

Interviewer Gender and Survey Responses: The Effects of Humanizing Cues Variations

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Social interface theory: humanizing information sent by computer causes reactions typical of human-to-human interaction

Nass et al. 1996; Nass et al. 1997; Fogg & Nass 1997

Several studies in the area of survey methodology
(**video interviewers/animated interviewers/interviewers' photos**)

e.g., Tourangeau et al. 2003; Fuchs 2009; Lind et al. 2013; Haan et al. 2017

Usually designs with representations of one or two interviewers were used
→ mode effect may overlap with interviewers' individual characteristics

Using **larger number of interviewers** might enable us to control this situation

Krysan & Couper 2003

Is there a mode effect on measures of sensitive items controlling for the interviewer and the interviewer gender?

VARIABLES/FACTORS (1)

**Modes/
Scenarios:**

CAWI-name

CAWI-photo

CAWI-movie

CAPI

Level of humanizing procedures





Chcielibyśmy przedstawić Ci kilka sposobów zarabkowania. W każdym przypadku zakładamy, że osoba, która podjęła się danego zajęcia robi to z własnej woli i otrzymuje za to satysfakcjonujące wynagrodzenie finansowe.

Czy Twoim zdaniem pisanie prac zaliczeniowych, licencjackich, magisterskich dla innych osób jest:


- całkowicie dopuszczalne
- raczej dopuszczalne
- raczej niedopuszczalne
- całkowicie niedopuszczalne

Ankieta

Search or enter address

Search

Postęp 25%




Gdy popełnię błąd, zawsze jestem gotów przyznać się do tego.

prawda

fałsz

<< **Następne**

Survey Powered by CADAS Platform



CAWI-PHOTO



PRZECZYTAJ PYTANIE
JESZCZE RAZ

- całkowicie dopuszczalne
- raczej dopuszczalne
- raczej niedopuszczalne
- całkowicie niedopuszczalne

VARIABLES/FACTORS (2)

**Other
factors:**

Interviewer

Interviewer's
gender

Interviewer
within gender
groups

Respondent's
gender

INTERVIEWERS



Anita



Daria



Dominika



Martyna



Paulina



Mateusz



Maciej



Gabriel



Mateusz

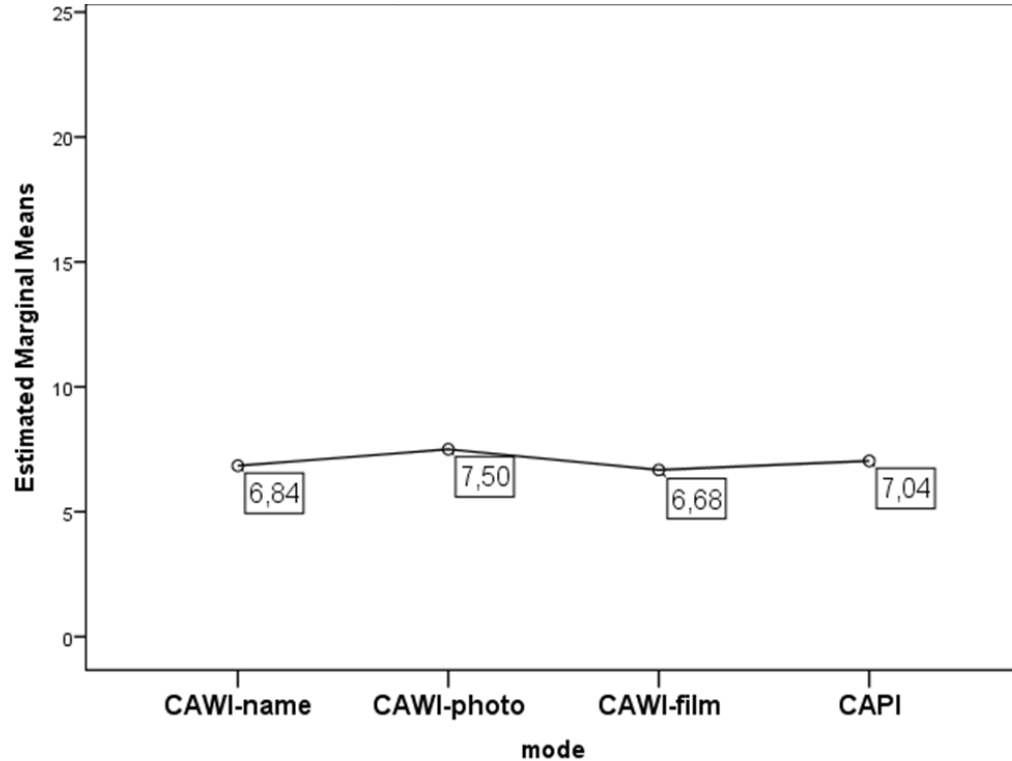


Rafal

- December 2016 – March 2017
- Students of the University of Lodz, Poland
- N=800 (200 cases per each mode)
- **CAWI**: Invitations sent to 26,242 students (all Polish, full-time students enrolled in studies during the 2016/2017 academic year)
 - AAPOR RR1:
 - total: **3.58%**
 - *females*: **4.25%**
 - *males*: **2.25%** → two reminders → **4.09%**
- **CAPI**: Respondents recruited during face-to-face contact

- 1) **Moral permissiveness**
- 2) **Willingness to disclose sensitive issues**
- 3) **Inventory of desirable responding (KAS)** Crowne & Marlowe 1960
- 4) **Attitudes towards gender roles** Kane & Macauley 1993
- 5) **Attitudes towards sexual behaviours**

MORAL PERMISSIVENESS



The index is based on 6 questions that measure opinions about morally objectionable behaviours (e.g., working without job agreement, smuggling illegal goods between countries)

The higher the value, the higher the level of moral permissiveness

MAIN EFFECTS

Mode

$F(3, 24)=2.20$ $p=0.114$

Respondent's gender

$F(1, 8)=15.50$ $p=0.004$

Mf=6.09 Mm=7.93

Interviewer's gender

$F(1, 8)=4.42$ $p=0.069$

Interviewer (within interviewer's gender)

$F(8, 6.11)=0.24$ $p=0.967$

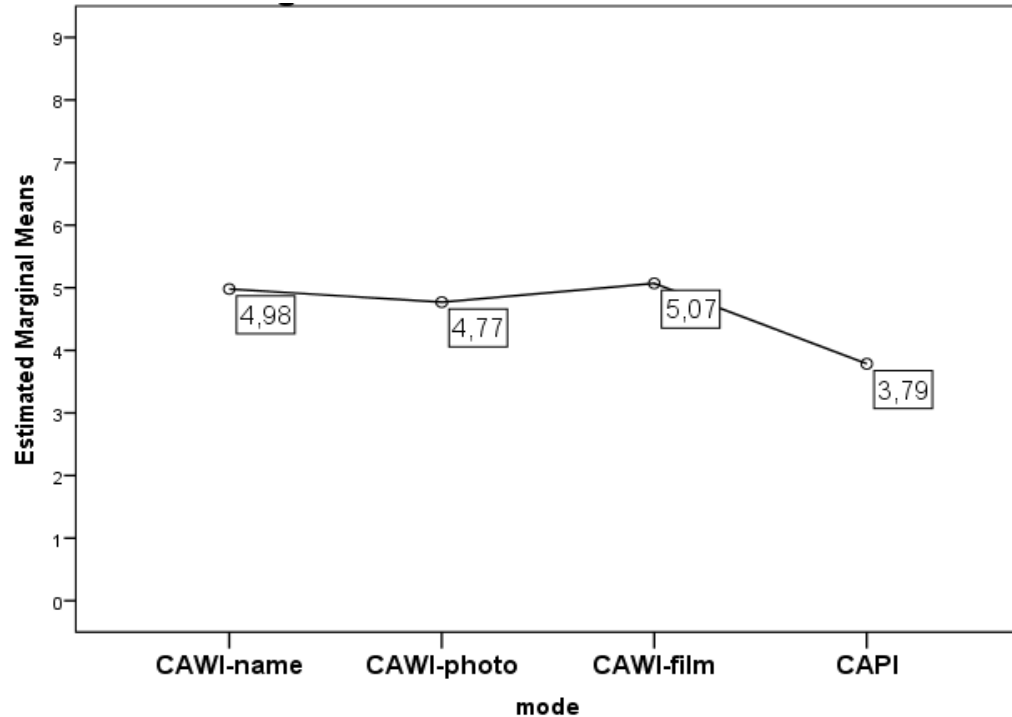
SIGNIFICANT INTERACTION

Respondent's gender X

Interviewer (within interviewer's gender)

$F(24, 24)=2.76$ $p=0.026$

WILLINGNESS TO DISCLOSE SENSITIVE ISSUES



The index is based on 9 questions

The higher the index level, the more willing the respondent to give responses that are not subject to social assessment

MAIN EFFECTS

Mode

$F(3, 24)=9.47$ $p=0.000$

Respondent's gender

$F(1, 8)=38.78$ $p=0.000$

Mf=4.36 Mm=4.94

Interviewer's gender

$F(1, 8)=1.55$ $p=0.249$

Interviewer (within interviewer's gender)

$F(8, 0.04)=2.24$ $p=0.914$

SIGNIFICANT INTERACTION

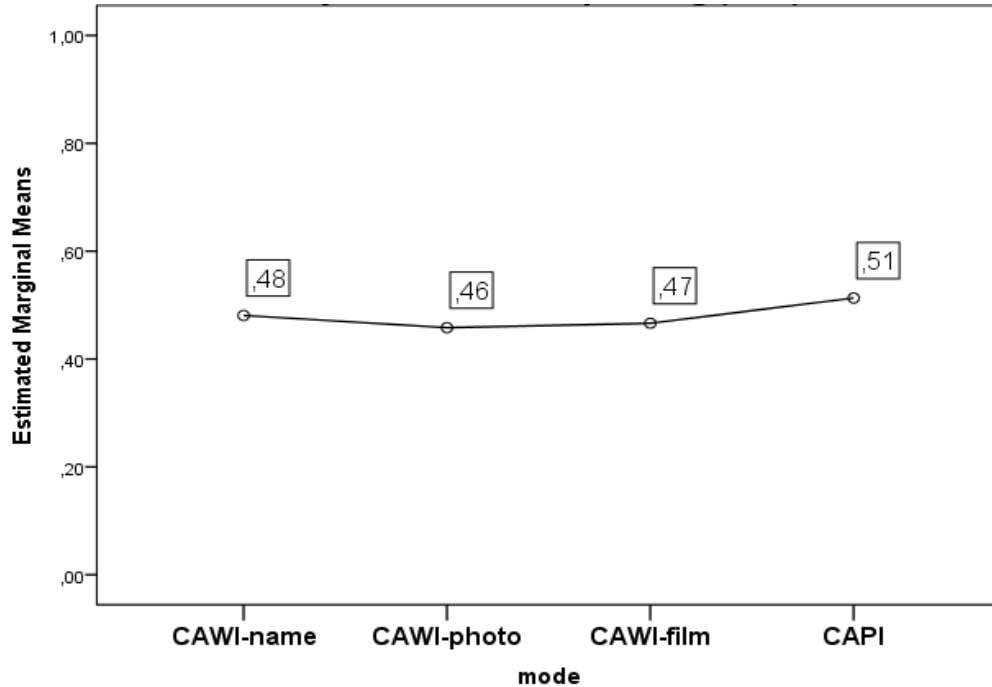
Mode X

Respondent's gender X

Interviewer (within interviewer's gender)

$F(24, 720)=1.80$ $p=0.011$

INVENTORY OF DESIRABLE RESPONDING



The inventory is based on 29 yes/no questions

The higher the value, the stronger the tendency to show oneself in the positive light

MAIN EFFECTS

Mode

$F(3, 24)=2.75$ $p=0.07$

Respondent's gender

$F(1, 8)=0.03$ $p=0.86$

Mf=0.48 Mm=0.48

Interviewer's gender

$F(1, 8)=0.83$ $p=0.390$

Interviewer (within interviewer's gender)

$F(8, 14.99)=0.27$ $p=0.965$

SIGNIFICANT INTERACTIONS

Mode X

Interviewer(within interviewer's gender)

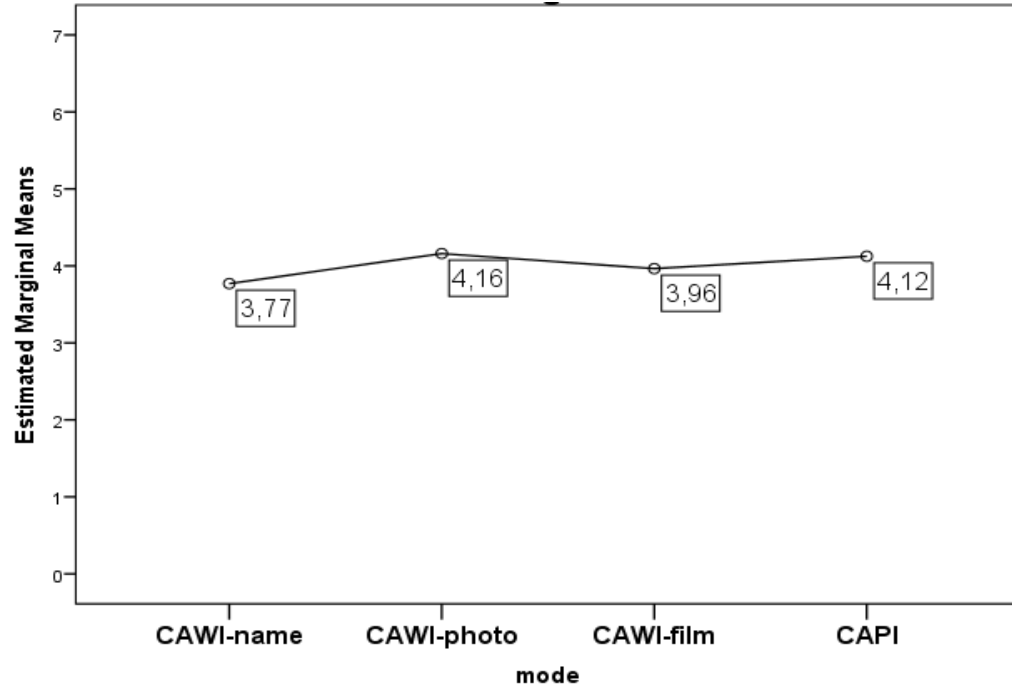
$F(24, 24)=2.54$ $p=0.013$

Respondent's gender X

Interviewer (within interviewer's gender)

$F(8, 24)=2.46$ $p=0.042$

ATTITUDES TOWARDS GENDER ROLES



MAIN EFFECTS

Mode

$F(3, 24)=2.14$ $p=0.12$

Respondent's gender

$F(1, 8)=507.82$ $p=0.000$

Mf=4.55 Mm=3.47

Interviewer's gender

$F(1, 8)=0.01$ $p=0.928$

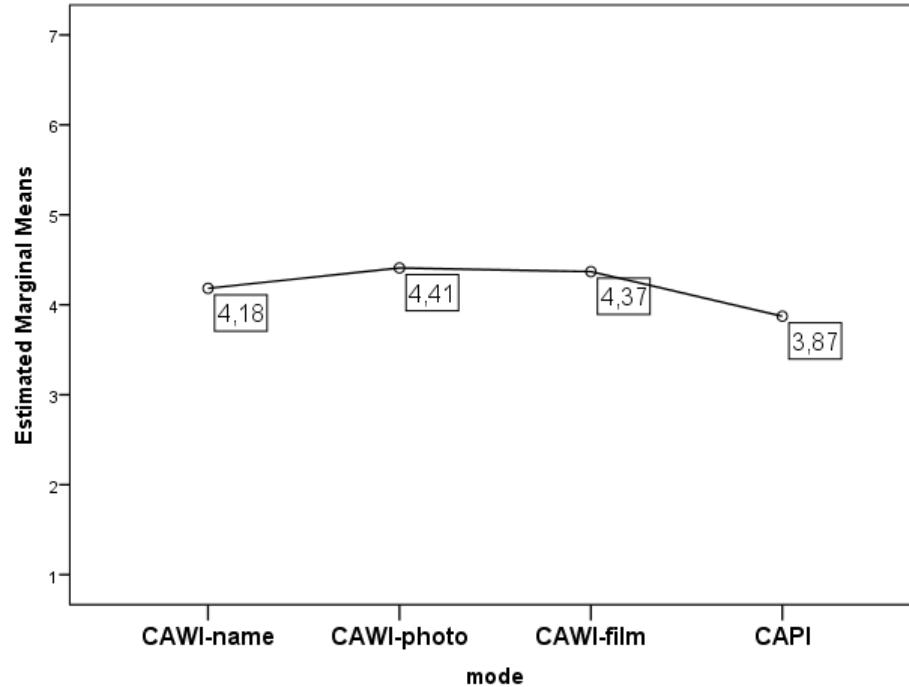
Interviewer (within interviewer's gender)

$F(8, 2.13)=0.50$ $p=0.830$

The index is based on 7 questions measuring the attitude towards roles of women and men

The higher the value, the more pro-feminist attitude of the respondent

ATTITUDES TOWARDS SEXUAL BEHAVIOURS



MAIN EFFECTS

Mode

$F(3, 24)=6.05$ $p=0.003$

Respondent's gender

$F(1, 8)=8.81$ $p=0.018$

Mf=4.015 Mm=4.41

Interviewer's gender

$F(1, 8)=0.11$ $p=0.754$

Interviewer (within interviewer's gender)

$F(8, 4.28)=0.58$ $p=0.763$

The index is based on 7 questions measuring the opinion about various sexual behaviours (e.g., masturbation, group sex)

The higher the value, the more permissive the respondent's attitude

- **There are no differences between types of CAWI**
- **There are differences between CAWI and CAPI**
- **Mode effect overlaps with interviewers' individual characteristics, not with gender – no interviewer's gender effect**

Some interviewers, in certain conditions (i.e., respondent's gender & mode), have an impact on respondents' answers

For future studies, it would be advisable to utilize research designs with multiple interviewers controlling for their different personal characteristics

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Thank you!

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