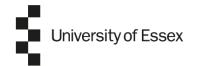


### Research Strand 3 – Video interviewing

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































### 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 faceto-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 nonresponse 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

SURVEY FUTURES
SURVEY DATA COLLECTION METHODS COLLABORATION

- Questions?
- Suggestions?
- Potential data sources?





