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)

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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

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

http://sozambia.nl/sites/default/files/upload/languespm.gif
The Setting (continued)

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

3 Project sites
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

Interview 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

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

Baseline 2

23 interviewer self-administered questionnaires out of 25 interviewers

<table>
<thead>
<tr>
<th>Device</th>
<th>Ownership</th>
<th>Novice</th>
<th>Intermediate</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop/desktop</td>
<td>91.3 %</td>
<td>0 %</td>
<td>43.5 %</td>
<td>52.1 %</td>
</tr>
<tr>
<td>Tablet</td>
<td>39.1 %</td>
<td>17.4 %</td>
<td>21.7 %</td>
<td>47.8 %</td>
</tr>
<tr>
<td>Smartphone</td>
<td>95.7 %</td>
<td>4.3 %</td>
<td>34.8 %</td>
<td>52.2 %</td>
</tr>
</tbody>
</table>
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

