



# SURVEY FUTURES

SURVEY DATA COLLECTION  
METHODS COLLABORATION

## Research Strand 3 – Video interviewing

Matt Brown (UCL), Tim Hanson (City), Gabi Durrant (Southampton)  
Carole Sanchez (UCL), Martin Wood (NatCen), Kate Taylor (NatCen)



University of Essex



University of  
**Southampton**



Economic  
and Social  
Research Council

**NCRM** NATIONAL CENTRE FOR  
RESEARCH METHODS

 Office for  
National Statistics

**UCL**

  
**WARWICK**  
THE UNIVERSITY OF WARWICK

**MANCHESTER**  
The University of Manchester

**CITY**  
UNIVERSITY OF LONDON  
EST 1894

 National Centre  
for Social Research

**LSE** THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

 Ulster  
University

  
UNIL | Université de Lausanne

  
Ipsos

**KANTAR**  
PUBLIC

# Motivation

- New and innovative method for conducting social surveys
- Interest/use accelerated significantly during the pandemic
- UK studies that have made use of video interviewing include:
  - National Child Development Study
  - 1970 British Cohort Study
  - European Social Survey
  - English Longitudinal Study of Ageing

# Motivation

- In-person interviewing re-commenced but many challenges – costs, capacity, declining response rates
- Long and complex surveys difficult to transition online
- Video interviews could reduce costs while retaining benefits of face-to-face interaction
- Video-calls increasingly familiar – *some* participants might prefer to participate in surveys via this remote mode
- **Key question: Does video-interviewing have a post-pandemic future and, if so, in what circumstances?**



# Research questions

- What is the impact of video interviewing on data quality and measurement?
- Could offering video-interviews increase inclusivity, reduce non-response bias?
- How should video-interviews be optimally designed?
- Which measures can effectively be collected via video?
- What are the implications of video interviewing for interviewer recruitment, organisation of fieldwork?

# Planned activities (1)

- Analysis of NCDS/BCS70 data
- Around 5,000 of 15,000 interviews in current sweeps conducted via video
- Compare data from video interviews with F2F interviews to understand impact of video on data quality, measurement and sample composition.
- Obtain and analyse data from other studies (if possible)

# Planned activities (2)

- Gather evidence from UK and overseas studies
- Produce review paper summarising existing evidence
- Good practice guide for survey practitioners, focusing on design and implementation

# Feedback

- Questions?
- Suggestions?
- Potential data sources?