Interviewer Effects in a Multilingual Face-to-Face Survey on Financial Behaviour.
Evidence from Zambia (work in progress)

Interviewer Characteristics and Attitudes in a Multilingual Setting.
Evidence from Zambia (work in progress)

Markus Frölich, University of Mannheim
Frauke Kreuter, University of Mannheim/University of Maryland/IAB
P. Linh Nguyen, University of Mannheim/University of Essex

Outline

1. The Project

2. The Setting

3. The Conceptual Framework

4. The Research Agenda

5. Background Characteristics from Survey

6. Research Outlook

The Project

• Official project title: "Rural financial intermediation and agricultural investment: Evidence from the Rural Finance Expansion Program, Zambia"

• Topic: Linking rural savings groups to financial sector and strengthening their capacity regarding savings, credit and insurance

• Randomised Control Trial as impact evaluation with three survey waves with mainly CAPI funded by 3ie:

1. Baseline in July and October/November 2016
2. Midline in April/May 2018 (ca. 12 months after project implementation starts)
3. Endline in April/May 2019

The Setting

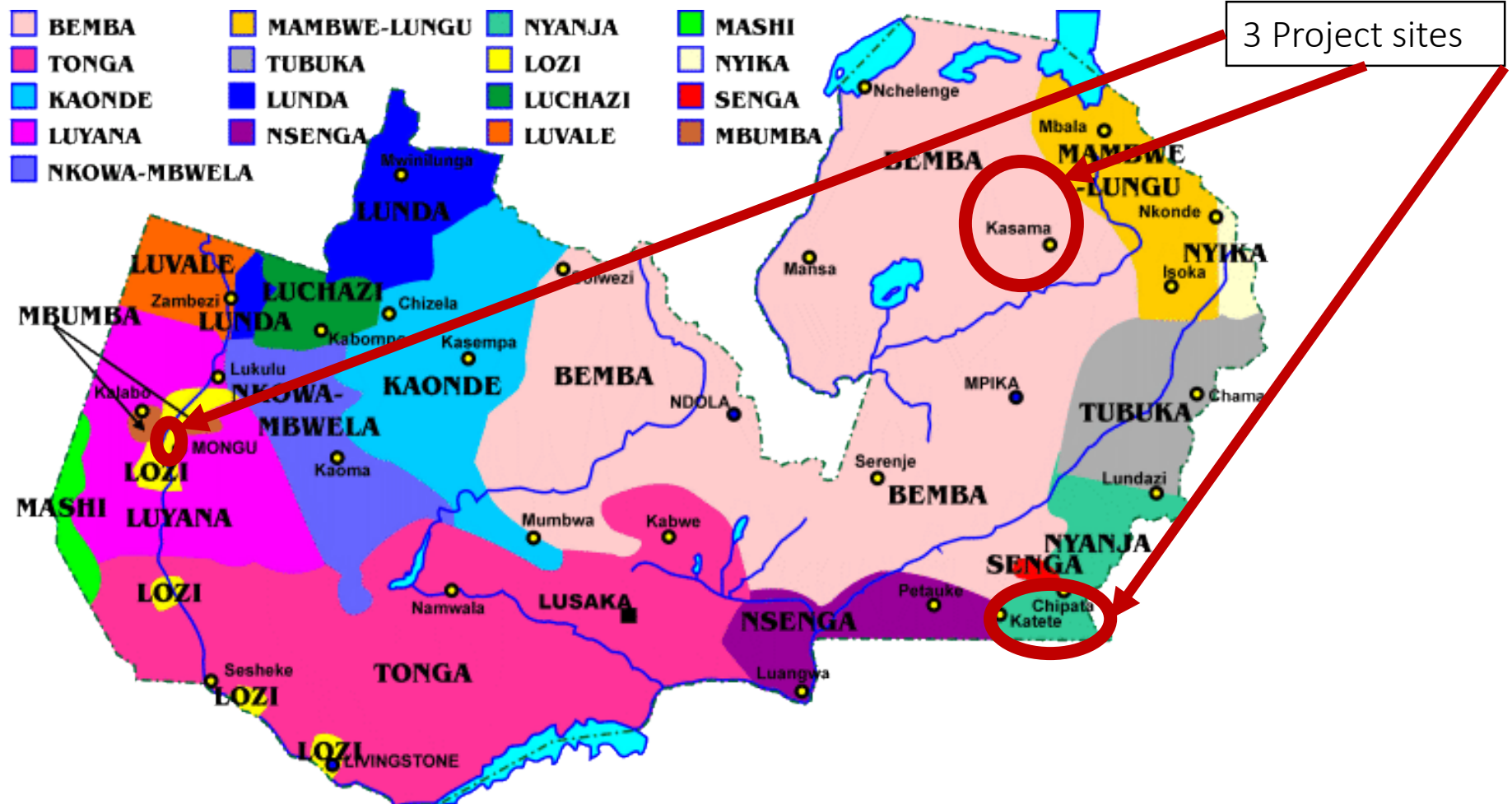http://sozambia.nl/sites/default/files/upload/languespm.gif

- English as official language in government and education
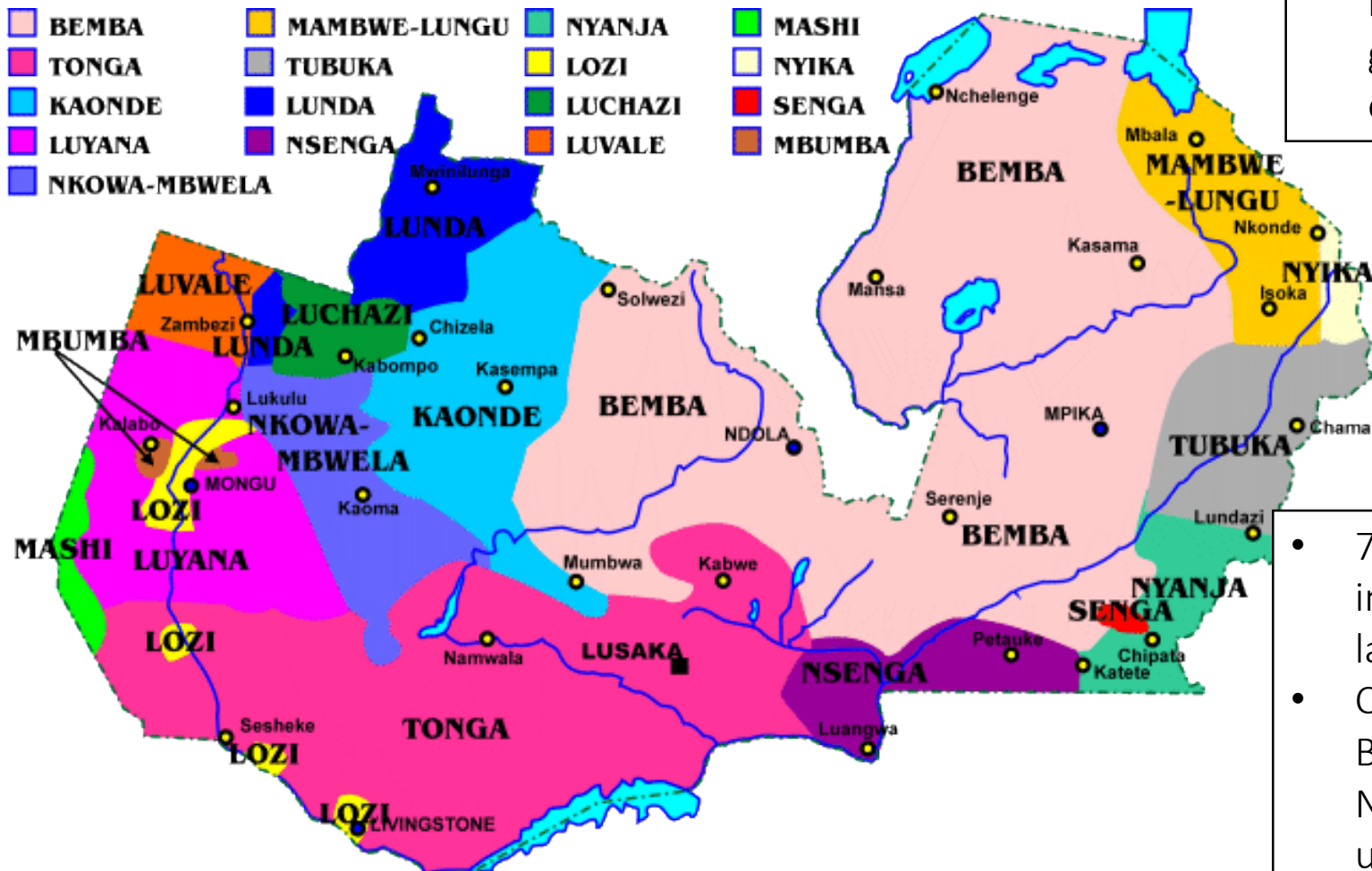
- 7 official indigenous languages
- Common language Bemba (52 %) or Nyanja (37 %) in urban areas

The Setting (continued)

3 Project sites

Legend:
- BEMBA
- TONGA
- KAONDE
- LUYANA
- NKOWA-MBWELA
- MAMBWE-LUNGU
- TUBUKA
- LUNDA
- NSENGA
- NYANJA
- LOZI
- LUCHAZI
- LUVALE
- MASHI
- NYIKA
- SENGA
- MBUMBA

http://sozambia.nl/sites/default/files/upload/languespm.gif
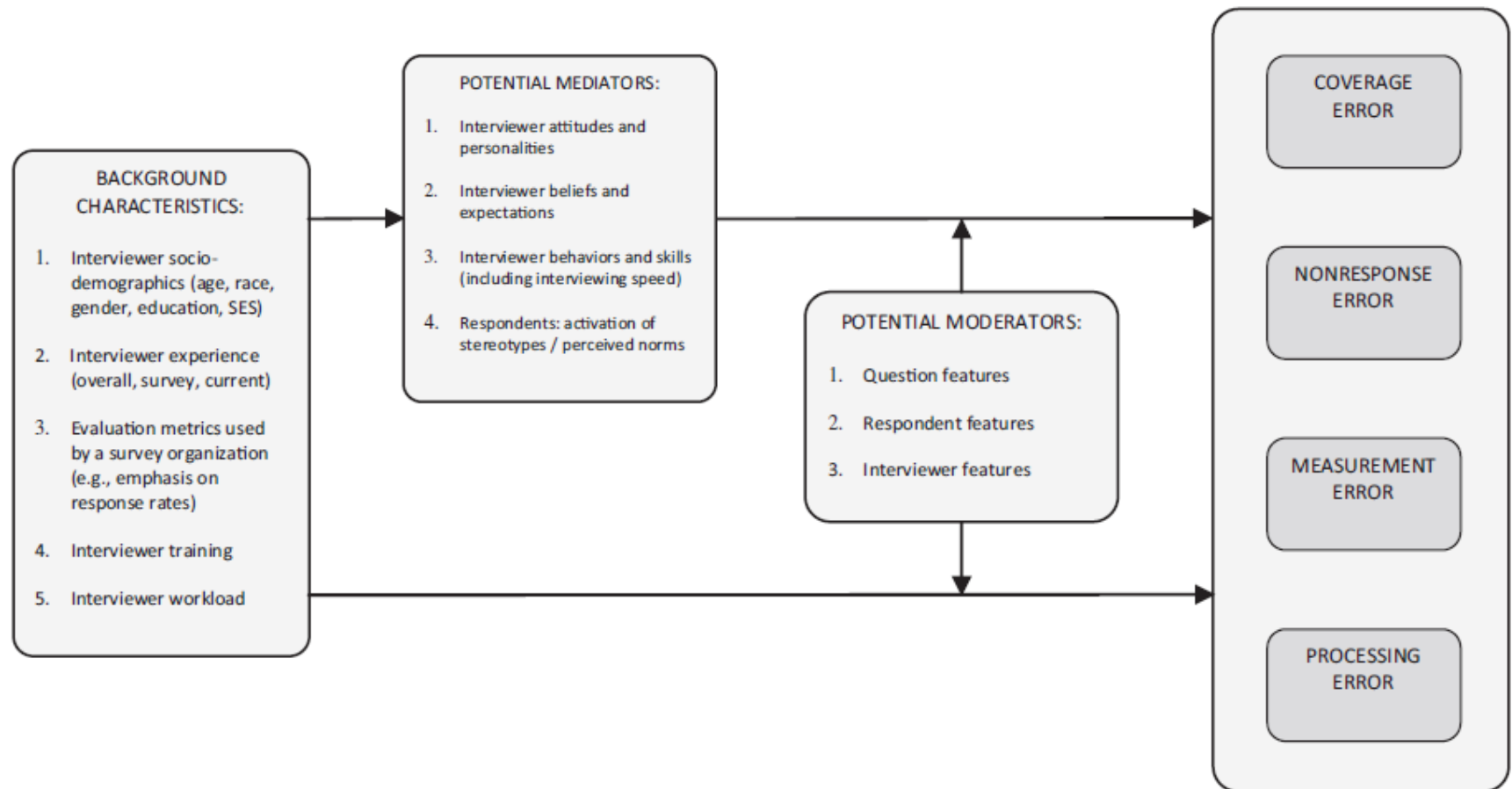
The Conceptual Framework

Figure 1. An Organizing Model for Research Attempting to Explain Interviewer Effects.
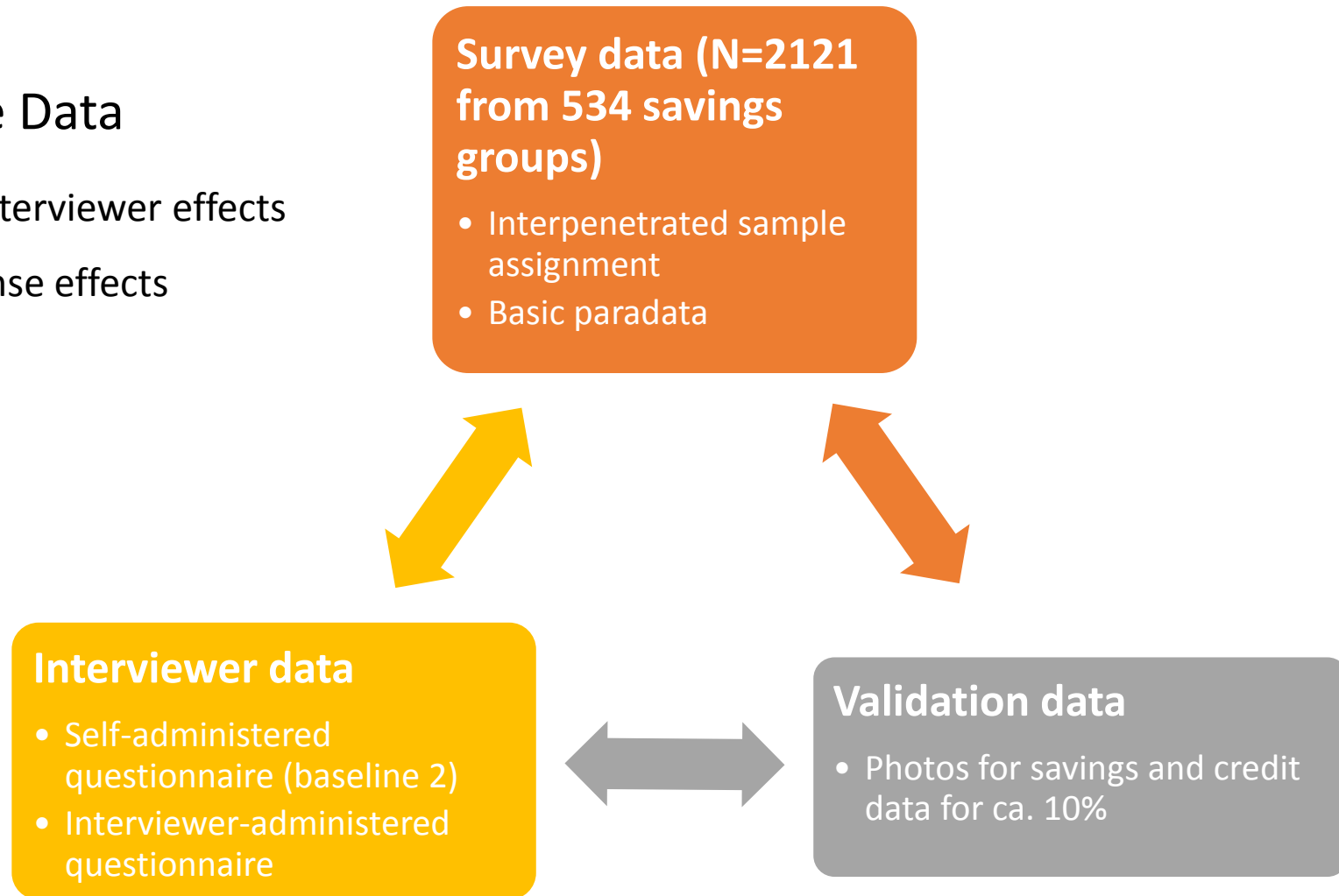
West and Blom (2016)

Research Agenda

- Motivation: Interviewer effects in the Zambian setting

    1. Interviewer administered surveys continue to be main method for general population in Zambia

        - Lack of wide-spread internet coverage

        - Low level of computer/IT proficiency

        - Percentage of individuals using the Internet: 17.3%   (2014, http://data.un.org)

    2. "On-the-spot translation" as error source in multilingual setting

        - No standardised or no written version of indigenous languages (Marten and Kula 2008)

        - Common practice of local survey firms in Zambia despite evidence of errors (Scott et al. 1988)

Research Agenda (continued)

Baseline Data

To study interviewer effects

and response effects

Survey data (N=2121 from 534 savings groups)

- Interpenetrated sample assignment
- Basic paradata

Interviewer data

- Self-administered questionnaire (baseline 2)
- Interviewer-administered questionnaire

Validation data

- Photos for savings and credit data for ca. 10%
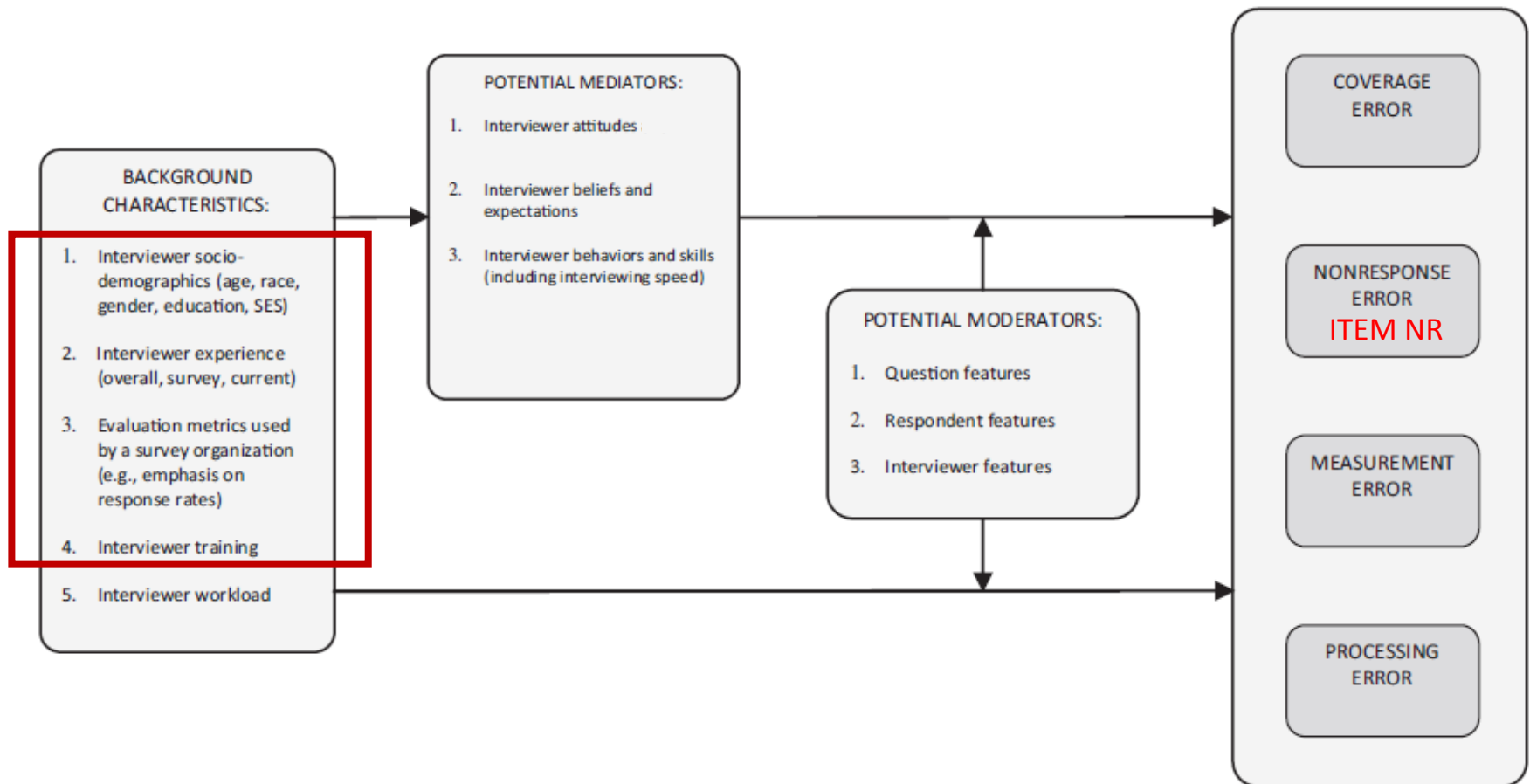
The Adapted Framework for Zambia

Figure 1. An Organizing Model for Research Attempting to Explain Interviewer Effects.

West and Blom (2016)

Interviewer Characteristics

Baseline 2

23 interviewer self-administered questionnaires out of 25 interviewers

Indicator	Result
Gender	14 males, 9 females
Mean age	32.8 (min: 22, max: 50)
Younger than 35	64%
Correlation between age and experience	0.52
Bachelor degree	47.8%
Non-university certificate/diploma	34.8%
Mean years of schooling	15.7 years (min: 12, max: 19)
Mean number of local languages spoken	3 (min: 1, max: 7)

Interviewer IT Proficiency

Baseline 2

23 interviewer self-administered questionnaires out of 25 interviewers

Device	Ownership	Novice	Intermediate	Advanced
Laptop/ desktop	91.3 %	0 %	43.5 %	52.1 %
Tablet	39.1 %	17.4 %	21.7 %	47.8 %
Smartphone	95.7 %	4.3 %	34.8 %	52.2 %

Survey Firm Requirements

Indaba Agricultural Policy Research Institute (IAPRI)

• Selection of interviewers

• Training in local language

• Bulk payment of interviewers

• Quality assurance system with two rounds by supervisors and quality controllers

• Internal evaluation of interviewers by team leaders (black list)

Research Outlook

- Explaining interviewer variability with interviewer-level

  characteristics

- Studying interviewer effects on nonresponse

- Analysing interviewer effects and response effects on measurement

  error

Thank you for your attention

References

Marten and Kula, 2008. In: Andrew Simpson (ed.) Language and National Identity in Africa. Oxford: OUP, 291-313.

Scott, C., Vaessen, M., Coulibaly, S., & Verrall, J. (1988). Verbatim questionnaires versus field translation or schedules: An experimental study. *International Statistical Review/Revue Internationale de Statistique*, 259-278.

West, B. T., & Blom, A. G. (2016). Explaining Interviewer Effects: A Research Synthesis. *Journal of Survey Statistics and Methodology (online version)*.