



INSTITUTE FOR SOCIAL RESEARCH • SURVEY RESEARCH CENTER
SURVEY RESEARCH OPERATIONS
UNIVERSITY OF MICHIGAN

Panel: Adapting Interviewer Training Across Cultures in Developing Countries

2016 3MC International Conference

Katherine R. Mason, Research Triangle Institute (RTI)

Yu-chieh Lin, UM-Survey Research Operations, Survey Research Center (UM-SRO)

Nathan R. Jones, University of Wisconsin Survey Center (UWSC)

Esther Ullman, UM-Survey Research Operations, Survey Research Center (UM-SRO)



Session Goals

- Adapting interviewer training to different cultural settings
- Adhering to Cross-Cultural Guidelines best Practices
- Each presenter will share examples of trainings they have conducted
- Each of our 4 presenters will spend about 15 minutes with slides and allow 5 minutes for questions at end (or throughout!)



Presenters:

- Katherine R. Mason, Research Triangle Institute (RTI)
- Yu-chieh Lin, UM-Survey Research Operations, Survey Research Center (UM-SRO)
- Nathan R. Jones, University of Wisconsin Survey Center (UWSC)
- Esther Ullman, UM-Survey Research Operations, Survey Research Center (UM-SRO)



Survey Research Operations- University of Michigan

India



SRO Staff:

- Esther Ullman, Project Lead
- Grant Benson, Project Director
- Hueichun Peng, Technical Lead



India- Planning the training

- Involved in three separate trainings to adapt Health and Retirement Study (HRS) components to Longitudinal Aging Study of India (LASI)
- HRS has been replicated in countries around the world, need to assure comparability across sites



Trainings

- 1. Physical Measures and Biomarkers (2010)
- 2. Cognitive Measures (2014)
- 3. Economic Modules (2014)



Training 1: Train the Trainer

Physical Measures/Biomarkers

- Pilot in four states in 2010
- Help insure data collection methods were similar to HRS protocols
- Provide training and technical assistance



Mumbai, India





Mumbai, India





Different Pace: Auto-rickshaw!





Traffic





Training Site- IPPS





Train the Trainers- LASI 2010





Adapting for Cultural Needs

- Equipment Differences: (breathing, height, vision)
- **Difference in Settings**
 - Privacy
 - Gender matching
 - Team interviewing
- Literacy Levels
- Safety and Sanitation Practices and Norms



Different Test: Vision





In the Field- Privacy





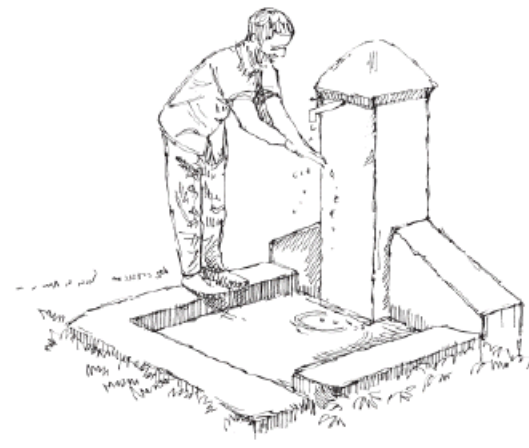
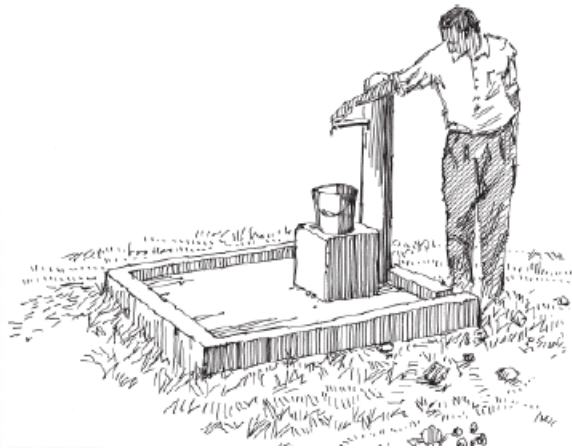
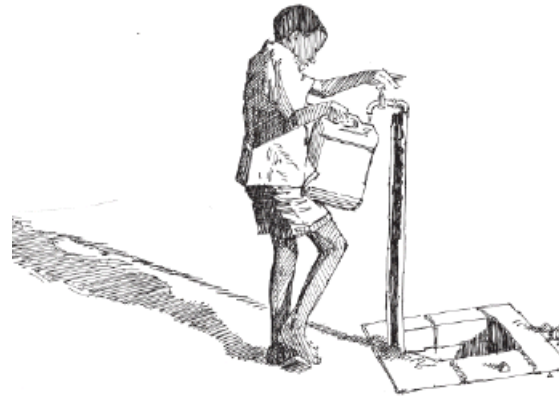
Settings

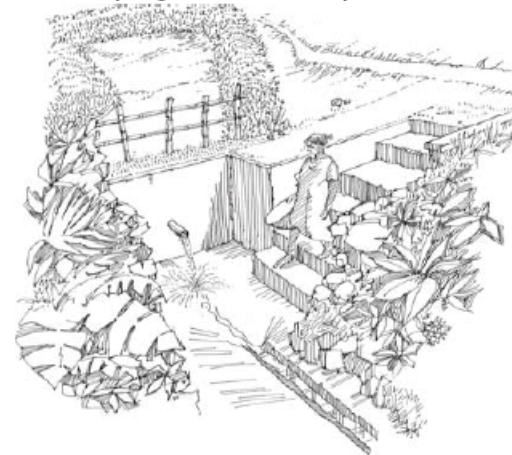
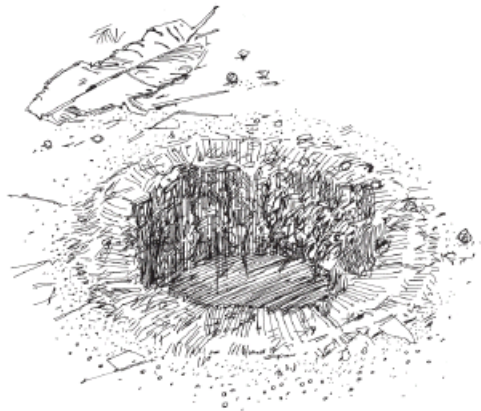




Addressing Literacy

- Use of show cards to help describe sources of water (from SAGE)
- Sometimes words aren't best used to describe situation







Realities of Field Work

- Different safety precautions for biohazards (pinprick for blood drops)
- U.S. use “sharps” containers
- India- burned and buried sharps











Training #2- Cognitive Measures

- Train non-interviewers, medical personnel to use standardized interviewing techniques for cognitive testing
- Assure that cognitive tests (embedded in the interview) were administered in a consistent manner with other studies in U.S. and elsewhere-

Flexibility: Change of Plans!

- Trainer's visa not approved in time!
- Adapt by using Bluejeans (video-conferencing) at 1:00- 3:00 a.m. US time!
- Shared slides and discussion



Training #3 : Economic Modules

- Mumbai, visa approved in time!
- Teach content of Economic Models- unfamiliar approach for students/staff. Branching
- Interviewer Training for additional pilot work





2014: Interviewer Training





Questions answered/debated in native languages





Cross Cultural Guidelines

Cross-Cultural Survey Guideline	Adaptation for Training in India	Reason	Other factors:
Determine whether interviewers will travel individually or in teams with supervisor or be locally assigned	Travel as team with supervisor to village	Set-up logistics, distances to travel so set up lodging	Different roles on team (medical), gender matching, supervision, GPS, multiple interviews in household
Composition of team	Representative Teams from each Pilot State for T the T	Many Dialects and differentiated roles on team	
Education Level of Interviewers	Higher education Level- completed Masters in field like sociology	Potential team leaders and create infrastructure for larger effort	
Interviewer Training Approach	Collegial, much debate about questions	More academic approach, had been in classes together	
Adjust physical measures	Vision, height, breath, disposal of sharps	Cultural norms	



Lessons Learned

- Can do “**pre-planning**” but need to be ready to assess situation when in the environment
- Respect traditions/beliefs of host culture for both training and implementation
- Trade-offs: Subject matter expert may not speak language
- Instruments need to be adjusted to culture, so does training approach-



- Questions?
- Thank you!