

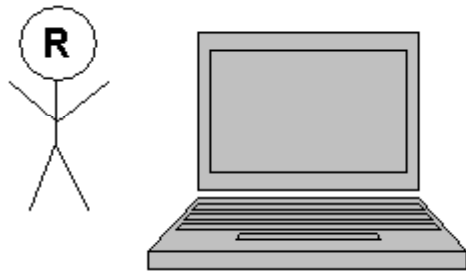
Harnessing the Power of Computer-Assisted Recorded Interviewing (CARI) at NORC

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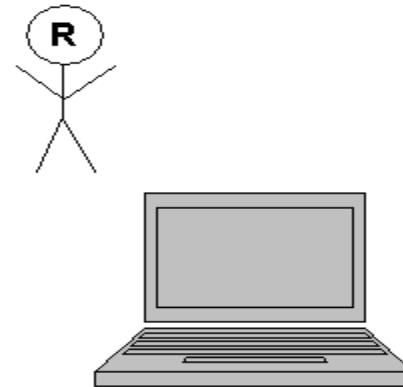
CARI experiment (Summer 2007)

- Environments for field interviews constrained by respondent preferences
 - Factors that could compromise quality of recording
 - Location of interview
 - Position of respondent
 - Recording compression rate
-

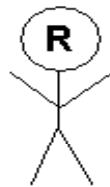
Respondent Positions



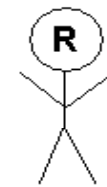
Beside



Left Diagonal



Across



Right Diagonal

Lessons Learned

- Recording quality was acceptable in all settings except for loud public places (coffee shop, fast food restaurant, park)
 - Position of respondent relative to microphone did not affect recording quality
 - Compression rate only a factor in noisy settings at highest compression settings
 - **Location of internal microphone is very important**
-

NLSY97 Round 11 Field Test

- 15 FIs selected for CARI during main data collection
 - Experience
 - Broadband Internet capability
- Recording integrated into questionnaire with option for FI or respondent to disable
- Recordings transmitted to NORC Central Office with other data (quex, ROC, etc.)



Lessons Learned

- Recording was generally transparent to interviewers and respondents.
 - Some evidence that CARI enabled laptops were more likely to experience questionnaire issues. However, overall error rate was quite low.
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Challenges for Full Rollout

- Some interviewers reluctant to be recorded
 - Field management will not buy in completely if they do not see benefits which outweigh perceived risks to production
 - Integrating paradata from CARI into standard management routine could help overcome this challenges
 - Phone interviews are also an issue (about 12/5% phone rate)
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GSS 2008 - Full CARI Rollout

- CARI Enabled Questionnaire
- Case Management System
- Systems Pretest
- CARI Coding Application



CARI Enabled Questionnaire

- Programmed using mrinterview
 - Question Recording Length
 - Predefined based on question type/or
 - Advancing to next screen/question
 - Selected Questions Predetermined
 - Static among versions
-

Selected Questions

- Confirming Respondent Name and/or Address
 - Validation
 - Industry/Occupation Verbatim
 - Data entry and probing
 - How Often R Attends Religious Services
 - Something odd in GSS 2006
 - Coding and probing
 - Contacting
 - Data entry, coding and probing
-

CM-FIELD – Case view

Browse Cases - Windows Internet Explorer

http://s031npap00013.norc.org:8080/GSS2008/browseCases.do?id=56640101

NORCSUITE GSS 2008

Project Summary
Total: 6816 **Pending:** 5069 **Complete:** 1332 **NIR:** 28 **OOS:** 387 **Locating:** 20 Back

Case ID	Sample	Last Name	First Name	Last Contact Result	Last Contact Date	# of Contact Attempts	Address
30178090	XSECU	UNKNOWN	RESPONDENT	62 - Quex Comp by phone/No SAQ	05/18/2008	4	4455 REDWOOD ST
30178320	XSECU	UNKNOWN	RESPONDENT	62 - Quex Comp by phone/No SAQ	05/16/2008	7	2625 HIGHLAND AVE

Recording
Case ID: 30178090 **Quex ID:** GSS08 **FI:** 56640101 **Question:** ACONFIRM
Link: [Listen](#)
Rec Date: Thu May 15 00:00:00 CDT 2008

Recording
Case ID: 30178090 **Quex ID:** GSS08 **FI:** 56640101 **Question:** OCCSLF
Link: [Listen](#)

Project: 5664 > Area: 001 > Region: 001 > FI ID: 56640101

Local intranet 100%

Start Citrix Access Platform - ... REPORTS - \Remote, 1... Inbox - Microsoft Outo... Browse Cases - Wind... 100% 3:34 PM

CM-FIELD – Search

Browse Users - Windows Internet Explorer
 http://s031npap00013.norc.org:8080/GSS2008/browseUsers.do?id=001

NORCSUITE GSS 2008

Project Summary
Total: 6816 **Pending:** 5065 **Complete:** 1336 **NIR:** 28 **OOS:** 387 **Locating:** 20 [Back](#)

[Region Summary](#) [Traveler Summary](#) [All Cases in Region](#) [Locating Cases in Region](#) **[CARI Search](#)**

CARI Search Criteria

Case ID:	<input type="text"/>	Sort 1:	<input type="text" value="Case ID"/>
FI ID:	<input type="text" value="5664COFI - John Sokolc"/>	Sort 2:	<input type="text" value="Recording Date"/>
Question ID:	<input type="text" value="ACONFIRM"/>	Sort 3:	<input type="text"/>
Begin Date:	<input type="text" value="01/01/2008"/> (mm/dd/yyyy)		
End Date:	<input type="text" value="01/08/2008"/> (mm/dd/yyyy)		

[Show Results](#)

[FI Details](#) [Face Sheet](#) [Case Info](#) [Call Results](#) [Quexes](#) [Mailings](#) [Persons/Addresses](#) [CARI Recordings](#)

Project: 5664 > Area: 001 > Region: 001

Windows Taskbar: Start, Citrix Access Platform, REPORTS - \\Remote, 12..., Inbox - Microsoft Outloo..., Browse Users - Windo..., 100%, Local intranet, 4:26 PM

GSS 2008 Systems Pretest

- Full test of GSS Systems conducted in/around Chicago in February 2008
 - CARI included
 - Quality of CARI files was a concern
 - I/O verbatims most problematic in terms of clarity and interviewer performance
 - Emphasis of I/O coding at project training
 - Interviewer confirmation of responses
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CARI Coding Application

- Based Off NORC's Standard Coding Application
 - Audio Files will be coded
 - Number to be determined
 - First, code quality of audio file and confirmation of coded response
 - Second, code interviewer performance
 - Audio files loaded on a weekly basis
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CARI Coding Goals

- Supplement other validation activities
 - Assess Data Quality
 - Evaluate Interviewing Techniques
-

Coding Application

Quality Control and Coding Screen

Coder Initials: BLB **BATCH:** 22 **SU_ID:** 99999991 **RDD** **Var Type:** Code **Section:** 3 **Code:**

PDOCPLAN What best describes your immediate (within the next year) postgraduate plans?

Response Data: 4 - Medical School at Harvard Medical School

Audio File: D:\CARIN\PCIP_HOURS_10000010_20071009130752.mp3

Audio Code: 2 Coded by: BLB **Select Variable:** **Get Record**
 Code date: 2/16/2008 Record accessed from Variable PDWKPRM

Code 1	Original
Code: <input type="text"/>	<input type="text"/>
Coded by: <input type="text"/>	<input type="text"/>
Code date: <input type="text"/>	<input type="text"/>

Code	Description
0	Further training or study - Postdoctoral fellowship
1	Further training or study - Postdoctoral research associateship
2	Further training or study - Traineeship
3	Further training or study - Intern, Clinical Residency
4	Further training or study - Other (specify)
5	Career employment - Employment (other than 0,1,2,3,4)
6	Career employment - Military service
7	Career employment - Other (specify)
995	Supervisor Review

Record: 1 of 9

Quality Reports

- Based Off Coded Data
 - Primary purpose is validation
 - Secondary purpose is to improve data quality
-

Future Use

- GSS Panel Component
 - First round of re-interviews in 2008
 - Archive of Audio Files
 - Validation
 - Reduce respondent burden in subsequent rounds
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Analytical/Methodological Advances

- Industry/Occupation Coding
 - Audio File Coding of Responses v. Interviewer Coding of Responses
 - What are the differences?
 - Which is better?
 - NORC Proposal for Investigation
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Acknowledgements

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 - CHRR
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 - Mehera Baugher, University of Louisville
 - Rachel Lloyd, Grove City College
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