Survey Methods: Insights from the Field

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Call for Papers

Fieldwork Monitoring Strategies for Interviewer-Administered Surveys

A Special Issue for *Survey Methods: Insights from the Field (SMIF)*

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Aim & Scope

Fieldwork monitoring is essential during the data collection of large-scale surveys to ensure high-quality data. During the data collection period, the continuous evaluation of performance indicators such as response rates, risk of nonresponse bias (e.g., R-indicators), contact attempts, or fieldwork intensity per sampling point and interviewer, provides the possibility to detect data collection issues at an early stage and to timely react with targeted interventions to tackle these issues. In this regard, responsive survey designs (Groves and Heeringa 2006) have received increasing attention by survey researchers.

A large variety of performance indicators and possibilities to intervene are available (Kreuter 2013). Depending on the specific survey context, some indicators might be more useful to monitor than others. Also, the optimal monitoring frequency for indicators may differ depending on the specific setting. An important distinction regarding optimal fieldwork monitoring strategies is whether the survey is conducted by the research organization itself or whether a commercial survey agency is contracted to field the survey. In the latter case, some indicators might be less informative because the delivery of performance indicators is usually not done on a daily basis and field interventions need more time until they can be successfully implemented. We are interested in the lessons learned when working with different fieldwork monitoring strategies in various settings. In particular, we would like to know which performance indicators have been implemented successfully (e.g., to reduce errors described in the Total Survey Error framework) and which have been deemed to be less useful.

The large variety of indicators is paralleled by a multitude of possible fieldwork measures or interventions that address specific aspects of the data collection process (e.g., change or re-training of interviewers, re-contact of soft refusals, tailored reminder letters or adjustment of incentives). Many large scale-survey programmes have an abundance of experiences regarding the efficiency and effectiveness of different fieldwork monitoring strategies. Due to the often nonexperimental nature of these field activities, articles sharing this expertise are rare. The special issue provides a platform to share this valuable knowledge.

For the special issue in *Survey Methods: Insights from the Field* we invite studies that address one of the following aspects:

1. discuss key performance indicators of field monitoring
2. discuss fieldwork monitoring strategies
3. discuss measures and interventions during data collection
4. discuss the applicability of responsive design strategies
5. discuss visualization and error detection strategies
6. give best practice advice based on field monitoring strategies of large-scale surveys

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Editors

Submission Process

To submit, go to the SMIF website https://surveyinsights.org/ and upload your article onto the journal platform. Submission guidelines for authors can be found on the journal's dedicated webpage https://surveyinsights.org/?page_id=531 . When uploading your article, please check the category box: Fieldwork Monitoring Strategies.

Timeline

01.07.2018 Call for papers
28.02.2019 Deadline for paper submissions

References

Groves, R. M., & Heeringa, S. G. (2006). Responsive design for household surveys: tools for actively controlling survey errors and costs. *Journal of the Royal Statistical Society: Series A* (Statistics in Society), 169(3), 439-457.

Kreuter, F. (2013). Improving surveys with paradata: Analytic uses of process information. New York: Wiley.