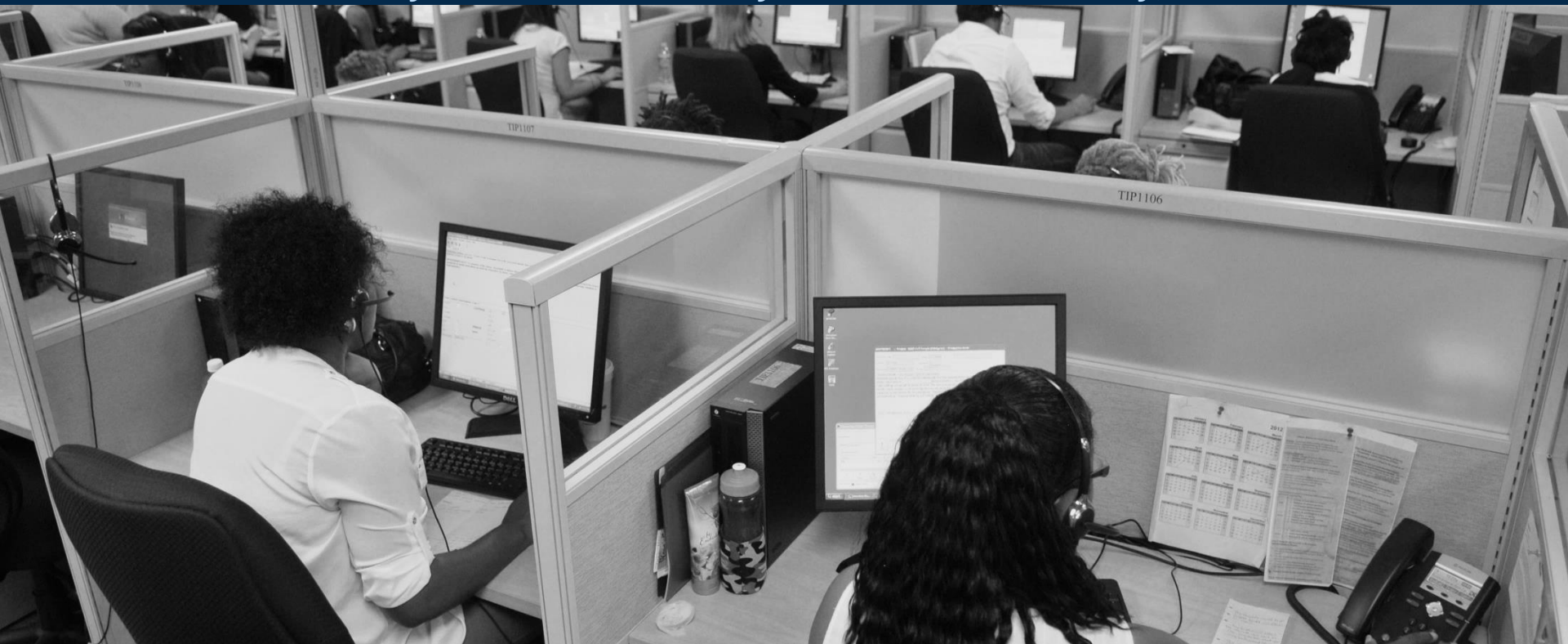




Methods for increasing efficiency and quality of interviewer's ability to gain cooperation and convert initial refusals

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Objectives

- Assess the qualities that successful interviewers possess and methods used to gain participant cooperation
- Measure characteristics such as interviewer confidence, tone, and preparedness during introduction
- Show the impacts of interviewers being prepared, confident, and using an appropriate tone and the effect this has on response rates and data collection success

Objectives (Cont.)

- Identify any correlation of phone type (cell and landline) to converting refusals to completes
- Differences in gaining cooperation for experienced vs. inexperienced interviewers

Research Hypothesis/Our Experiment

■ Hypothesis:

- Interviewers preparedness, tone, and confidence will most often allow for successful aversion and conversion refusal tactics
- Characteristics of experienced staff lead to higher aversion and conversion rates

■ Experiment:

- Listened to 100 recorded front-end interactions where participants were reluctant
- Rated each recording on a scale of 1-5
- Analyzed how tone, preparedness, and confidence affect overall data collection

Previous Research

Despite the challenges of gaining cooperation previous studies have shown that, the tools provided to interviewers as well as the qualities and characteristics interviewers possess will assist in providing a positive effect on participant cooperation

(Steve, Burks, Lavrakas, Brown, Hoover, 2008).

Interviewer Characteristics

- **Tone:** Sounding natural, energetic, and interested in the respondent With appropriate inflection in their voice and enunciating words clearly. Webster: a quality, feeling, or attitude expressed by the words that someone uses in speaking or writing
- **Preparedness :** Identifying and addressing respondent concerns, and taking a proactive approach to prevent the need to persuade Webster: The fact of being ready for something : the state of being prepared
- **Confidence:** Speaking with assurance and certainty Webster: A feeling or belief that you can do something well or succeed at something

(Steve, Burks, Lavrakas, Brown, Hoover, 2008).



Analysis; Correlation

| | | Total Rating | Overall Experience | RTI Experience | Complete | Phone Type | Confidence | Tone | Preparedness |
|----------|-------------------------|--------------|--------------------|----------------|----------|------------|------------|--------|--------------|
| Complete | Correlation Coefficient | .538** | .100 | .021 | 1.000 | 0.000 | .406** | .331** | .530** |
| | Sig. (2-tailed) | .000 | .322 | .840 | | 1.000 | .000 | .001 | .000 |
| | r2 | .289 | .010 | .000 | | 0.000 | .165 | .110 | .281 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

Analysis; Correlation (Cont.)

| Control Variables | | | Total Rating | Overall Experience | RTI Experience | Complete | Confidence | Tone | Preparedness |
|-------------------|----------|-------------------------|--------------|--------------------|----------------|----------|------------|------|--------------|
| Phone Type | Complete | Correlation | .521 | .101 | .021 | 1.000 | .401 | .332 | .509 |
| | | Significance (2-tailed) | .000 | .322 | .840 | | .000 | .001 | .000 |
| | | r2 | .272 | .010 | .000 | 1.000 | .161 | .110 | .259 |
| | | df | 97 | 97 | 97 | 0 | 97 | 97 | 97 |

Overall results

- Compared to overall experience, RTI experience, and phone type (cell and landline), we found that total rating had the highest correlation to converting refusal to complete
- If we look further into the correlation of total rating, preparedness has the highest correlation to converting refusals to complete compared to confidence and tone

Recommendations

Recommend that staff utilize methods such as:

- Preparedness
- Training
- Coaching
- Continuous Monitoring

More Information

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