



SRO Quality Control



QC Lunch & Learn Series

1. Overview of QC at SRO – Monday, April 19 - 12:00 noon

This session will introduce you to the QC Implementation Team, quality control philosophy, and will provide an overview of quality control processes for interviewer-administered data collection at SRO.

1. QC Technical Systems and Tools – Thursday, May 6 - 12:00 noon

This session will introduce the technical systems and quality control tools used for recording interviews, completing evaluations and verifications, and reporting QC results.

1. Measuring and Modifying Interviewer Behavior – Thursday, May 20 - 12:00 noon

This session will show how we measure interviewer behavior, adherence to standardized interview protocols, and how we provide evaluation feedback and training to interviewers.

1. Project Considerations Related to QC – Monday, June 14 - 12:00 noon

This session will discuss a variety of issues for projects to consider, including budgeting for QC, selecting the material to evaluate, alternative verification methods, handling possible falsification, and IRB issues related to QC.



Agenda

- What is Quality Control?
 - Evaluation
 - Verification
- Brief introduction to the SRO QC Implementation Team
- Quality Control process
- Overview of QC roles
- Working with QC Implementation Team



"The quality of a survey is best judged not by its size, scope, or prominence, but by how much attention is given to [preventing, measuring and] dealing with the many important problems that can arise."

--*"What is a Survey?", American Statistical Association*



What is QC at SRO?

- **Evaluation** of recorded interviewer-administered interviews
 - Adherence to general interviewing techniques (GIT)
 - Adherence to study protocols
- **Feedback and training** to interviewers
- **Verification** of completed interviewer-administered interviews



Goals of QC Process

- Ensure high quality data - key to our integrity as a research organization
- Help our interviewers be successful data collectors
 - Requires a complex set of skills
- Identify question difficulties or screen design problems
- Help us to design our trainings better



QC Implementation Team

Grant Benson

David Bolt

Sarah Broumand

Gina Cheung

Sarah Crane

Larry Daher

Lloyd Hemingway

Margaret Hudson

Shonda Kruger-Ndiaye

Lisa Lewandowski-Romps

Elizabeth Ohryn

Gregg Peterson

Andrea Sims



QC Implementation Team Objectives

- Support individual projects in meeting their quality control needs related to interviewer-administered data collection.
- Develop best practices for the assessment of interview quality.
- Develop technical systems for the assessment of interview quality.
- Measure and reduce the potential errors that result from variation in interviewer behavior.



Quality Control Philosophy

- Total Survey Error (TSE) framework
 - **Measurement Error** vs Errors of Representation
 - **Interviewer as a source of measurement error**
 - Standardization is primary tool for minimizing error
 - Measure adherence to rules of standardization
 - Intervention intended to improve performance
- Fitness for Use framework
 - Utility of data and how data are used
 - Costs/resources required for implementation



Quality Control Philosophy (con't)

- Primary objective is to provide constructive feedback to interviewers about their performance
- Organizational objective is to create quality indicators that can be compared over time and across projects
- Needs of individual projects must be taken into account
- Principles of quantitative data collection should be applied to the collection of evaluation data



Evaluation

QC Evaluation Process





Recording Protocols for Data Collection

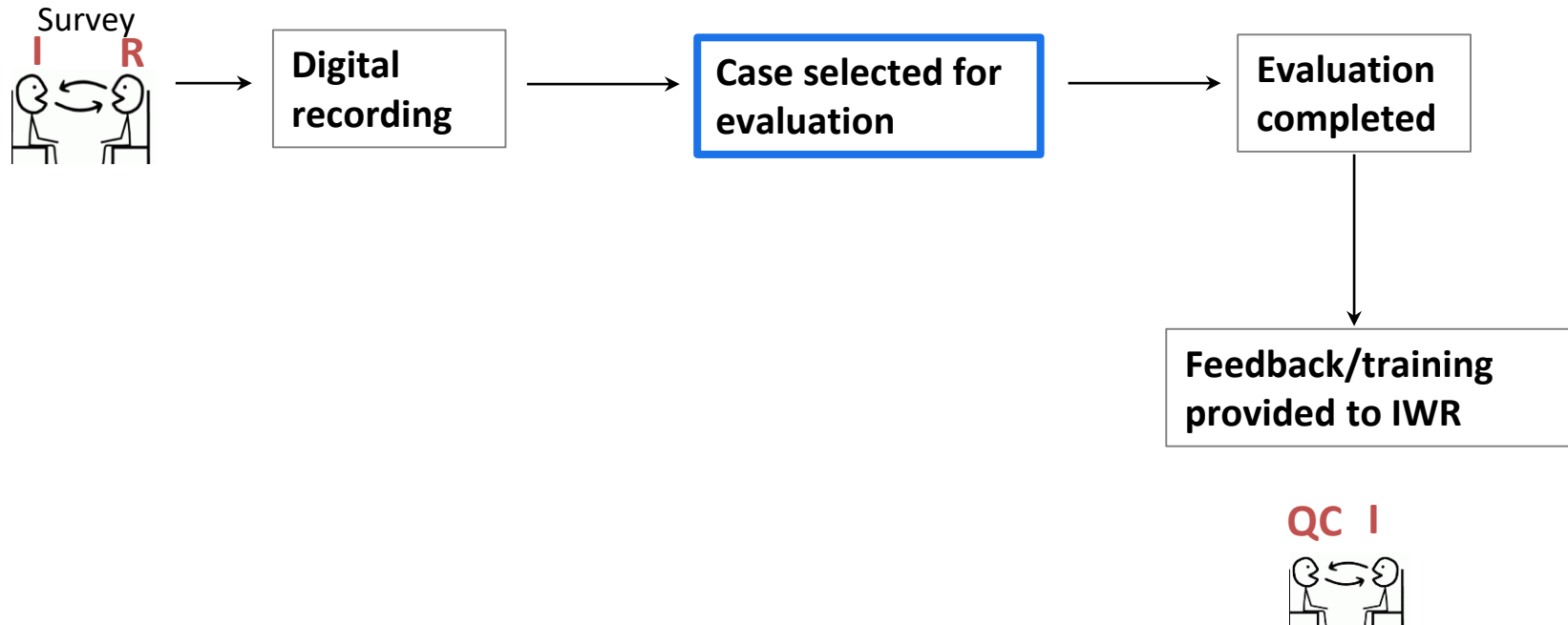
- Recommendation: Record 100% of all interviews
- In the absence of recording all interviews:
 - Identify (“flag”) cases to be recorded for evaluation
 - Each iwer should have at least 1 early iw recorded for evaluation
 - Iws should be flagged for recording throughout the entire production period (random)
 - Flagging for recording should be informed by evaluation outcomes
- Consent to record should be requested of all respondents



Recording Protocols (Con't)

- In the absence recording 100% of IW content, create an evaluation “capture list”
- Capture list contains portions of the interview to record
- Capture list should include:
 - Asking of consent to record the interview
 - Minimum level of instrument content
 - Some questions that require only standard GIT
 - Some questions of special project interest
 - Primarily composed of questions asked of all Rs
- Ideally the capture list is varied during data collection

QC Evaluation Process

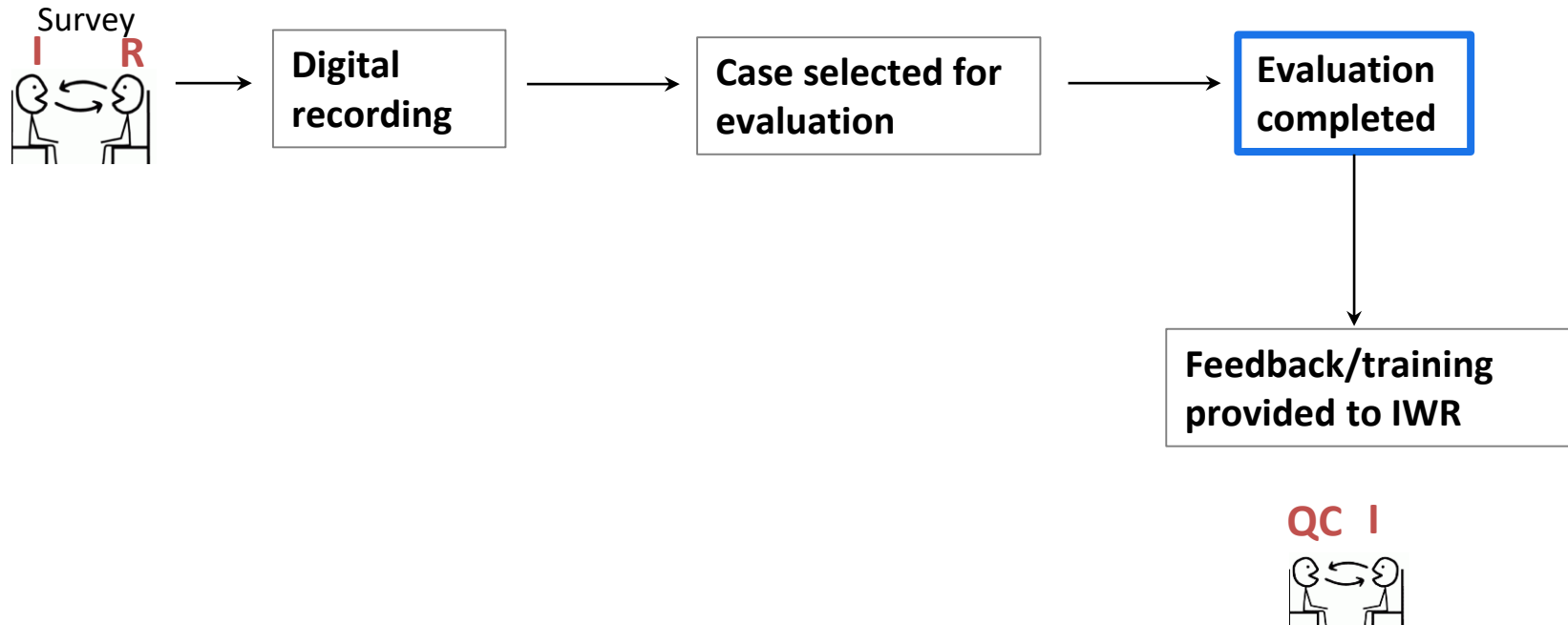




Selection of Cases for Evaluation

- Initial cases: initial interviews taken on a project should be selected for evaluation.
 - Additional “initial” interviews for first non-English language I/Ws
- Random cases: cases for evaluation are randomly selected
- Paradata cases: selection of cases can be informed by other interviewer performance indicators (e.g., past performance, quality indicators, etc.)
- Additional cases can be selected by project staff or evaluators with the approved protocol.
- At least 5% of each interviewer’s completed CAI instruments should be evaluated

QC Evaluation Process



Evaluating Cases

- Identify portions of the IW to evaluate (“evaluation list”)
 - Some questions that require only standard GIT
 - Some questions of special project interest
 - Primarily composed of questions asked of all Rs



Measurement of Interviewer Behaviors

- Evaluation measures interviewer adherence to GIT and study-specific rules
- Objective and clearly defined measurement
- Measurement occurs at the question level
- Measurement occurs at the session level



Measurement of Behaviors (con't)



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Olive 4.0

The ISR **O**n-**L**ine **I**nterviewer **V**erification and **E**valuation is available to authorized staff of the Institute for Social Research.



Measurement of Behaviors (con't)

- Note deviations from standards/protocols
- Note positive actions
- Provide written summary feedback



Reporting of Data

- Standard reports provide information for QC production operations and monitoring of Interviewer QC outcomes
- Developed for a variety of user groups with various levels of data
 - Provide point-in-time estimates, cumulative results and trends
- Integrate with SRO sample manager timekeeping data to assess production cost/effort associated with QC



QC Evaluation Process





Feedback to Interviewers

- Feedback/coaching/retraining is an extension of interviewer training
- Aim to provide feedback as soon as possible after an evaluation is completed
- Feedback should be provided on a regular basis to all interviewers
- Feedback should be provided more frequently when interviewers exhibit difficulty with the interview
- Feedback should be provided in both written and verbal formats
- Verbal feedback is provided by a team of specialists following retraining protocols in delivery of feedback.



Analysis of Interviewer Evaluation Data

Evaluation of Performance Data

- Analysis results should help identify deviations from standard, interviewer protocol
- Analyses should include common, interviewer performance indicators (where possible) to permit comparisons across projects or over time

Evaluation of QC System Data

- Analyses should support data driven decisions related to:
 - Potential enhancements/modifications to QC data system and/or case selection
 - Interviewer/evaluator training
 - Testing of hypotheses generated through iterative analytic results sharing/discussion with QC team.

Guiding Principles:

- To the extent possible, principles of statistics and research methodology should be applied to analysis of evaluation data, including:
 - Documentation of limiting factors (e.g., variation in protocols, case sampling) when translating inferences to QC action plans
 - Emphasis on results at the project, group or aggregate-individual level
- Presentation of results in a format that is understood by multiple users



Verification



Verification Protocols

- Prevent falsification, deterrent
- Discover cases of data falsification
- Ensure the integrity and professionalism of the interviewer



Verification Protocols (con't)

- Attempt to contact a percentage of completed interviews/screeners shortly after completion
- Standardize scoring based on responses to key items in the instruments (Iw/screener and Ver questionnaires)
- Standardize thresholds for follow up actions
- Increase the number of cases to verify where data falsification is suspected
- Also use recordings when available for verification in cases of suspected falsification



Verification

- Telephone follow up conducted by GIT-trained interviewers
- MSMS instrument
 - 6 questions are standard across projects (although they can be removed if not applicable)
 - Up to 4 questions identified by the project
 - Four slots are available, but 2-3 study specifics are the norm.
 - These should be questions that everyone receives and that are not opinion questions.
- Adjudication completed in OLIVE



QC Operations



QC Roles

- SRO QC Implementation Team
- QC Management
 - Evaluators
 - Retrainers
- Verification Management
 - Verification team
- QC Technical Coordinator
- Project Team
 - Project QC Coordinator



QC Roles

QC Implementation Team

- Support & advise projects
- Manage development of QC technical systems
- Establish & maintain best practices



QC Roles

QC Management

- Oversee evaluator and retraining teams staffing and training
- Initial work with project teams to establish QC plan
- Support QC Coordinators



QC Roles

Verification Management

- Oversee verification team staffing and training
- Liaise with tech team to set up & test verification project



QC Roles

QC Technical Coordinator

- Technical support of QC systems
- Set up and implement technical requirements for new projects
 - Flagging rules and case prioritization
 - Evaluation lists
- Set up standard reports
- Work with project data managers

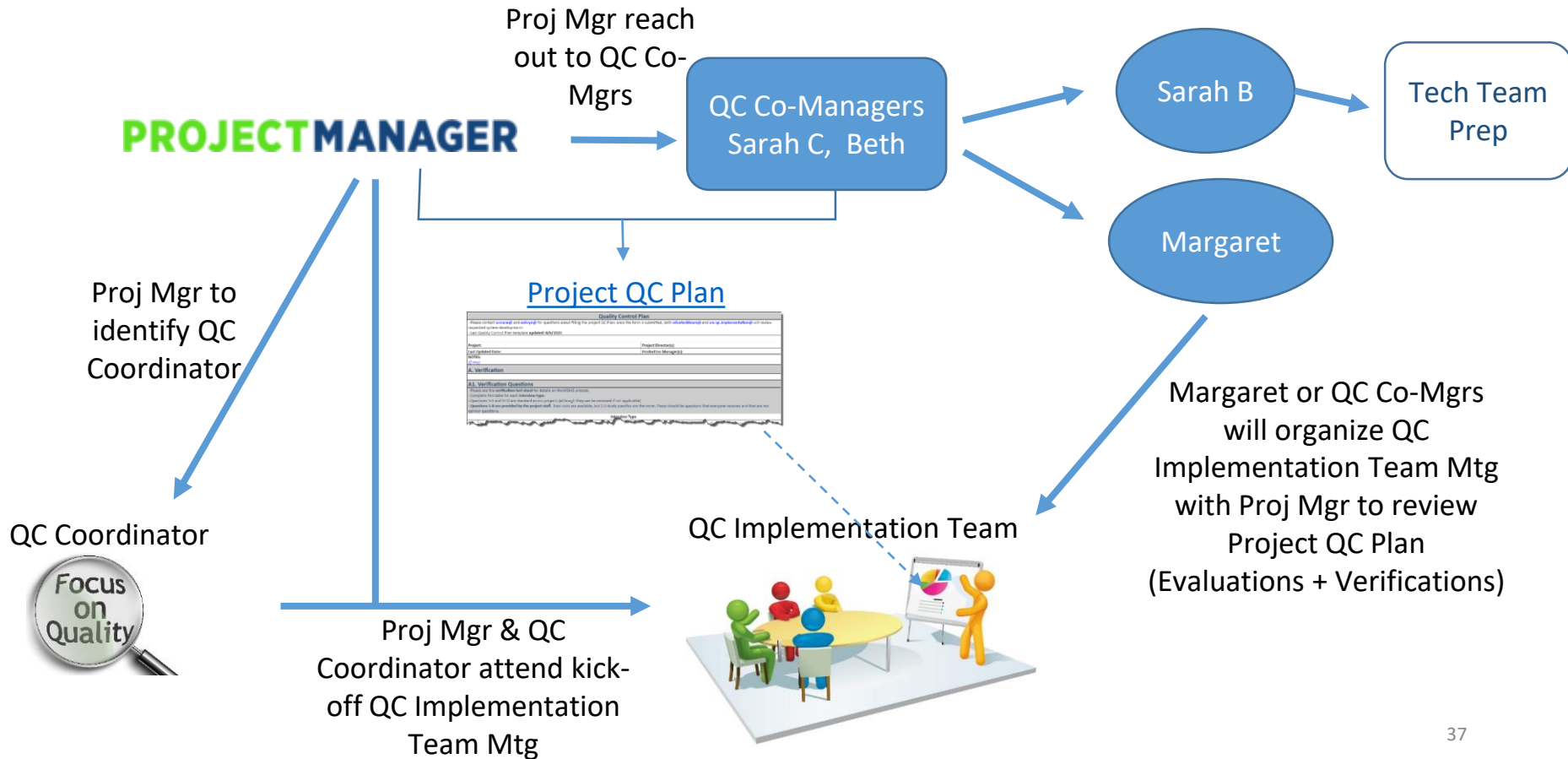


QC Roles

QC Coordinator

- Member of the project team, typically PM
- Liaison across groups: project team, production management, interviewers, evaluators and retrainers, QC management, QC implementation team
- Monitor reports
- Decision maker!

QC Implementation Process: Initiation



QC Implementation Process: Training

PROJECTMANAGER /
QC Coordinator



QC Co-Managers
Sarah C, Beth

Project team to
arrange for test
recordings (e.g., from
training) and
coordinate through
Sarah B to have
project team listen to
and sign off on
recordings

QC Team to review relevant
portions of iwer training (if
possible) **AND have a QC training
(led by QC Coordinator or PM) to
cover project requirements**



QC Implementation Process: Implementation

Verification

Lloyd Hemingway

- Ensure cases are getting imported into MSMS module
- Staff verification calling
- Track verification rates
- Coordinate with QC Coordinator on potential problems / failed verifications

Evaluation

QC Coordinator, QC Co-Managers
Sarah Crane & Elizabeth Ohryn

- QC Co-Managers oversee evaluator and retraining teams staffing and training
- QC Co-Managers will arrange for at least 1 inter-rater reliability session ~4-6 weeks into data collection
- QC Coordinator to review project significant errors
- QC Coordinator to work with Project Manager to review error rates, evaluation list and bring proposed concerns and changes to the QC Implementation Team

Systems & Reporting

Sarah Broumand

- Set up standardized reports
- Work with data manager to ensure that recordings are getting loaded
- Coordinate implementation of capture list changes and evaluation rate changes



Questions?



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