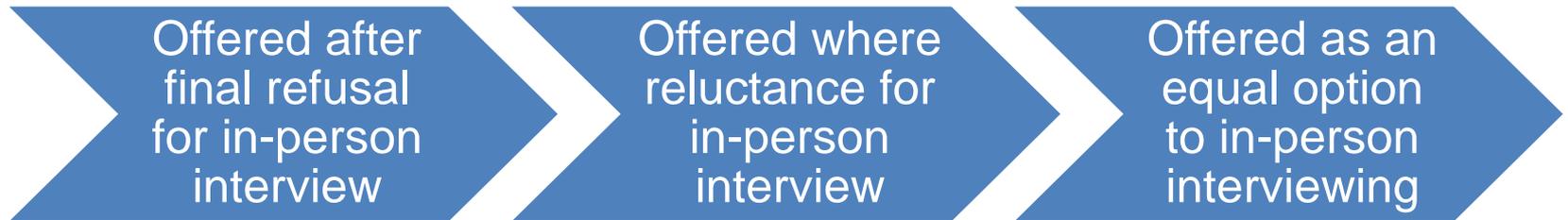
ESS is a European Research Infrastructure Consortium (ESS ERIC)

Introduction to the European Social Survey

- Cross-sectional, cross-national survey, carried out every two years
- Approx. 1 hour interview
- Face-to-face fieldwork approach across all countries for first nine rounds
- Round 10 of ESS carried out between 2020 and 2022 – 32 countries participating in total
 - Face-to-face fieldwork in 23 countries
 - 9 countries have switched to a self-completion approach (due to pandemic)
- Option to add video interviews as a complementary option to in-person interviews at Round 10 (15+ countries offering video interviews)

The video interviewing approach

- Approach has evolved over the round:



- Two models for managing video interviews:
 - A. Establish specialised video interviewing team
 - B. Enable all face-to-face interviewers to do video interviews
- National teams required to follow a central protocol outlining approach to video interviewing, though some variation between countries (e.g. on platforms used)

Video interviews achieved across countries

% of all interviews done by video at ESS R10

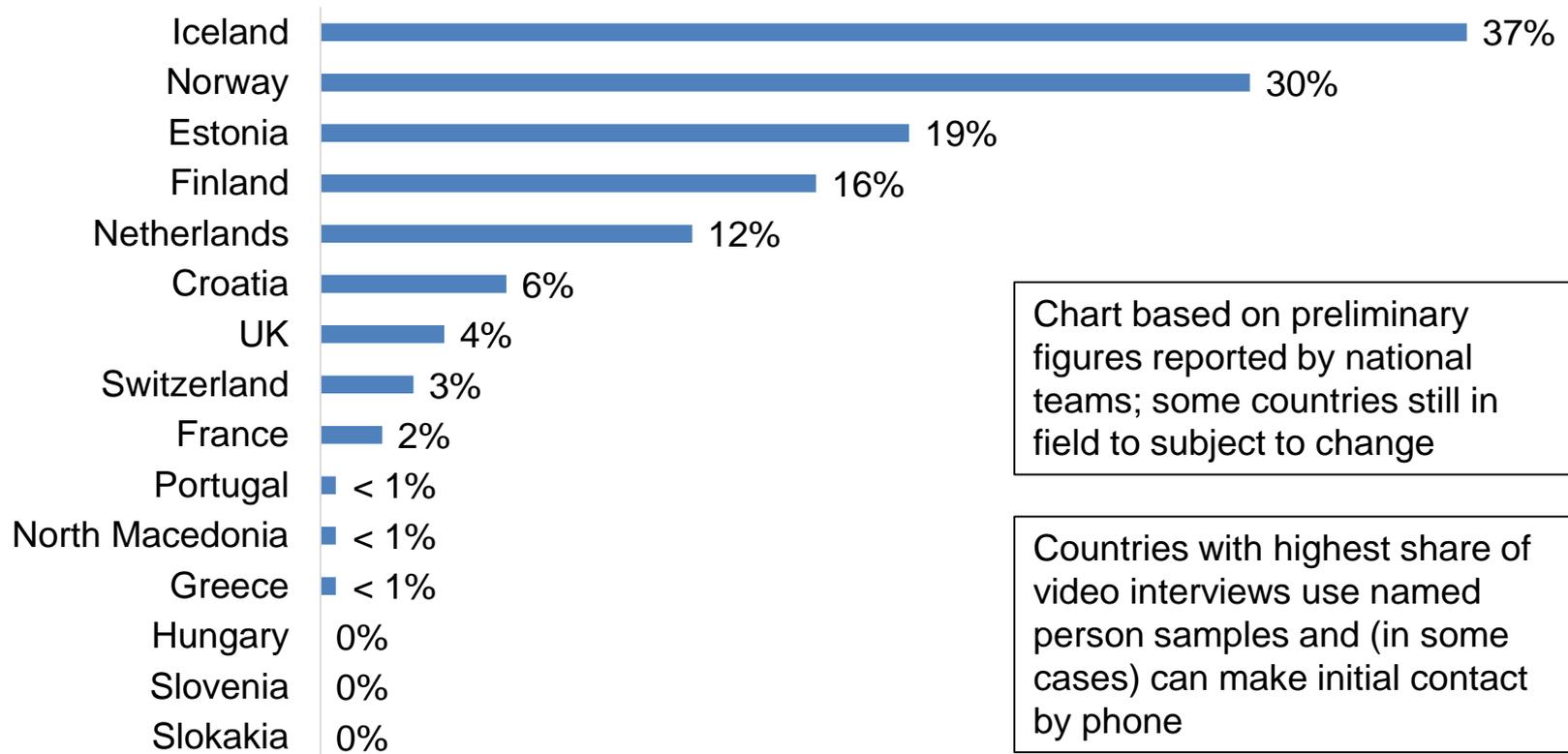
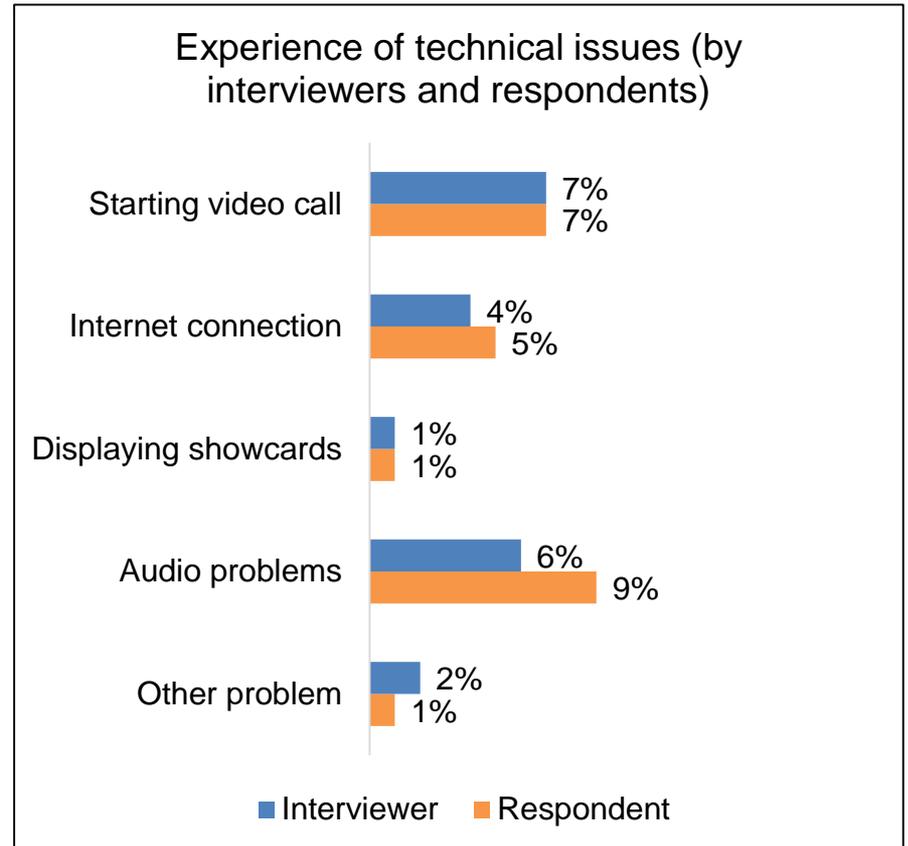
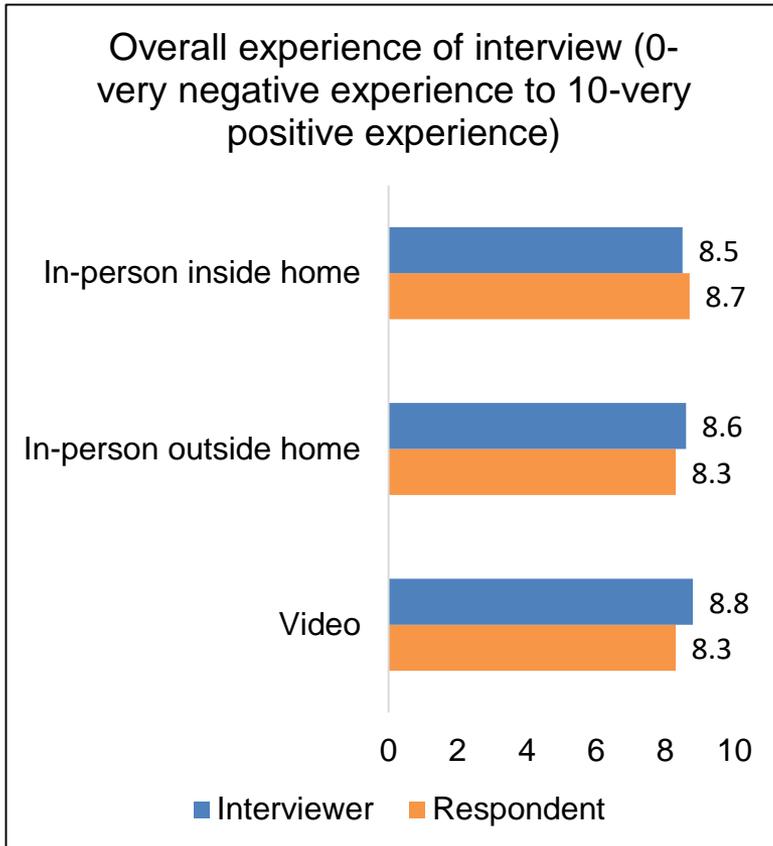


Chart based on preliminary figures reported by national teams; some countries still in field to subject to change

Countries with highest share of video interviews use named person samples and (in some cases) can make initial contact by phone

Preliminary Iceland data on video interviewing experience



Qualitative feedback on video interviewing

- Mixed views from national teams – some extremely positive based on rate of interviews and experiences; others said there was little or no interest in VIs
- Rate of VIs likely to have been higher if offered as ‘equal’ option from start of fieldwork?
- Most countries that did a high number of VIs reported few technical issues, though others cited this as a barrier
 - Importance of taking time to prepare technical aspects
 - Better to use one platform rather than giving respondent choice?
- VIs less ‘personal’ than in-person interviewing – pros and cons – harder to build rapport but less intrusive and possible reduction in social desirability bias?
- No-shows more common with VIs (used as hidden refusal?)
- Respondents often liked fact that VIs were being offered (in context of pandemic), even if option not always taken up

Next steps

- Decision to allow video interviewing alongside in-person interviewing at Round 11
- Further analysis on Round 10 experiences / analysis once fieldwork complete
 - Feedback survey with national teams
 - Analysis of interview experience and technical issues across all countries
 - Impact on sample composition
 - Interview timings and quality indicators (e.g. item non-response) versus face-to-face interviews
 - Better understanding of reasons for different success rates for video interviews between countries
- Keeping in touch with developments on other surveys that have used video interviewing



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