

Video interviewing at Round 10 of the European Social Survey

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europeansocialsurvey.org

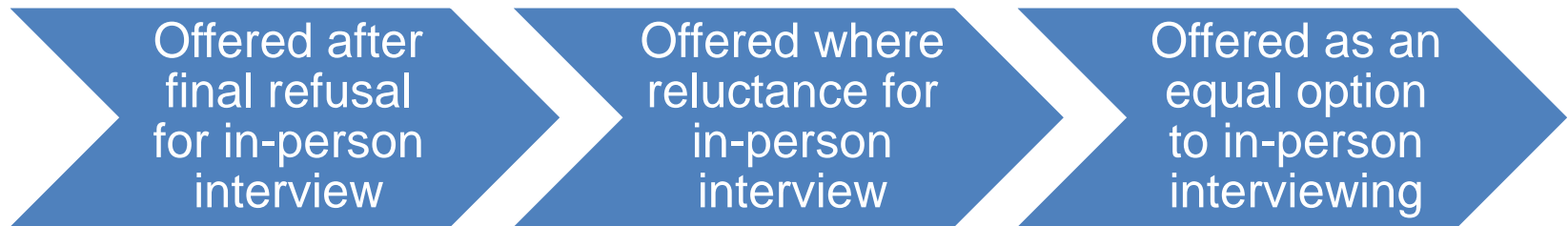
ESS is a European Research Infrastructure Consortium (ESS ERIC)

Introduction to the European Social Survey

- Cross-sectional, cross-national survey, carried out every two years
- Approx. 1 hour interview
- Face-to-face fieldwork approach across all countries for first nine rounds
- Round 10 of ESS carried out between 2020 and 2022 – 32 countries participating in total
 - Face-to-face fieldwork in 23 countries
 - 9 countries have switched to a self-completion approach (due to pandemic)
- Option to add video interviews as a complementary option to in-person interviews at Round 10 (15+ countries offering video interviews)

The video interviewing approach

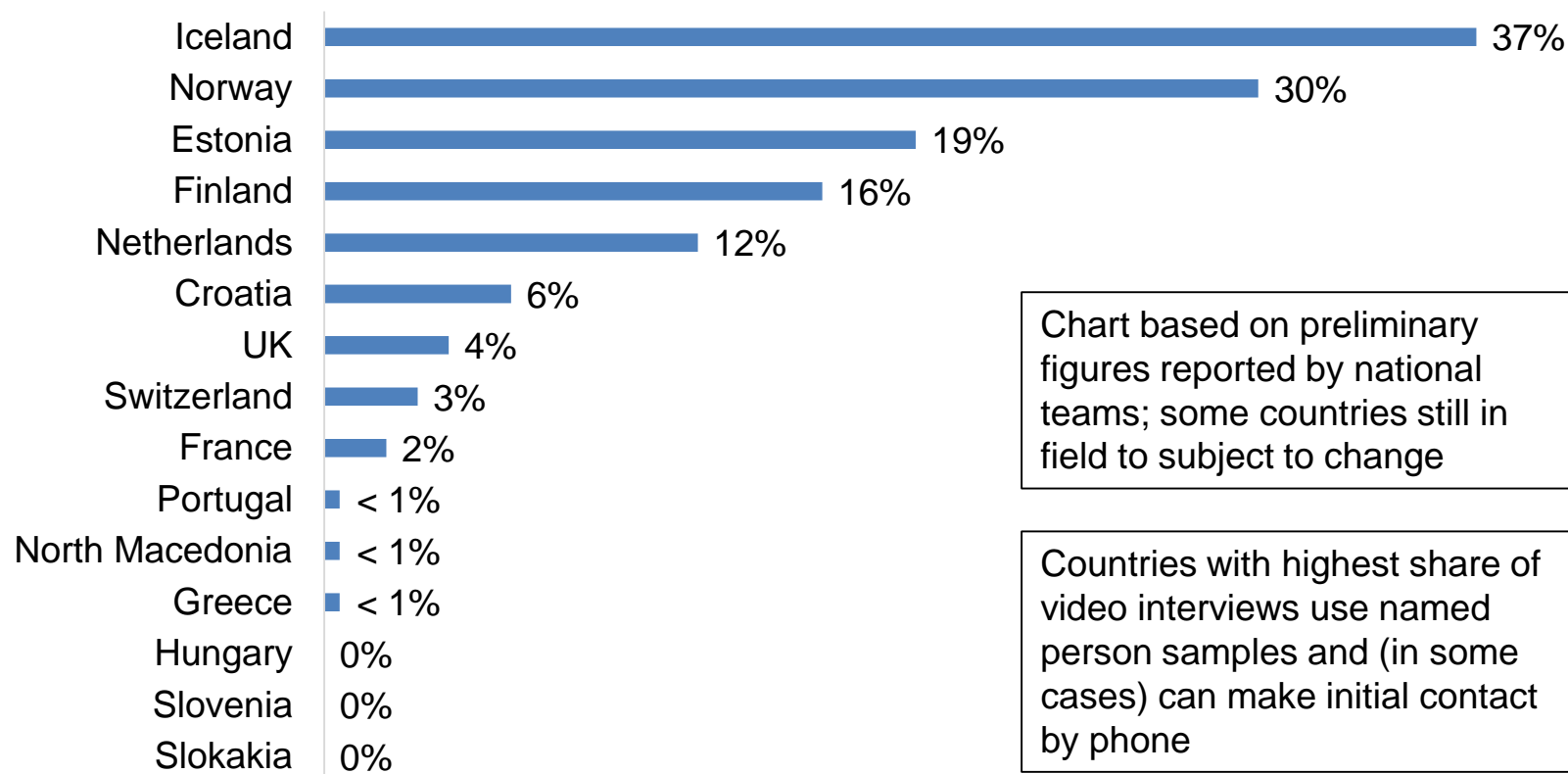
- Approach has evolved over the round:



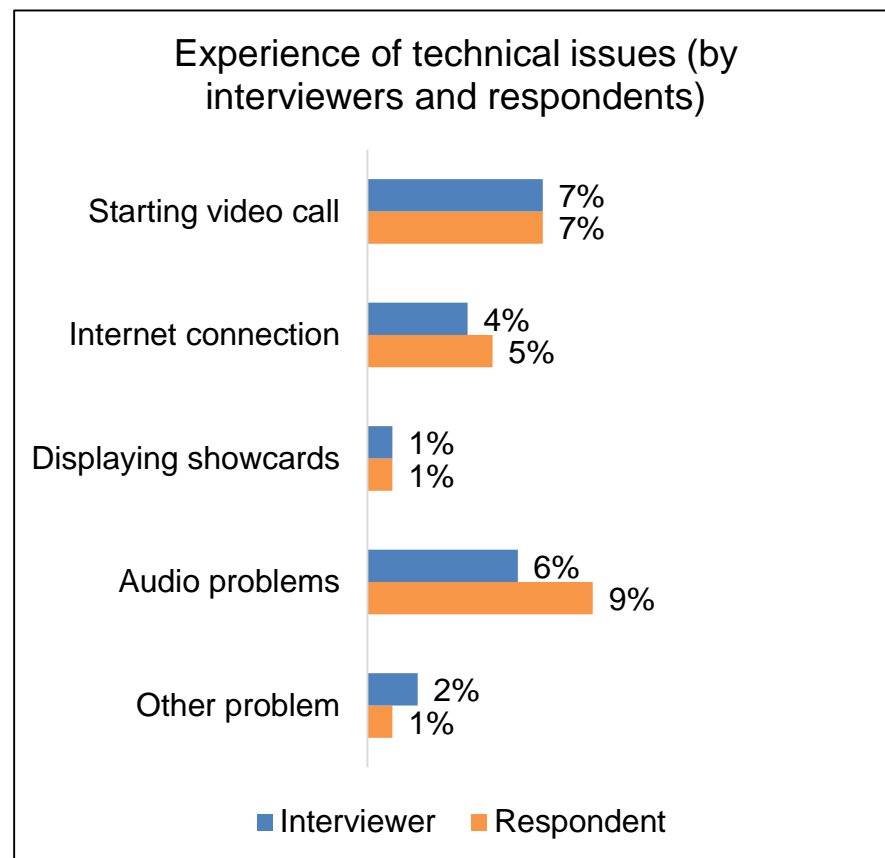
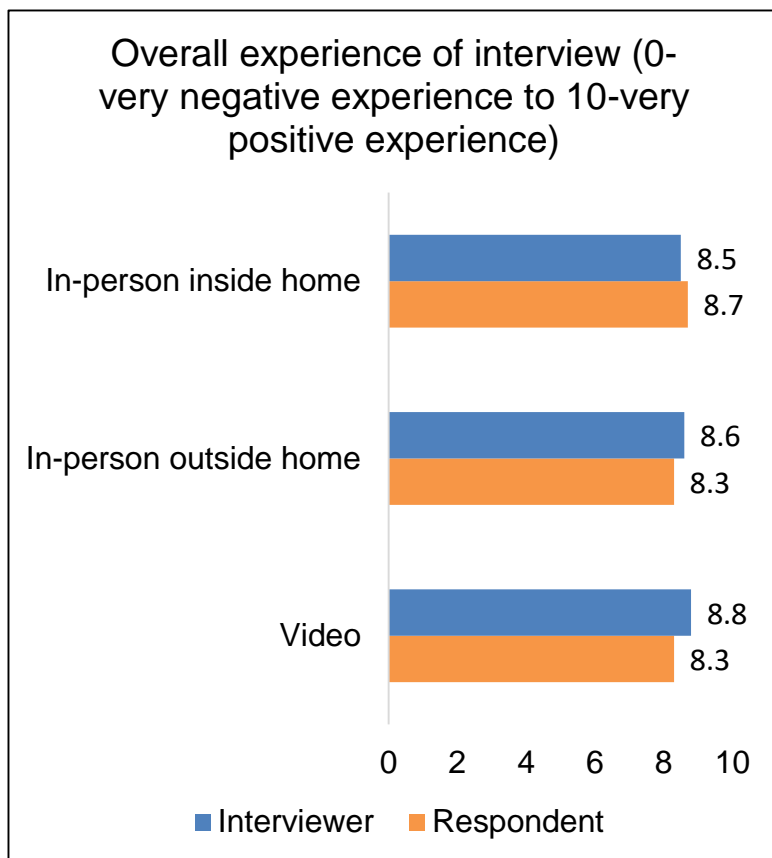
- Two models for managing video interviews:
 - A. Establish specialised video interviewing team
 - B. Enable all face-to-face interviewers to do video interviews
- National teams required to follow a central protocol outlining approach to video interviewing, though some variation between countries (e.g. on platforms used)

Video interviews achieved across countries

% of all interviews done by video at ESS R10



Preliminary Iceland data on video interviewing experience



Qualitative feedback on video interviewing

- Mixed views from national teams – some extremely positive based on rate of interviews and experiences; others said there was little or no interest in VIs
- Rate of VIs likely to have been higher if offered as ‘equal’ option from start of fieldwork?
- Most countries that did a high number of VIs reported few technical issues, though others cited this as a barrier
 - Importance of taking time to prepare technical aspects
 - Better to use one platform rather than giving respondent choice?
- VIs less ‘personal’ than in-person interviewing – pros and cons – harder to build rapport but less intrusive and possible reduction in social desirability bias?
- No-shows more common with VIs (used as hidden refusal?)
- Respondents often liked fact that VIs were being offered (in context of pandemic), even if option not always taken up

Next steps

- Decision to allow video interviewing alongside in-person interviewing at Round 11
- Further analysis on Round 10 experiences / analysis once fieldwork complete
 - Feedback survey with national teams
 - Analysis of interview experience and technical issues across all countries
 - Impact on sample composition
 - Interview timings and quality indicators (e.g. item non-response) versus face-to-face interviews
 - Better understanding of reasons for different success rates for video interviews between countries
- Keeping in touch with developments on other surveys that have used video interviewing



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