EXAMINING RESPONDENT-INTERVIEWER INTERACTIONS USING BEHAVIOR CODING DATA AND PARADATA

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Research Questions

- Can we use respondent characteristics and personality to predict likelihood of demonstrating certain kinds of behaviors?

- Can this information be used to help interviewers identify respondents who are particularly likely to demonstrate problematic behaviors?

- Do personality characteristics predict respondent behaviors comparably across racial and ethnic groups (comparability of behavior coding to identify problems with cognitive process)?
Data

- 405 Respondents recruited via telephone
  - White: N=103
  - Black: N=100
  - Mexican American: (N=102; English/Spanish)
  - Korean American (N=100; English/Korean)

- Came into the lab for an interview
  - PAPI Instruments
  - CAPI interview about social and political issues
    - Subjective, Behavioral, and Knowledge

- More than 100 questions about social and political opinions, beliefs, and knowledge

- Respondents were all asked the same questions (constant)

- 77 minutes on average

- Separated into five sections
  - Section I: Government and Policy
  - Section II: Family demographics, behavioral
  - Section III: Economy, taxes and spending, media use
  - Section IV: Knowledge
  - Section V: Respondent reports on cognitive processes, respondent demographics,

Order of sections was rotated: random assignment
  - Half of respondents: I, II, III, IV, V
  - Half of respondents: III, IV, I, II, V
Measures of interviewer and respondent behavior:

- Interviewers were video and audio recorded
- Audio recordings were used to code the verbal behaviors of both respondents and interviewers
  - Up to three interviewer and three respondent behaviors were coded for each question
  - 20% of all behavior codes were validated (n=55,253 unique codes); validation rate was 95.7%
- Paradata (not analyzed here)
  - Reading time was assessed for each question (excluding demographics)
  - Response latencies were also assessed (excluding demographics)
Behaviors

- **Behavior categories:**
  - *Comprehension Problems* (e.g., ask for clarification of a term; asked question to be repeated)
  - *Memory Retrieval Problems* (e.g., respondent explicitly says they’re having difficulty remembering relevant information)
  - *Mapping Problems* (e.g., respondent gives an answer that doesn’t meet the question objectives)
  - *Social Desirability Concerns* (e.g., respondent refuses to answer due to privacy concerns; respondent answers but expresses concerns about anonymity or privacy)

- **Other behaviors:**
  - *Verbal reasoning* (respondent articulates the logic they used to reach an answer)
  - *Qualified response* (respondent gives answer, but expresses uncertainty about it)
  - *Seeking approval* (respondent seeks approval: e.g., asking “Is that right?”)
  - *Respondent laughs*

- **Summed across 100+ items for each respondent**
Respondent characteristics:

- Gender
- Race/ethnicity (non-Hispanic White, non-Hispanic Black, Mexican-American, Korean-American)
- Language of Interview (English, Spanish, Korean)
- Education (years of education)
- Income
- Age
Personality Measures

- **Need for cognition**
  - *The tendency for an individual to engage in and enjoy thinking*

- **Need to evaluate**
  - *The tendency for an individual to form evaluative responses about situations and objects*

- **BIDR (Balanced Inventory of Desirable Responding)**
  - *Impression management*
  - *Self-deception*

- **Need for cognitive closure**
  - *An individual’s desire for a firm answer to a question and an aversion toward ambiguity.*
Analyses

- OLS Regressions predicting the following dependent variables
  - Number of comprehension problems
  - Number of memory retrieval problems
  - Number of mapping problems
  - Number of respondent concerns about social desirability expressed
  - Number of times respondent articulated their reasoning while answering
  - Number of qualified responses (uncertainty)
  - Number of times respondent seeks interviewer approval for their response
  - Number of times respondent laughs
Analyses (cont.)

- Independent variables
  - Respondent characteristics
  - Personality characteristics
  - Interactions between race/ethnicity and personality characteristics (comparability)
## Findings: Descriptive Statistics

<table>
<thead>
<tr>
<th>Sum of Behaviors Across Questions</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
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## Findings: Respondent characteristics (standardized)

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<th>Mapping</th>
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## Findings: Respondent personality

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Findings: Race/ethnicity and respondent personality

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Seeking Confirmation Interaction:

- Self-deceptive enhancement
  - Self-deceptive enhancement was positively associated with confirmation seeking behavior among Whites, but negatively associated for all three other groups

- Impression management
  - Impression management was positively associated with confirmation seeking behavior among Korean-Americans, but not among the other three groups
Conclusions

■ Some characteristics consistently predicted potentially problematic behaviors
  – Age
  – Race/ethnicity
    ■ Korean-Americans and Mexican-Americans –
      – More problems
      – Particularly when interviewed in English

■ Most personality factors didn’t consistently predict behaviors
  – Need to evaluate – consistently positively associated
  – Impression management – associated with behaviors like clarifying the meaning or the task and verbalizing reasoning

■ Also very little evidence that personality predicted behaviors differently across racial or ethnic groups

■ May be useful for helping interviewers identify respondents who *may* be more likely to demonstrate behaviors that interviewers will need to address
Limitations/Future directions

- Limitations
  - Not a probability sample

- Future directions
  - Examine along with question characteristics and question-level data (multi-level analyses)
  - Also examine interviewer behaviors (small numbers of interviewers and matched on race)