Amárach Research- European Social Survey- Training

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By

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Running Order

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Background to the Study
The European Social Survey (the ESS) is a pan-European survey. The ESS collects information on people’s attitudes, beliefs and behaviour patterns in many European countries. The following countries will be participating in the fifth round of fieldwork:

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Hungary
- Israel
- Latvia*
- Lithuania
- Netherlands
- Norway
- Poland
- Portugal
- Romania*
- Russia
- Slovakia
- Slovenia
- Spain*
- Sweden
- Switzerland
- UK
- Ukraine*

* Participation possible but not formally confirmed at time of writing.
1. Background – II

The ESS is a biennial time series. It is designed to measure contemporary social attitudes and how they change over time.

Subjects covered in the questionnaire include participation in society, religious and political beliefs, views about work as well as attitudes towards the police and courts.

The data gathered in Rounds 1-4 have been used extensively by the European Commission, national governments, policy analysts, think tanks, politicians, journalists and academics, as well as being of interest to the general public across Europe. In fact, as of May 2010, there were almost 31,800 registered users of the ESS data.

The highest number of users is in Germany, the UK and Belgium. The data are also contributions to social history, and will allow analysts in the future to discover what people thought and felt about the major social issues of the day.

The ESS will thus provide a unique long-term account of the social fabric of modern Europe, of how its changing political and institutional structures interact over time with changing social attitudes and values.

With data from the ESS, people can now make detailed comparisons between individual countries (or groups of countries) on a wide range of social issues.
Another factor which makes the ESS unique in cross-national research is its aim to meet the highest methodological standards.

In order for the information gathered to be truly comparable across all the different countries involved, the survey employs the highest standards in its approach to sample design, response rates, questionnaire design, fieldwork procedures and so forth across all the participating countries.

The survey consists of two elements - an interview questionnaire conducted on the computer and a supplementary questionnaire, [which will either carry on from the main interview or take the form of a self-completion supplement for each respondent to fill in after the interview].

The supplement contains further questions on topics not covered in the Main Questionnaire, as well as some variations on questions already asked during the interview, which form part of the methodological tests built into the survey.
1. Turning on the Machine

- The power button is situated on the BOTTOM RIGHT of the laptop, on the FRONT. You need to slide the button across to turn the machine on.
- This will bring you on to the main page of the machine.
- MAKE SURE THE COMPUTER IS FULLY CHARGED BEFORE INTERVIEWING
- When using there is a small Battery icon in the RIGHT hand side of the screen, this shows you the time left on the battery. The laptop will power off when the battery is flat so it is very important that you try and recharge it wherever possible.
2. Connecting to the Web

- This can be done in two ways; either by wireless WiFi or through a cable. Firstly make sure that your broadband box is turned on!

  i. **WiFi**
     - This is activated by clicking on the **WiFi** button in the BOTTOM RIGHT of the screen.
     - A box will appear asking you to enter in the “Key” – this is the password you use to allow new devices on to your broadband box. This “Key” is usually found on the back of your broadband box. Once you do this once, you should not need to do it again.

  ii. **Cable**
     - You will need to plug a network cable into the port on the LEFT side of the machine and this cable will be connected into your broadband box.
3. Connecting to NIPO – the CAPI programme

- To do this you will need to use the mousepad and click on the green **NIPO CAPI Client** icon.

- It will take a few seconds to open and load the programme options.

- The screen below is then shown:

- And you will need to click on the **Connect** Button.

- **NIPO WILL ONLY WORK IF CONNECTED TO THE INTERNET.**
3. Connecting to NIPO – the CAPI programme

- The following screen pops up and you then click on the Start button, this will take a few seconds to run.
3. Connecting to NIPO – Error

• If you are not connected to the internet the following icon will appear:

  ![Communication Error Screen](image)

  (ERROR) RPC Failure while Connecting: Server Unavailable.

• Go back and make sure your internet connection is working and start again.
4. Connecting to NIPO – the CAPI programme

- If connected to the Internet this screen will pop up and you have to click **OK**.

- This is connecting your laptop to the Amárach server and sending the data and questionnaire between the two.
How to use CAPI? – Getting Started

4. Connecting to NIPO – the CAPI programme

• A screen similar to this below will appear this shows you what has been sent and received by the laptop.
NB - You need to make sure this tallies with what you expect.

If you have done 20 interviews the Outbound Communication box will say “20 addresses sent to the CAPI Master”.

If you are downloading a new job and there is 20 in the assignment the Inbound Communication box will say “20 addresses received from the CAPI Master”.

You should click the Close button at the bottom RIGHT of this window, if the numbers are correct, otherwise Exit and Restart process from beginning.
This screen will then appear: Each line corresponds to an individual questionnaire showing each respondent number and address.

To begin interviewing you click on your selected address in the top box.
How to interview?

• It is probably easier and quicker to use the numbers on the top of the keyboard and hit return (enter) instead of trying to use the mousepad.

• If you have entered the wrong number by mistake you can use the Clear button at the top of the screen.

• If you have pressed the Return (enter) key and you want to go back and change an answer you can click the Back Button (at the top left hand side of the screen) to return to the previous question.

• For verbatim/open ends you will have to use the mousepad to click the OK button, once the verbatim is complete to move to the next question.
Neighbourhood Forms
This section is to be filled out in your car before approaching the respondents' door.

There are only five short questions in this section labelled N1-N5

This only has to be filled out once after the first visit to each address regardless of contact or not.
Examples of Neighbourhood Contact Form Data

N1: The Type of Home

- Semi-Detached House
- Terraced Houses
- Flats
- Farm House
- Flat Above Business
- Detached House
Examples of Neighbourhood Contact Form Data

N2: The Entry to the House

Locked Gate with phone.
N3: The condition of the home. If it is in good or bad condition it must be recorded.

Code 5: Very bad condition
Examples of Neighbourhood Contact Form Data

N4: Rubbish/litter in the area.

- **Code 1: Very Large Amount**
- **Code 2: Large Amount**
- **Code 3: Small Amount**
Examples of Neighbourhood Contact Form Data

N5: Vandalism or graffiti in the area

Code 1: Very Large Amount

Code 2: Large Amount

Code 3: Small Amount
Contact Forms
Contact Form

Again this section is to be filled out in your car before approaching the respondents door.

There are five questions to be answered around the:

- Visit number
- Date of visit
- Day of the week
- Time (to be given in the 24 Hour format)
- Mode of visit (i.e. personal or through the phone)

This form will appear every time you begin an interview.
Respondent Recruitment Procedure
At this stage you will have gone up to the house.

For each house you will need to select the correct respondent.

This is done on the basis of whoever in the household celebrated their \textbf{LAST} birthday most recently.

Please record the number of people living in the household

Record the full name of the selected respondent (i.e. last birthday)

Before starting the survey these details will need to be recorded.

The survey will then ask the result of the visit i.e.
- Willing to takepart $\rightarrow$ \textbf{Main Questionnaire}
- Partial interview $\rightarrow$ \textbf{Main Questionnaire}

- Contact with someone, don’t know if target respondent $\rightarrow$ \textbf{Non Contact Form}
- Contact with Target Respondent but NO interview $\rightarrow$ \textbf{Non Contact Form}
- Contact with somebody other than Target Respondent $\rightarrow$ \textbf{Non Contact Form}
- No contact at all $\rightarrow$ \textbf{End of that visit}
- Address is not valid (unoccupied, demolished, institutional) $\rightarrow$ \textbf{Non Contact Form}
Non Contact Forms
If you come into contact with a respondent but do not administer a survey you will have to give the reasons why.

You will be asked the following questions:

- Outcome of contact
- Reason for refusal
- Likelihood to cooperate in the future
- Approximate age of the respondents
- Gender

This section will only appear until the third visit unless questionnaire is administered.

A sample becomes exhausted after the 10th visit.
Making Appointments

Following the non contact survey, an appointment must be made for a date and time you intend to call back (this does not need to be set in stone just to save the data).

Details of all these appointments can be seen on the main screen. Please refer to slide 16.
Main Questionnaire
If the respondent is willing to take part the main questionnaire will begin.

The questionnaire contains the following sections:

- Section A: Media/Social Trust
- Section B: Politics
- Section C: Religion and National Identity
- Section D: Trust in the Police and the Courts.
- Section F: Social and Demographic Profile
- Section G: Work, Family and Wellbeing
- Section J: Interviewer Self Completion Questions

In order for the questionnaire to go as smoothly as possible showcards will be administered for most questions. The showcards are in your interview pack. The corresponding card number will show up on the screen.
Supplementary Questionnaire
At the end of section G a self completion supplementary questionnaire will be administered to the respondent while you complete Section J on screen.

There are three versions of this questionnaire labelled A, B and C.

Each respondent will receive one supplementary questionnaire and A, B, C, needs to be rotated for each respondent.

Across form the address will be a letter corresponding to supplementary questionnaire you must administer and the respondents number.

THE RESPONDENT ID MUST BE RECORDED ON THE SUPPLEMENTARY QUESTIONNAIRE. WE ADVISE DOING THIS BEFORE INTERVIEWING.
Supplementary Questionnaire - II

ESS document date: 04/06/2010
ALERTS TAKEN ON BOARD: 01

The European Social Survey

SELF-COMPLETION QUESTIONNAIRE S-C-C (Round 5 2010)

RESPONDENT NUMBER:

VERSION NUMBER: S-C-C

Record Respondent Number Here

This indicates whether you are using supplementary booklet A, B, or C. Ensure you have the correct supplementary booklet for each respondents.

Appendix 8a Supplementary Questionnaires
Incentives

- For their time participants will be given a 10 euro incentive for completion of the main questionnaire.

- Make the respondents aware of the incentive from the outset of the interview.
Sending Data Back
Sending Data Back

- Data is to be sent back twice a week:
  - Monday before 9pm
  - Thursday before 9pm

- DO NOT WAIT UNTIL THE ASSIGNMENT IS COMPLETE

- Click on CONNECT

- ONLY COMPLETE INTERVIEWS ARE SENT BACK
Sending Data Back

- The following screen pops up and you then click on the **NO** button.
A screen similar to below will appear this shows you what has been sent and received by the laptop.

The Outbound Communication box will say “X definite addresses sent” = this means x number of interviews have been sent to our server.
Avoiding Refusals ...
Research into why people refuse on interviews was conducted and I am sure you have heard many of these from time to time.

1. This is a bad time (bad time).
2. This will take too long (burden).
3. The interview is too long (interview length).
4. I am too old/sick (age/health).
5. I am not interested (lack of interest).
6. I don't share this kind of information (personal/sensitive).
7. I am afraid someone will know what I said (confidentiality).
8. What is this survey about (purpose of survey).
Remember respondent is free not to participate and not to answer specific questions.

Be courteous and patient at all times.

Refusals can be reduced by:
- Being sensitive to timing – back away if it is clear this is a bad time.
- Being sensitive to respondent concerns and answering those concerns.
- Convey to respondent that their participation is important to you.
- Covey willingness to call back at a more suitable time.

Step 1:
- Maintain interaction to help to identify main concerns. We want to know what they think.

Step 2:
- Tailor responses to the specific concern, indicating that you are listening to the respondent.
Practice!
Non Contact

Profile 1
- Contact with a household member however selected respondent not available

Profile 2
- No contact at all

Profile 3
- Contact with respondent but refused to partake

Profile 4
- Address not valid
### Profile 1
- **Gender:** Male
- **DOB:** 1963
- **Occupation:** Paid employment
- **Living Arrangements:** Living with spouse and 2 Children
- **Partners Occupation:** Housewife

### Profile 2
- **Gender:** Female
- **DOB:** 1984
- **Occupation:** Paid employment
- **Living Arrangements:** Single

### Profile 3
- **Gender:** Male
- **DOB:** 1939
- **Occupation:** Retired
- **Living Arrangements:** Living with spouse – has children but don't live at home
- **Partners Occupation:** Paid Employment

### Profile 4
- **Gender:** Female
- **DOB:** 1986
- **Occupation:** unemployed but has worked previously.
- **Living Arrangements:** Living with partner but has no children.
- **Partners Occupation:** Paid Employment.