

# Providing Effective Feedback to Maintain Quality and Consistency in a Qualitative Interviewing Team

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# What and why?

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- Challenge:
  1. Maintaining an interview team that collects consistent and comparable data throughout the data collection period
  2. Providing effective, usable feedback for quality control

# What and why?

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- Goal: Create a method that is
  - Simple and streamlined
  - Meaningful and worthwhile

# How?

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- Strategy:
  1. Spreadsheet
  2. Annotated transcripts
  3. Debriefing sessions

# Spreadsheet

## How to effectively rate interviewer quality?

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- Response format:
  - Multiple choice responses are not meaningful or helpful
  - Open ended fields allow the rater to point out specific examples

# Spreadsheet

## Key dimensions for interviewer feedback

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- Separate the transcript QA-QC process from the interviewer feedback process.

# Spreadsheet

## Key dimensions for interviewer feedback

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- Are interviewers asking the question in the same way?
  - Following the script
    - Handling of visual displays or demonstrations
    - Covered all questions

# Spreadsheet

## Key dimensions for interviewer feedback

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- Are interviewers asking the question in the same way?
  - Probing
    - Met question intents
    - Probed sufficiently
    - Avoided leading probes
    - Avoided paraphrasing or summarizing

# Spreadsheet

## Key dimensions for interviewer feedback

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- Clarifications
  - When questions are misunderstood
  - Out of order responses
  - Contradictory statements
  - Slang or less-well-known terms
  - Counseling or informing

# Spreadsheet

## Key dimensions for interviewer feedback

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- Conversational style
  - Pausing long enough for R to respond fully
  - Avoiding interruptions or cross-talk
  - Rating comfort and rapport
  - Professionalism vs peer-to-peer style
  - Familiarity with the guide, transitions
- Catch-all question
  - Handling technical difficulties

# Spreadsheet

## Key dimensions for moderator feedback

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- Evaluating Focus Group moderation
  - Ensured that all participated and no one dominated
  - Speaker identification

# Transcripts

## What is helpful in an annotated transcript?

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- Point out the positive and the negative
- Focus on things that could be useful in future interviews, not on the specific interaction
- Consider interview duration

# Debriefing

## What makes an effective debriefing session?

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- Allow interviewers a chance to share anything unusual with the team
- Focus on interviewing and not on content
- Identify places where the guide or protocol may not work well

# Timing

## How often should feedback be given?

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- If feedback mechanism is too burdensome, backlogs may develop, and the system will not function for “early warnings”
- More important earlier in the field period
  - E.g. ...
    - Until field approval (usually 1-2)
    - After the first 1-2, After 5-7, After 10-15
- Listen to the recording when possible

# Thank you for listening!

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- Questions?
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# Abstract

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- Over the course of a number of thematically related qualitative in-depth interview studies, one project team has developed and implemented various methods for providing ongoing feedback to the interview team throughout data collection, with a goal of evaluating quality and maintaining consistency between interviewers. These methods include: evaluating a subset of interviews from each interviewer at prescribed intervals, evaluating interviewer quality along a set of key dimensions, providing interviewers with annotated transcripts when needed, and having regular debriefing sessions that focus on interview methods rather than interview findings. In this presentation, we will discuss the domains that have been most useful for providing effective feedback (such as “Covered all questions” “met question intents” “probed sufficiently” and “avoided leading probes”), the response format that has been most useful for each of the dimensions (not closed-ended), the type of inline feedback most effective in annotated transcripts, and a guide for productive discussion during debriefing meetings.