

# Assessing Progress in Reducing Child Labor in Cocoa Growing Areas of Côte d'Ivoire and Ghana

U.S. DEPARTMENT OF LABOR  
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## GUIDELINES FOR A SUCCESSFUL INTERVIEW



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# GUIDELINES FOR A SUCCESSFUL INTERVIEW

## GAINING COOPERATION

# INTRODUCING YOURSELF AND BUILDING RAPPORT

- A good introduction is precise and short
  - Spend approximately 1–2 minutes developing rapport
- Explain carefully the purpose of the interview when introducing yourself.
  - Always introduce yourself professionally
  - The interviewer must be motivated and able to communicate that motivation to the respondent
- Be self-assured and positive about the experience.
  - The interviewer must show to the respondents that this project is important

# INTRODUCING YOURSELF AND BUILDING RAPPORT

<p><b>Do <u>not</u> be apologetic Do <u>not</u> say</b></p>	<p><b>Do be polite but assertive Do say</b></p>	<p><b>Do <u>not</u> be pushy Do <u>not</u> say</b></p>
<p><i>Could you spare a few minutes?</i></p> <p><i>Would you mind answering some questions?</i></p>	<p><i>I would like to ask you some questions.</i></p> <p><i>I would like to talk to you for a moment.</i></p>	<p><i>You need to answer the following questions.</i></p> <p><i>You have no choice but to participate in this study.</i></p>

# LISTEN ATTENTIVELY TO THE RESPONDENT

Give full attention to the respondent

→ s/he will feel appreciated

- Is he/she busy at the moment?
- Does he/she want you to come back at a later time?
- Is the head of household not home?

It is ok to schedule an appointment with the respondent for later and/or come back a later time

# GUIDELINES FOR A SUCCESSFUL INTERVIEW

## REFUSALS

# TECHNIQUES TO AVOID REFUSALS

- Stress the importance of the survey and of the respondent's answers
- Empathize
  - “Is there is a better time for me to come back? I assure you that I will be efficient with your time.”
- Don't argue – Get her/him to say “yes” instead so s/he will be more inclined to continue cooperating
  - “Do you remember what the study is about?”



# HANDLING REFUSALS

If a respondent refuses the interview after you've attempted to gain cooperation and tried to convert their refusal to an acceptance, mark this on your tracking forms and inform your supervisor.

## TIPS TO BECOME A BETTER ENUMERATOR

- A good enumerator is professional
  - Read all instructions on the questionnaire
  - Do not change the sequence of questions
  - Be polite and never use harsh words
- A good enumerator is non-judgmental
  - Remain Neutral
  - Avoid Bias
  - Do not estimate/interpret for the respondent
- A good enumerator keeps control
  - Do not allow the respondent to hurry the interview
  - Do not allow the respondent to go on tangents

- Survey questions, responses, and introductory or transitional statements are to be read exactly the way they are written with no changes in wording; never paraphrase because you may change meaning
- Occasionally, a respondent may ask you to define a word. When this happens, don't try to explain the meaning in your own words: simply re-read the question.
- Practice reading the questions aloud many times prior to the first interview

- Do not change the sequence of the questions
- Every question must be read to the respondent even though it may have already been answered in the context of a previous question or in general conversation.
- Pay attention to categorizing responses
  - Be careful to record the correct response and review available options before selecting “other”.

## DO NOT ESTIMATE FOR THE RESPONDENT

- If the respondent thinks that more than one answer is appropriate, encourage *him/her* to choose the one response that is most appropriate or important.
- It is the respondent who is to make the estimate, not you, regardless of the correctness or incorrectness of the answer.
  - While you may help the respondent construct an estimate using worksheets or calculators, any figures that go into such calculations must come from the respondent.

## TRAIN THE RESPONDENT

- **To focus on the question**
  - Once you have completed the interview, it will be difficult to go back and correct errors.
- **To listen to all the response categories**
- **For accuracy, not speed**
  - Take your time and do not let the respondent hurry the interview
  - If you get lost or stumped, take your time to read any instructions and let the respondent know what you are doing.

# OTHER BEHAVIORS THAT IMPROVE DATA QUALITY

- Appropriate eye contact during the interview is very important to establish comfort and trust with the respondent.
- Questions should be read slowly and in a conversational tone emphasizing the appropriate words
- Use your common sense to avoid/elude nosy neighbors, fussy children, curious friends or spouses, and other such annoyances.
- In some cases a respondent may request help from another person in answering a question – you should follow consent procedures!



# GUIDELINES FOR A SUCCESSFUL INTERVIEW

## BIAS

- What is Bias?
  - Errors in the data that are caused by interviewer-respondent interactions
- Be aware of the ways in which you might influence respondents' answers
- Do not let your expression or your reply register disbelief in the data he/she has given you.

# TYPES OF BIAS

- Three types of bias:



**STYLE BIAS**



**NON-VERBAL BIAS**



**VERBAL BIAS**

# WAYS TO AVOID BIAS

- Maintain self-awareness
- Present yourself in a pleasant but neutral appearance to avoid offending or possibly making the respondent feel bad.
- Keep a neutral expression on your face
- Avoid reacting to respondent's answers or actions throughout the interview
- **Never** make side comments about the respondent or the respondents' answers

# GUIDELINES FOR A SUCCESSFUL INTERVIEW

## PROBING

# WHAT IS A PROBE?

A probe is a controlled, non-directive, and neutral question or comment used:

- For clarity
- For completeness
- For relevance - to return to the point of the question
- To elicit more information from a "don't know" response

- 1. The silent probe:** Pause & look at the respondent
- 2. Re-reading the question & stressing key words**
- 3. Asking for more information:** “Please tell me more”
- 4. Stressing generality:** “In general, would you say [repeat the question]?”
- 5. Stressing subjectivity:** “I understand you might not know the exact amount, but we are still interested in your best estimate”
- 6. Zeroing in:** Pay attention to timeframes and units of measurement!

# PROBING “DON’T KNOW” RESPONSES

**You need to probe all “don’t know” responses at least once.**

- The respondent is thinking and says “I don’t know” to fill the silence.
  - Use a silent probe
- The respondent fears giving the wrong answer.
  - Stress subjectivity and tell the respondent there is no right or wrong answer. We want his/her opinion or best estimate.
- The respondent truly does not know.
  - If that is the case after probing once, it is acceptable to record the response as “don’t know”



# PROBING SENSITIVE QUESTIONS

- Some of the questions in the interview ask about sensitive topics, so respondents may become upset.
- Respondents have the right to refuse any question - There is no penalty for refusing to provide an answer
- Respondents may also wish to take a break from the interview, which is okay.

## CHECKING FOR INTERNAL CONSISTENCY

# DETECTING INCONSISTENCIES

- It is your job to record the respondent's answer exactly as s/he communicates them, but not necessarily to *blindly* do so.
- Remain alert to catch blatant errors or inconsistencies in the respondent's answers.
- If something does not seem right, follow up with respondents.

While remaining calm and neutral, you should:

- Repeat the question to make sure that the respondent heard and understood the question correctly.
- Re-read the answers to the respondent to make sure that *you* understood the respondent's answers correctly.
- If the respondent confirms both answers, record the answers as stated and make a note that the answers are inconsistent but that you did probe.