INDEX

A
Absences: consequences of repeated, 253–254, 263; due to illness, 252–253; other types of, 253
Abusive respondents, 156, 230
Academic survey research organizations, 27, 32–35
Accents/fluency issues, 44–45
Acronyms/abbreviations, 24
Active listening, 43, 140–142, 143
Agency for Healthcare Research and Quality, 27
Alaska Native, 216
American Association for Public Opinion Research (AAPOR): Code of Ethics, 55, 56, 57–59; described, 53–54; push polls condemned by, 74; Standard Definitions: Final Dispositions by, 101, 103–110
American Evaluation Association (AEA), 55
American Indian, 216
American Marketing Association, 55
American Statistical Association’s Survey Research Methods Section, 54
Anonymity, 50–52
Answering machines, 119–121
Answers to common questions, 84, 86–88; formats for, 184–186; recording respondent, 224–228, 229; role of voice in motivating complete, 206; when to probe, 203–206, 203t. See also Respondent responses
Argyle, M., 15
Attendance issues, 252–254, 263
Attitude questions, 174–175, 176
B
Behavioral questions, 173, 174t, 176
Belief questions, 175t, 176–177
Benefits/wages, 247–248
Bias: positivity, 187; random survey errors versus, 19–20
Bonus (or incentive pay), 248
Break-off codes for, 102, 112t; how to handle, 230–231
Breaks (work shifts), 244–245
Bureau of Justice Statistics, 54
Bureau of Labor Statistics, 27, 54, 217
Bureau of Transportation Statistics, 54

C
Call disposition codes: call attempts prior to assigning, 99; described, 100–101; final, 101–110; four broad categories of, 101; in-progress, 110–116; leaving messages for the next interviewer, 116–117
Call history, 97
Call types, 98t
Callbacks: answering machines and, 119–121; CATI display of call history and, 97–98, 116; common mistakes in scheduling, 118–119; providing toll-free number for, 121; scheduling, 117–121
Caller ID, 119, 121
Calling with concern approach, 165–166
Calling process: call disposition codes, 100–116; dialing procedures, 98–101; getting ready for, 96–98; leaving messages for next interviewer, 116–117; scheduling callbacks, 117–121. See also CATI (computer-assisted telephone interviewing) systems
CASRO (Council of American Survey Research Organizations): Code of Standards and Ethics for Survey Research, 55–56, 60–62; described, 54; Polls About Polls, 54; suggested responses to respondent questions by, 88–89
CATI (computer-assisted telephone interviewing) systems: basic skills required for operating, 44; call disposition codes shown on, 101, 102, 116; call history/callbacks shown on, 97–98, 116; described, 13–14; dialing requirements of, 99; ergonomic issues of, 236–238; general training on, 80; importance of formal training for, 42; need for, 3; origins and development of, 14–15; project-specific training on, 84, 89, 90–91; provided by legitimate survey organizations, 41; question asking facilitations by, 191; recording answers using the, 225–226; testing skills for using, 81. See also Calling process
CD-ROM self-training approach, 94
Cell phone numbers, 15–16, 128, 261–262
Census 2000, 18, 20
Census. See U.S. Census
Centralized monitoring, 15–16, 258–259
Closed-ended questions: described, 178–180; recording answers to, 225–227
Clueless (film), 124
CMOR (Council for Marketing and Opinion Research): described, 54; on interviewers' benefits and wages, 247–248; on part-time status of interviewers, 240; research on survey research by, 75–76; respondents' bill of rights by, 68, 68–241
Communication skills: accents/fluency issues of, 44; language issues, 44–45, 114–115, 169; listening and hearing, 43, 140–142, 143, 168–169; voice control as, 122–127, 206, 212
Completed interviews measures, 261–262
Comprehension (respondent answer step), 186
Confidentiality, 50–52, 170
Council of American Survey Research Organizations. See CASRO (Council of American Survey Research Organizations)
Council for Marketing and Opinion Research. See CMOR (Council for Marketing and Opinion Research)
Council of Professional Associations on Federal Statistics (COPAFS), 54
Completed interviews measures, 261–262
Confidentiality, 50–52, 170
Council of American Survey Research Organizations. See CASRO (Council of American Survey Research Organizations)
Council for Marketing and Opinion Research. See CMOR (Council for Marketing and Opinion Research)
Council of Professional Associations on Federal Statistics (COPAFS), 54
Crisis line information, 202

D
Data analysis, 14
Data collection/entry: ethics of photocopying or borrowing, 52; recording respondent answers, 224–228, 229; telephone interviewing for, 12–14. See also Standardized interview questions
Demographic questions, 175–176, 177–178
Department of Defense, 26
Department of Justice, 27
Dial attempts measure, 41, 99–100, 120–121, 251, 255, 260–261
Directive probes, 211–212
Disciplinary procedures, 256–257
DNC (do not call) lists: establishment of, 72, 73, 265; National Do Not Call (DNC) Registry, 55, 73, 87–88, 251, 265
Down scheduling, 244

E
E-mail questionnaires, 17
Economic Research Service, 54
Employers: survey organizations as, 26–42; workplace communication between interviewers and, 246–247
Ending the interview, 231–233
Energy Information Administration, 54
Enunciation, 44, 123–124
Environmental Protection Agency, 27
Error. See Survey error
Ergonomics, 236–238
Ethical issues: AAPOR Code of Ethics, 55, 56, 57–59; anonymity versus confidentiality, 50–52; CASRO's Code of Standards and Ethics, 55–56, 60–62; CMOR's respondents' bill of rights, 68, 68–241; ethical treatment principles, 49–50; federal government requirements regarding, 69, 71–72; informed consent, 50, 134; interviewer pledge of professional ethics, 70–71; role of professional associations in, 52–55
Ethnicity questions: break-offs due to, 231; categories of ethnicity, 213; probing, 212, 214–216; problems in asking, 213
Expectant pause technique, 207

F
Face-to-face interviews, 15–17
Falsification, 115
Federal Trade Commission's Telemarketing Sales Rule, 72–73
Feedback phrases, 198–200
Fill: described, 133, 134; examples of, 194; how to use survey
Index

question, 192–195; obligatory, 193
Final call disposition codes: AAPOR standards for, 101, 103–110; overview of, 101–102
Final (hard) refusals, 159–160
First Amendment, 74
Fluency/accents issues, 44–45
Formal performance evaluations, 255–256
Frugging, 9, 55, 72
FTC Telemarketing Sales Rule, 72–73

G
Gallup survey (1996), 75
General codes, 102
General interviewer training: activities and trainers of, 79–81; probationary employment period following, 82–93, 254–255; testing following the, 81–82
Generic probes, 207–208
Government regulations: FTC Telemarketing Sales Rule, 72–73; institutional review boards (IRBs), 69, 71, 132; Office of Management and Budget (OMB) governing, 69, 72; racial/ethnicity categories identified by, 212–213
Governmental agency surveys, 26–27. See also U.S. Census Bureau

H
Hard (final) refusals, 159–160
Headsets/microphones, 236, 237
Hearing impaired respondents, 43, 168–169
Hearing skills, 43
Hispanic (or Latino) ethnicity, 213, 214–215
Holidays, 239
Illness, 252–253
In-person interviews, 15–17
In-progress call disposition codes: overview of, 110, 116; types listed, 111–115
Inactive status, 249
Incest issue, 92–93
Industry/occupation questions, 216–222
Informed consent: described, 50; obtained during survey introduction, 134; by special populations, 50
Informed dissenters, 159
Ingham, R., 15
Initial (soft) refusals: avoiding questions that produce no answers, 154; handling the tough nuts, 153–155; identifying/addressing reluctance to participate, 144–152; by Lucies, 158, 159; never apologize for calling, 143; repeated, 159; steps for avoiding, 142–143. See also Refusal conversion
Institutional review boards (IRBs), 69, 71, 132
Intercept samples (or samples of convenience), 4
International Field Directors and Technologies Conference (IFD&TC), 55
Internet questionnaires, 17. See also Web sites
Interview quality, 263
Interviewer briefing, 83. See also Project-specific training
Interviewer logbook, 246
Interviewer monitoring, 15, 258–259
Interviewer of the month awards, 248
Interviewer observations, 23
Interviewer supervisors: defined, 288; interviewer monitoring by, 15, 258–259; ongoing performance measurement by, 260–264; role and work of, 257–258; wandering around by, 259. See also Telephone interviewers
Interviewer trainers, 79–81
Interviews. See Standardized interviews
Introduction. See Survey introduction

J
Judgment (respondent answer step), 187

K
Knowledge questions, 174, 177

L
Language issues: of respondents, 114–115; of telephone interviewer, 44–45
Latino (or Hispanic) ethnicity, 213, 214–215
Leaving messages for the next interviewer, 81, 98, 110, 116–117, 158, 264
Leaving messages on answering machines, 87, 117
Legislation. See Government legislation
Listening skills, 43, 140–142, 143
Local call, 98
Long distance call, 98
The Lucies, 158, 159

M
Management by wandering around, 291. See also Wandering around
Market research firms, 28, 29–32
Market research surveys, 8
Microphones/headsets, 236, 237
Monitoring procedures, 15, 258–259
Most-recent-birthday technique,
Performance evaluations: formal procedures for, 255–256; indicators of interviewer performance, 260; interviewer monitoring as part of, 15, 258–259; interviewer supervisor role by, 260–264; probationary employment period and, 82–83, 254–255

Physical disabilities, 47

Political polling: described, 8; 

Potential respondents: final (hard) refusal by, 159–160; initial (soft) refusals by, 152–159; refusal conversion of, 160–168; strategies for handling refusal-related manner of, 163–165; victims among, 159–160. See also Respondents

Precontact letters, 85, 120, 135–136

Probationary employment period, 82–83, 254–255

Probes/probing: cautions against deliberate manner, 211–212; definition of, 203; generic, 207–208; industry and occupation questions, 216–222a, 223b; race and ethnicity questions, 212–216; specific, 208–211; summary of do’s and don’ts, 224; when to stop, 222, 224; when to use, 203–206, 205a; wrap-up of, 224. See also Question asking guidelines

Problem respondents, 228–230

Professional associations: major U.S. survey-related, 55a; proposed interviewers’, 77–78; survey research ethics and role of, 52–55

Project-specific training: avoiding predictable problems during, 91–93; CATI system training included in, 84; 90–91; overview of, 83–84; preliminary activities included in, 84–85; Q by Q (or question by question instructions) for, 89; reviewing precontact letter/answers to common questions as part of, 83–88e, 120; reviewing survey instrument during, 88–90; scheduling work shifts following, 91; suggested interviewer homework following, 93

Pseudonyms, 249–250

Public Opinion Quarterly (AAPOR), 53

Public Opinion Strategies, 74

Public policy research organizations, 28, 29e–32e

Push polls, 9, 73–74

Q

Q by Q (or question by question instructions), 89

Question asking guidelines: asking sensitive questions, 201–203; errors caused by altered words, 190–191; give positive feedback to guide/reward respondents, 198–200g; how to use fill and optional language in questions, 192–195; keep respondents on task, 196–198; never skip a question, 191–192; read all questions exactly as written, 188–189; read all questions in the order presented, 189, 191; read questions in a deliberate manner, 193; remain neutral, 196; summary for, 203. See also Probes/probing


Question types: attitude, 174r–175t, 176, 232; behavioral, 174r, 175–176; belief, 175r, 176–177; demographic, 175r–176t, 177–178; knowledge, 175r, 177; occupation/industry, 216–222a, 223r; race/ethnicity, 212–216, 231; six basic, 172, 173

Questionnaires: answer formats for, 184–186; designing the, 11; guidelines for asking questions, 188–203; how respondents...
Standardized interviews: addressing respondents' reluctance to participate, (continued) 168–170; quality of, 263; refusal conversion, 160–168; respondent selection during, 120–132; responding when person answers telephone, 127–129; survey introduction, 133–143, 153–155; unusual circumstance while conducting, 228–231. See also Questionnaires; Telephone surveys
Standards of interviewer conduct, 250–252
Study design/planning, 11
Substitute respondents, 21–22
Sugging, 9, 55, 72
Supervisors: interviewer monitoring by, 15, 258–259; ongoing performance measurement by, 260–264; role and work of, 257–258; wandering around by, 259
Survey errors: bias versus random, 19–20; described, 18–19; minimizing errors attributable to interviews, 22–23; nonsampling error, 22; sampling error, 20–22; total error, 20
Survey instrument design: described, 11; project-specific training on, 88–90. See also Questionnaires
Survey introduction: active listening during, 140–142; addressing potential respondents' concerns, 136–140; getting informed consent during, 134; handling refusals during, 142–160; importance of, 133; phrases to avoid during, 135; precontact letters prior to, 85, 120, 135–136; refusal conversion during, 160–168; script example of, 133–134; survey organizations: academic, 27, 32r–35r; cautions regarding unscrupulous, 40–42; governmental, 26–27; interview verification process by, 40, 41; market research firms, 28, 29r–32r; market research, political polling, or public policy, 28, 29r–32r; questions/answers when employed by, 28, 33, 36r–39r; three basic types of, 26; what they require form telephone interviewers, 42
Survey professionalism: codes of ethics and, 55–68; ethical issues in survey research, 49–55, 76–78; government requirements, 69, 71–72; interviewer pledge of professional ethics, 70–71; research on survey research and, 75–76; respondents' bill of rights, 68–68; unethical pseudosurveys/Laws protecting your work, 72–74
Survey research: acronyms/abbreviations used in, 247; ethical issues in, 49–55, 76–78; on interviewer benefits/wages, 247–248; on part-time status of interviewers, 240; research on, 75–76
Surveys: acronyms/abbreviations used in, 247; basic process/steps of, 10–14; comparing census to, 7–8; described, 3; functions of, 3–4; illicit forms of, 9; market research done through, 8; political poll, 8. See also Telephone surveys
Systematic monitoring, 238–259

T
Tardiness, 245, 253, 254
Telemarketers: do not call lists to discourage, 72–73, 265; frugging by, 9, 72; push polls by, 9, 73–74
Telemarketing and Consumer Fraud and Abuse Prevention Act (1995), 72
Telemarketing Sales Rule (FTC), 72–73
Telephone Consumer Protection Act (1991), 72
Telephone interview verification, 40, 41
Telephone interviewer training: CD-ROMs used for, 94; characteristics of legitimate survey organizations, 42; general type of, 79–83; preshift-shift mini-training sessions, 94; project-specific type of, 83–93; refresher type of, 93–94
Telephone interviewers: advantages of using, 9–10; conducting interviews from home, 40; data collection by, 12–14; guidelines for asking questions, 188–203; importance to surveys, 2–3; inactive status/work possibilities of, 249; inactivity by, 92–93; irregular hours worked by, 45; minimizing errors attributable to, 22–23; pay basis for, 40; personal work preferences of, 45–46; probing techniques for, 203–224; proposed professional association for, 77–78; questions/answers about your survey employer, 28, 35, 36r–39r; summary what survey employers need/don't need from, 42r; 46–47; unique characteristics of successful, 41–46. See also Interviewer supervisors; Workplace
Telephone surveys: advantages and benefits of using, 1–2, 14–18; conducted from your home, 40; per-interview basis pay for, 40; wide array and functions of, 4, 5r–74. See also Standardized interviews; Surveys
Testing: interviewing behaviors included in, 82r; procedures for, 81–82
Thumbnail sketches, 23
Toll-free callback numbers, 121
Total error, 20
Tough nuts, 153–155
Training. See Telephone interviewer training
Transportation Needs and Issues Survey: answers to respondents'
private questions for, 85, 86–87, 137–139; introduction of, 133, 134
TTY (teletypewriter) service, 169
“20 Questions a Journalist Should Ask About Poll Results” (NCPP), 55

U
Uniformed dissenters, 159
Unit of analysis, 129
University of Oregon Survey Research Laboratory survey research, 76
Unusual situations: break-offs by respondents, 102, 112, 230–231; problem respondents, 228–230; respondents with language issues, 44–45, 114–115, 169; speech or hearing impaired respondents, 168–169; when you personally know respondent, 169–170. See also Special populations

U.S. Census: compared to surveys, 7–8; definition of, 7; industry and occupation classification system of, 217; on Oregonians’ educational attainment (2000), 18, 20
U.S. Census Bureau, 8, 15, 26–27. See also Governmental agency surveys

U.S. Constitution: census required by, 7; First Amendment free speech under, 74

V
“Victims” (potential respondents), 159–160
Voice control issues: controlling speaking pace, 126–127; enunciating each word clearly, 123–124; know what you will say, 123; managing your voice, 124–126; to motivate complete answers from respondents, 206; neutral probes and use of voice, 212; overview of, 122–123; voice pitch, 125

Wages/benefits, 247–248
Wandering around (supervisor), 259
Web sites: major U.S. survey-related professional associations, 55e; NIH human subjects protection, 71; NIH Office of Human Subjects, 71; OSHA ergonomics recommendations, 238fg; “What Is a Survey?” booklet, 54. See also Internet questionnaires
“What Is a Survey?” booklet, 54
White ethnic groups, 215

Wordsmithing, 92
Work shifts: down scheduling practice, 244; mini-training sessions prior to each, 94; minimum and maximum hours, 241; overview of, 238–241; scheduling project-specific, 91; typical irregular hours of, 45
Workplace: communicating with your employer in the, 246–247; employment status, pay, and benefits, 247–249; interviewer supervisors in the, 257–264; policies covering behavior/activities in the, 249–257; routines in, 238–246; settings of, 234–238. See also Telephone interviewers
Workplace policies: attendance issues, 252–254, 263; described, 249; discipline, 256–257; performance evaluations, 254–256; using pseudonym, 250–252; tardiness, 245, 253, 254
Workplace routines: arrival at work, 242; breaks, 244–245; departure from work, 245; miscellaneous issues, 246; while working, 242–244; work hours, 45, 91, 94, 238–241
Workplace settings: environment of, 234–236; equipment and ergonomics of, 236–238fg