

Adapting to the times - conducting video interviews in NCDS and BCS70

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NCDS Age 62 Survey and BCS70 Age 50 Survey

- Major F2F surveys
- NCDS launched January 2020 – paused March 2020
- BCS70 – due to launch June 2020 - delayed
- Many challenges to moving to web / telephone so we opted to trial video.

Why video?

- Increased familiarity of video-calling since lockdown
- No need for major re-programming
- Human interaction retained
- Minimal impact on measurement?
- Could work nicely in tandem with F2F (when feasible)

Video interviewing so far....

	<i>NCDS Age 62 Survey</i>	<i>BCS70 Age 50 Survey</i>
Feasibility test (skewed sample)		Issued sample = 60 October 2020
Larger scale pilot with representative sample	Issued sample – 310 June 2021	
Soft launch at larger scale		Issued sample = 1,067 July 2021
Main stage fieldwork launched	November 2021	November 2021

Approach

- Interviews conducted using MS Teams
- Small pool of specialised interviewers
- All contact remote – telephone and email
- Adaptations:
 - Visual material presented via screen-sharing (showcards, leaflets)
 - ‘Sensitive’ questions self-completion – web survey
 - Supplementary paper questionnaires are sent/returned by post

Results so far...

	<i>NCDS Age 62 Survey</i>		<i>BCS70 Age 50 Survey</i>	
	F2F Wave 1	Pilot (n=310)	Prior Sweep F2F	Soft launch (n=1,067)
Productive interviews	79%	46%	73%	56%
Request to take part face to face	-	25%	-	7%
<i>% of productive interviews</i>				
CASI / CAWI self-completion	99%	80%	98%	76%
Cognitive Assessments	99%	99%	99%	99%
Paper self completion returned	93%	87%	94%	87%
Health records data linkage consent	65%	72%	-	60%
Agree to nurse visit	95%	97%	-	-

Adjustment to sensitive self-completion protocol:
Adding screen-sharing

	<i>NCDS Age 62 Survey – Main stage</i>	<i>BCS70 Age 50 Survey – Main stage</i>
Web-survey completed by respondent during interview	62%	65%
Screen-sharing during interview	16%	12%
Web survey completed after interview	19%	13%
Total	97%	90%
<i>Willing to complete after interview – not yet done</i>	1%	5%

Impact on data quality – Item Non Response

	<i>Age 50 (Video)</i>	<i>Previous sweep (F2F)</i>
Gross pay – Item NR	4%	2%
Weight – Item NR	6%	2%
Value of home	2%	9%
Outstanding mortgage	4%	10%

Positive feedback from participants

- Break offs very rare – only 2 across NCDS and BCS70 so far
- Almost all participants willing to do video interview again
(97% NCDS, 99% BCS70)

Moving forward

- For longitudinal studies – video interviews show some promise
 - Contact details held
 - Participants more willing
- Next waves of NCDS and BCS70 launching Feb – Video
- Launch F2F in April (?) – with video as back-up
- How many will choose video?
- Potentially a cost-effective approach to reach remote areas
- More research needed on impacts on measurement and data quality

Thank you