CHARLES F. CANNELL<br>SALLY A. LAWSON<br>DORIS L. MAUSER

## A TECHNIQUE

## FOR EVALUATING



A Manual for Coding and Analyzing Interviewer Behavior from Tape Recordings of Household Interviews

# A TECHNIQUE <br> <br> FOR EVALUATING <br> <br> FOR EVALUATING INTERVIEWER PERFORMANCE 

CHARLES F. CANNELL<br>SALLY A. LAWSON<br>DORIS L. HAUSSER

A Manual for Coding and Analyzing Interviewer Behavior from Tape Recordings of Household Interviews

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## PREFACE

This manual describes a new coding technique to be used in training and supervising interviewers. Section $A$, the first of three sections, consists of a single chapter which contains a brief description of the system, including information about its development and the rationale underlying the procedures, the purposes for which it is intended, and the ways in which it has been used.

Section B contains descriptions of the codes, their uses, and the procedures for coding tape-recorded interviews. These chapters are directed toward those who train and supervise coders and those who will use the results for training and supervising interviewers.

Section C consists of sample materials, including a basic, detailed manual (Chapter 7) for coders on coding tape-recorded interviews. This section also contains documentation for the computer program and information for interviewers on the use of tape recorders.

We will appreciate hearing about reactions to the process in practical situa- . tions. We are anxious to learn from the experiences of our users, and to make changes in procedures in accordance with their suggestions.

The development of the coding system and the preparation of this manual have been extended over a considerable time, and the finished products represent the contributions of many people. We particularly want to recognize some of the major contributors: Tracy Berckmans and John C. Scott, of the Survey Research Center Field Office suggested many useful ideas for procedures and assisted in the original field studies; Lois Moore and Jacqueline Thorsby did the observational ratings of the interviews; Peter Solenberger prepared the computer program and provided the documentation found in Chapter 11; Morris Klein did much of the statistical analysis. We also want to extend our especial appreciation to those people in the field who recorded their interviews for our use, to the coders who helped us to develop the codes, and to the SRC field supervisors who used preliminary codes to evaluate the strengths and weaknesses of the system. Our thanks also to Alice Sano who typeset the manuscript and to Marlene Ellin who did the final editing.

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## SECTION A: OVERVIEW OF CODING SYSTEM FOR EVALUATING INTERVIEWERS

Chapter 1 Interviewer Supervisory Technique<br>-A general introduction to the technique and uses of the coding system

## CHAPTER 1

## INTERVIEWER SUPERVISORY TECHNIQUE

## INTRODUCTION

This manual describes a new technique for evaluating interviewer performance based on the coding of recordings of interviewer behavior. The system uses codes which encompass all of the interviewer's major verbal activity and is designed for use in both training and on-the-job supervision. For each class of behavior there are codes to evaluate the quality of the interviewer's performance. For example, there are several codes which classify the interviewer's reading of a question: there is a code for questions which he asks correctly and completely; one for those which he asks with minor changes and omissions, and one for those which he either rewords substantially or does not complete.

Overall, the coding system indicates whether questions were asked correctly or incorrectly, whether probes were non-directive or directive, whether responses were summarized accurately or inaccurately, and whether various other behaviors were appropriate or inappropriate. The coded results reflect the degree to which the interviewer employs the methods in which he has been trained. That is, an "incorrect" or "inappropriate" behavior is defined as one which the interviewer has been trained to avoid.

This system is useful in three ways:

1. In initial training, it teaches the novice interviewer which interviewing techniques are acceptable and which are not.
2. It serves as a basis for interviewers and supervisors to review work in the field by coding interviews and discussing the problems which the coding reveals.
3. It provides an assessment of an interviewer's performance, which can be compared both with the performances of other interviewers and with the individual's own performances during other interviews. In order to make such comparisons, the distribution of good and poor behavior for each interviewer is compared with the distribution for all interviewers.

This technique provides objective data for evaluation. It also pinpoints specific instances of inadequate performances on the audio tapes, so that the interviewer and supervisor can listen to each mistake and discuss appropriate corrective measures.

## INTERVIEWER SUPERVISORY TECHNIQUE

## BACKGROUND

There is abundant evidence that personal interviews are often distorted and invalid and that the interviewer's performance may be responsible for these biases. Most persons who work closely with interviewers are aware of the need for on-the-job supervision, but they have neither the appropriate techniques nor the available time for the type of supervision which would help to insure good performance.

As a consequence, evaluations of interviewers' performances are usually based upon an office review of such factors as response rates, legibility, omissions, uncodable responses and costs, while the techniques which the interviewer used to obtain the responses are largely ignored.

None of these office reviews enables a supervisor to determine whether or not an interviewer has asked the questions correctly, has probed in acceptable ways, or has recorded the answers accurately. H. D. Willcock ${ }^{1}$ reports an experiment in which interviewers were observed and evaluated in the field, and the errors listed were compared with those which were found by editing the questionnaires. Only $12 \%$ of the errors which were made by the interviewers could be detected through a careful inspection of the questionnaire. The most common of these "invisible errors" were: failure either to probe for additional information or to clarify answers (39\%); misclassification of answers in the recording process ( $22 \%$ ); the use of incorrect wording or biased probing which altered the scope of a question (19\%); and incomplete or inaccurate recording of verbatim answers (11\%).

One of our studies of tape recordings showed that $36 \%$ of the questions were not asked as written and $20 \%$ were altered sufficiently to destroy comparability. Nineteen percent of the probes were directive in nature, which increased the likelihood of biased responses.

If only office supervision is used, interviewers cannot be evaluated on the basis of those behaviors which relate to their most important activity: their use of the questionnaire and the principles of interviewing. This limitation has two undesirable consequences. First, since the interviewer's performance is evaluated only on the basis of selected aspects of his role, any reinforcement is likely to influence the particular behavior which has been reinforced but is not likely to encourage improvement in interviewing techniques generally. Secondly, skill in interviewing is acquired through continual evaluation and feedback. There is evidence which shows that the absence of such feedback results in a lowered level of performance.

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We can describe some research findings which show that unreinforced interviewer behavior deteriorates rapidly after training. With reinforcement this deterioration does not occur. In a study of reporting of hospitalizations, ${ }^{2}$ a sample of some 2,000 hospital discharge records was obtained. Twenty-seven experienced interviewers called at the home addresses and asked a family member whether anyone in the family had been hospitalized overnight or longer within the past year. The findings showed that the more interviews an interviewer conducted, the less likely it was that the person being interviewed would report the known hospitalization.

In another study of accuracy of reporting physician visits ${ }^{3}$ which occurred during the two weeks preceding the interview, a systematic sample was drawn from clinic records of patients. Each week's interviews was an independent random sample of patients who had visited the clinic during the week. Ten inexperienced interviewers were hired and trained for one week. The interviewing extended over five weeks. The percentage of people who failed to report a visit to a physician was $18 \%$ for the first week of interviewing and increased steadily (and significantly) to $29 \%$ during the fifth week of interviewing.

One other relevant study does not have validity measures. The dependent variable was the number of health conditions and behaviors which were reported. Because the procedures required interviewers to use carefully controlled interviewing techniques, it was necessary to institute special field supervisory procedures. Each interviewer was observed every week during the field work by a supervisor who was present during actual household interviews. Attention was focused on interviewing techniques and each interview was carefully reviewed with the interviewer. In contrast to the findings of other studies, physical conditions, symptoms and physician visits were reported more frequently in the second half of the interviewing period than they had been in the first half. Again, a reinforcement interpretation is appropriate. In this study attention was given to the interviewer's technical performance, while in previous studies all of the feedback was focused on the quality of the completed questionnaire. It seems likely that this shift in the focus of attention from the questionnaire to the interviewer's technique increased the interviewers' skills and heightened their motivation to perform adequately. Conversely, when there was no specific feedback on techniques, motivation seemed to diminish, and the number of events reported dropped correspondingly. It is not surprising that an interviewer's lack of incentive or interest in conducting

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an interview results in poor performance, but the rate at which the interviewer's performance appears to drop, according to the findings of these studies, is surprising.

These data with regard to poor interviewer performance led us to consider whether there might be better methods of evaluating and correcting interviewing performance. Essentially, there are three questions which must be considered in any system which evaluates the effectiveness of an interviewer. First, does the interviewer know what constitutes an adequate performance? Second, is the interviewer sufficiently skilled to behave in the correct manner? Third, is the interviewer motivated to perform correctly and adequately? Knowledge of correct behavior is, of course, a major component of the interviewer's training. The principles and techniques which are specified during interviewer training are the "correct" behaviors, so that evaluations of a performance may differ in some respects from one staff to another, depending upon the principles of interviewing which each one teaches or stresses. The appraisal system should then focus on the major behaviors which are taught during training, identify each one, and evaluate its performance.

## GOALS OF AN EVALUATION SYSTEM

There are some generally accepted principles which define the goals of an evaluation system which can be used as a frame of reference to describe the interviewer evaluation system in this manual. Briefly, these principles state that:

1. The system should foster a positive supportive relationship between the individual, his supervisor and the organization.
2. The system should be based upon objective and rapid feedback of actual (not role-played) performance.
3. The system should help the individual to perceive his own deficiencies.
4. The system should focus on the behaviors which are most central to and most important for good performance.
5. The system should not be too costly to operate and maintain.
6. The appraisal procedures should not interfere with the interviewer's performance of his interviewing tasks.

The procedure which is usually used, if in fact any system is used for evaluating actual interviewing performance, is some form of field observation in which a supervisor accompanies an interviewer into the household and observes the interview. This procedure is distasteful to the interviewer and disrupting to the interview. Furthermore, since the supervisor must take notes on his observations it is usual to focus on examples of bad performance rather than a more balanced evaluation. The results, th $\mu \mathrm{s}$, tend to appear quite negative with resulting poor morale. It is also an expensive process for a supervisor to spend his time accompanying interviewers as they call on sample houses. The

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supervisor's efficiency is low and he may spend an entire day and observe only one or two interviews. Finally, there is a problem of reliability of the supervisory observations; especially, there is frequently a lack of agreement between the interviewer and supervisor as to what actually occurred. For these and other reasons, observation of interviewers is frequently not done and if carried out is generally disagreeable for both interviewers and supervisors and disruptive of the interview.

## INTER VIEWER REACTIONS

TO THE SYSTEM
In an attempt to avoid these problems and to provide a better procedure for evaluating interviewer performance; we developed a technique based on tape recordings of interviews made in respondents' homes. These recordings are coded, with a code which identifies each interviewer behavior as acceptable or unacceptable. This procedure helps to overcome most problems of the observational procedures.

To investigate the effects of this coding, 60 regular sample interviews were recorded and subjected to two procedures:

1. The interviews were evaluated by field supervisors as they would have done in an observational interview in the household.
2. The same interviews were coded using the interviewer behavior code.

This comparison between supervisors' observations of interviewers and coded information on behavior for the same interviews showed great difference, as might be expected, in the quantity of behavior reported. The on-the-spot observations listed an average of 10.4 behaviors per interview, while the codes of the recorded data showed 291.9 behaviors. Another revealing statistic is that of the behaviors recorded in the observations: $13.5 \%$ were rated as "good" performances, and $86.5 \%$ were rated as "inadequate" performances. The recordings rate $75.5 \%$ as "good" performances and $23.5 \%$ as "inadequate" performances. It is characteristic of observational evaluative methods to focus on the negative aspects of a performance.

A questionnaire was sent to 112 interviewers on the Survey Research Center staff who had both been observed and had tape recorded actual interviews in order to see how they reacted to each method.

Would you prefer to record interviews or be observed?

| Prefer tape recording | $40 \%$ |
| :--- | :---: |
| No particular preference | 29 |
| Prefer observation | 26 |
| Don't know | 5 |

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The questionnaire responses showed that interviewers perceive both observational interviews and recordings as to some extent distracting to both the respondent and the interviewer. Surprisingly, they considered a recording somewhat more distracting to the interviewer than an observer though they considered it the preferable method. The tape recording has several advantages over an observer. Generally, the tape recorder is relatively unobtrusive, since it is small, immobile and silent when it is in operation. Most respondents appear to forget that it is present soon after the interview begins. The most important advantage, however, is that a recording constitutes an exact and complete record of the interview. It can be used to focus attention on specific interviewing techniques and on the detailed interaction between interviewer and respondent. It can be studied and discussed with the interviewer and can be used to illustrate points by reproducing the actual behavior rather than depending upon the observer's memory and thus minimizes disagreements between interviewer and supervisor.

Another of its significant advantages is its salutary effects on the interviewer's morale. As previous data suggest, since an observer can record only a small fraction of the interviewer behavior, he tends to focus on those aspects which need correction. The evaluation feedback session is then essentially negative, focusing on errors and faults. With the recording and coding technique, a better balance is achieved. Unless the interviewer is an absolute failure, "good" behaviors are coded far in excess of the "bad" ones. Feedback can then be more balanced with comments on both positive and negative aspects of the performance so that the interviewer will be less defensive and will have a more positive reaction overall to the evaluation process.

The coding of the interview provides objective measures of the interviewer's performance. The reliability of the coding is high with adequate training. The scores can be used to compare interviewers with each other, to chart the progress of an individual interviewer over time, to evaluate the training program, and to supply indicators for the program's weaknesses.

Usually, the tape recording procedure is cheaper than is the observation method. Once the tape recorders have been purchased, the recordings themselves are inexpensive, since tapes can be reused many times. The biggest cost saving, however, is in terms of supervisors' time. In order to observe household interviews on probability samples, the supervisor must spend a considerable amount of time following the interviewer as he makes fruitless calls at homes whose occupants are absent.

The taping system does have some obvious weaknesses. As in any other evaluative situation the porson being recorded is frequently somewhat tense and uneasy about the process, so that the performance may not be as good as it would have been under normal circumstances. Conversely, since the interviewer recognizes the reason for the recording, he will try to exhibit

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his best performance, which may not be typical of his usual behavior. However, if an interviewer records five or six interviews and the first two are not coded, the initial awkwardness with the recording technique may dissipate and the results may be more representative.

Another weakness of the technique is that the original contact at the respondent's door is not recorded. This is not a technical, but an ethical issue. It is unethical (and perhaps illegal) to record interviews without the subjects' knowledge and permission, and since that is obtained only after an introduction has been made, the initial contact is lost. This omission is unfortunate, since recordings of the initial contact could be useful in improving response rates by helping interviewers to improve their introductory behavior.

Adequate and rapid feedback is necessary for an effective supervisory technique. The feedback from the tape coding method is often not as immediate as with an observer. Several days or weeks may intervene between the recording session and the discussion concerning it. The effect of this delay is partially alleviated by playing back the tape during the review session to recapitulate the original experience.

Another deficiency of the tape is that it cannot record non-verbal behavior. The significance of this omission is difficult to assess. At times non-verbal cues are significant to the interpretation of verbal behavior. It is our subjective impression, however, that even without these cues, the coding procedures are still quite valid.

## USE OF BEHAVIOR CODING IN INTERVIEWER TRAINING

Most interviewer training programs emphasize practice in interviewing rather than listening to lectures about techniques as a means of becoming a competent interviewer. Training usually includes frequent role-playing by the trainees as well as actual household interviewing once the trainee has enough experience and confidence in his ability to conduct an interview.

Practice is effective only if the trainee is aware of and can identify and correct unacceptable behavior. For this reason, a training program usually teaches the trainee to differentiate between good and bad techniques and teaches him the most effective ways in which he can use good techniques. The trainee needs much practice in order to become proficient both in interviewing and in evaluating his own performance. The audio tape and coding system technique is designed to help the novice in these leaming processes.

The behavior code identifies and classifies each behavior according to its conformance to, or divergence from, a behavioral principle. All of the major principles of interviewing are operationalized in this way.

## INTERVIEWER SUPERVISORY TECHNIQUE

The coding system is constructed so that it:

1. Includes all concepts and principles which are considered to be important targets in training.
2. Identifies various forms of verbal behavior which are representative of each of these principles.
3. Classifies each behavior as either satisfactory or unsatisfactory according to the principles.

Training in the use of the codes is of major assistance in familiarizing the trainee with the principles of interviewing, in helping him to differentiate adequate from inadequate behavior, and in providing him continuous evaluations of his own performance. Self-coding provides the trainee with regular and frequent reinforcement.

The tape recorder should be introduced very early in the training sessions, so that its strangeness and the potential threat of the recording procedure will have dissipated by the time actual field interviewing begins. There are several ways in which recordings are useful in training. When the interviewer first starts to practice interviewing (usually within the training group) he can make use of the codes as he listens to his own interviews. Role-playing interviews are usually conducted in groups of three with one person acting as the observer or evaluator. The observer can use the codes as a basis for his feedback to the interviewer. As training progresses, the trainer or supervisor can code selected interviews both to assist in training the interviewer and to obtain a basis for determining the point at which the interviewer has achieved an acceptable level of performance for production interviewing.

## USE OF CODES BY SUPERVISORS

Supervisors can use the codes to reinforce the training of both new and experienced interviewers and to identify and correct weaknesses in their performance. Supervisors have found that by listening to tapes together with the interviewer, coding and discussing as they proceed, they can increase the interviewer's involvement in the process and provide immediate feedback for each performance.

The supervisor can also code parts of several interviews conducted by each person in order to ascertain whether their errors are consistent over a number of respondents or whether they are the idiosyncrasies of a particular respondent or interview situation.

## OFFICE CODING AND SUPERVISION

For a larger interviewing staff which requires supervision over a long period of time it is more efficient and less expensive to employ trained coders to code the tapes than for the supervisors' to do their own coding. A computer program is available for handling the variable length records of behaviors; it converts them into a format in which the OSIRIS system (available from

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the Institute for Social Research) or other statistical programs can be used. The output can then be sent to the supervisor.

## EVALUATING THE ACCURACY OF THE INTERVIEW CONTENT

These tape recordings can be used to determine the degree of accuracy with which the interviewer recorded the respondents' replies. This' can be done by applying the same content code to the written interview report and then to the tape recording. The discrepancies indicate the number and types of errors which the interviewer made when he was writing up the interview.

## FLEXIbILITY OF THE CODES

The codes which are presented in this manual are consistent with a particular set of interviewing principles and techniques. These techniques are widely applicable not only to survey research interviewing, but also to other types of interviews. The code categories can be changed, expanded, depleted, and adapted to fit particular needs. It is essential, however, that the behavior which is to be coded be clearly and uniquely described, so that coding decisions can be made with high reliability.

- If the codes are to be used for non-survey interviews, they will require considerable alteration. Survey research uses fixed questions, and the codes which relate to behavior in question asking are designed with this in mind. New evaluative categories would be required for interviews in which the interviewer also frames the questions. The principles, however, are generally consistent for all types of interviewing because all interviewers attempt to obtain unbiased responses. The interviewer behaviors shown here then, are applicable to a wide range of interview types and this system should be useful in training and evaluating interviewers in fields such as medicine, law, journalism, and social work.

The remainder of the manual describes the procedures and uses of this system in training and supervising interviewers. It describes the codes, the coding process and uses of the coded data in the detail necessary for someone planning to use this technique.

## SECTION B: DESCRIPTION OF THE CODE, THE CODING PROCEDURE, AND ITS USE IN TRAINING AND SUPERVISING INTERVIEWERS

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Chapter 6 Other Uses of the Behavior Data ..... 41
-A brief discussion of other applications of the code

## CHAPTER 2

## THE INTERVIEWER BEHAVIOR CODE ${ }^{1}$

Before the procedure for using the behavior code can be described (Chapter 4), some explanation of the code itself is necessary. The coding system is organized around the following interviewer activities: (a) asking the question, (b) probing for adequate responses, (c) providing clarification about the question, (d) general activities, such as giving the respondent feedback, (e) non-recorded activities, such as omitting a question because of a skip pattern on the questionnaire, and (f) mentioning the study background. The system also considers the pace at which the interview is conducted and the interviewer's voice inflection. The codes are grouped into numerical clusters according to these types of behaviors. The chart below shows this system of organization.

## Organization of Code

10's - Correct Question
Question read correctly or with
slight change which does not
alter frame of reference.

30's - Appropriate Probes Non-directive probes and clarifications which effect no limitation or change in either frame of reference or potential response.
50's - Other Appropriate Behavior Helping behaviors such as feedback which do not jeopardize validity by influencing the respondent.

## 20's - Incorrect Question

Question read incorrectly, and frame of reference distorted, or question read that should have been skipped.

40's - Inappropriate Probes Directive probes and clarifications which either limit or change the frame of reference of the question or response.

60's - Other Inappropriate Behavior
Behaviors which may jeopardize
validity by influencing the
respondent, such as giving
opinions or interrupting.

[^2]
## THE INTERVIEWER BEHAVIOR CODE

70's - Non-Recorded Behavior
Non-verbal behavior, such as question skipped or no sound on tape

90's - Study Background
Information concerning background and intent of study.

## 80's - Pace and Voice Inflection <br> Speed of interviewer pace and voice inflection.

The following chart is a brief introduction to each of the individual codes within this framework. (For a more complete discussion of these codes, the reader should refer to Chapter 7, a manual designed for use during coding, which contains more elaborate descriptions and examples of the behaviors in each category, along with rules for making choices among similar codes.)

| Category | Code | Used When the Interviewer. |
| :---: | :---: | :---: |
| 1. Asks question as printed | 11 | reads question exactly as printed on the questionnaire |
|  | 12 | reads question making minor modifications of the printed version, but does not alter frame of reference |
| 2 - Asks question incorrectly | 21 | reads main stem of question as printed, but modifies or incorrectly reads any response categories in the question (does not apply therefore to open questions, since they do not have response categories) |
|  | 22 | either significantly alters main body or stem of question while reading it, or reads only part of it |
|  | 23 | does not read question, but instead makes a statement about the response he anticipates |
|  | 27 | asks a question which should have been skipped |
| 3 - Probes or clarifies nondirectively | 31 | makes up in own words a probe (query) which is nondirective |
|  | 32 | repeats printed question or part of it correctly |
|  | 34 | repeats respondent's response, or part of it, correctly |
|  | 35 | confirms a frame of reference for respondent correctly and in a non-directive manner |
| 4 - Probes or clarifies directively | 41 | makes up a probe which is directive, limiting or changing the frame of reference of either the question or the potential response |
|  | 42 | either repeats question and/or response choices incorrectly or gives incorrect summary of respondent's response |
|  | 43 | gives an introduction which is directive |
|  | 45 | either interprets question by rewording it or confirms a frame of reference incorrectly |

## THE INTERVIEWER BEHAVIOR CODE

| Category | Code | Used When the Interviewer . . . |
| :---: | :---: | :---: |
| 5-Other appropriate behavior | 51 | helps respondent to understand his role, for example by task-oriented clarification |
|  | 58 | exhibits other acceptable behavior, such as volunteering general feedback |
|  |  |  |
| 6 - Other inappropriate behavior | 62 | interrupts respondent |
|  | 63 | gives personal opinion or evaluation |
|  | 67 | records response incorrectly or incompletely on questionnaire |
|  | 68 | exhibits other unacceptable behavior |
|  |  |  |
| 7-Non-recorded | 71 | omits question correctly (due to skip pattern) |
|  | 72 | omits question incorrectly |
|  | 73 | writes in inferred or previously obtained answer |
|  | 75 | fails to probe after inadequate answer |
|  | 78 | missing data, no sound on tape |
| 8 - Pace and voice inflection | 81 | reads question more slowly than 2 words $/ \mathrm{sec}$. |
|  | 82 | reads question at 2 words/sec. |
|  | 83 | reads question more quickly than 2 words/sec |
|  | 84 | conducts entire interview too slowly |
|  | 85 | conducts entire interview at right pace |
|  | 86 | conducts entire interview too quickly than 2 words $/ \mathrm{sec}$. |
|  | 87 | reads questions in a wooden, expressionless manner |
|  | 88 | reads questions with a rising inflection:at the end |
|  | 89 | reads questions with voice dropped, so that they sound like a statement |
| $9 \text { - Background }$ of study | 91 | mentions own name |
|  | 92 | mentions sponsorship |
|  | 93 | mentions anonymity |
|  | 94 | mentions respondent selection procedures |
|  | 95 | mentions purpose of study |

If it is desired, the code scheme may be reduced to a single digit. That is, instead of codes 11 and 12 , the code 1 could be used for both of these behaviors, the code 2 could be used for all behaviors in the 20 's and so on. This method facilitates more rapid coding, but it reduces the amount of information which is obtained for analysis, and the evaluative information

## THE INTERVIEWER BEHAVIOR CODE

becomes more limited. The table below outlines this alternative version of the code.

| Reduced Code |  |
| :---: | :---: |
| Code | Definition |
| 1-Correct Question Asking | mterviewer reads question either exactly as printed on the questionnaire or with minor modifications which do not alter the frame of reference |
| 2 - Incorrect Question Asking | Interviewer either significantly alters part of question, or omits part of question, or replaces question with own statement, or reads question which should have been skipped |
| 3 - Probes or Clarifies Non-directively | Interviewer either makes up in own words' a probe which is non-directive, repeats all or part of either question or respondent's answer in a non-directive manner, or confirms a frame of reference for respondent correctly |
| 4 - Probes or Clarifies Directively | Interviewer either makes up probe which is directive, repeats question or respondent's answer incorrectly, gives a directive introduction, or confirms a frame of reference incorrectly |
| 5 - Other Appropiate Behsvior | Interviewer gives either acceptable task-oriented clarification or other appropriate feedback |
| 6-Other Inappropriate Behavior | Interviewer either interrupts respondent, or gives personal opinion, or records responses incorrectly on questionnaire |
| 7 - Non-recorded Activity | Interviewer either omits a question, or there is missing data |
| 8 - Pace | Interviewer conducts interview either too slowly or too rapidly |
| 9 - Background of Study | Interviewer mentions own name, study sponsorship, respondent selection, anonymity, purpose of study |
| (Expanded definitions of these categories are found in the Coder's Manual, Chapter 7) |  |
| In addition to there are a few interv comments which rela card" are not coded, taged. Also, if an int coded unless the intro as "Uh-huh" is not c complete words or ph Finally, conversations person in the room <br> The trainer or coded in order to det exceptional treatmen | behaviors which are included in the code scheme, wer behaviors which are left uncoded. For instance, to interviewing equipment, such as, "here's a blue cause interviewers who use gestures would be disadvanduction to a question or section is optional, it is not uction is inappropriate. Brief acceptable feedback such <br> d. However, if the brief feedback is in the form of ses such as "l see," "Thank you," "Fine," it is coded. hich occur between the interviewer and some third is not a respondent are not coded. <br> ervisor should review the questionnaire which is being mine whether there are any questions which require In particular, the following steps must be performed. |

## THE INTERVIEWER BEHAVIOR CODE

1. Check all questions for parenthetical remarks. Indicate for the coder whether or not the interviewer is required to read them, and whether or not the interviewer is allowed to make any substitutions in the wording.
2. In each question, circle any words that may be left out of an "exact" reading ("exact" means that the coder may code the reading, code 11).
3. Underline or note any words which may be either added or omitted for a code 12 (question slightly modified) on each question.
4. Place parentheses around any part of a question which the interviewer is not required to read.
If the supervisor follows these steps, the coders can then be consistent when they evaluate the degree of correctness with which interviewers read the question.

## CODING DISCRETION

Coding is used to classify appropriate and inappropriate behaviors. The odd-numbered categories represent those behaviors which are considered appropriate in accordance with the principles of general interviewing theory, while even-numbered categories represent inappropriate behaviors. The standards that were employed in designing the code and which are clearly reflected in the definitions of the code categories, were derived from existing principles of interviewing which have been generally accepted and stressed in training.

It is possible to develop some generalized standards for acceptability and correctness which differ from those which are implicit in this coding system. Because the code distinguishes between accèptable and unacceptable versions. of the same behavior, anyone who uses the code may either re-define categories or change particular examples if they wish. There are some instances in which the questionnaire in use may make this desirable. If a questionnaire is written so that it requires many very specific answers, the researchers may consider it appropriate to probe in a more directive manner than is customary in order to obtain the required information. For such a questionnaire, the coder could be instructed to be more generous in his use of non-directive categories in the 30's.

Generally, the codes in the 50 's and 60 's are most open to interpretation. For instance, if in a particular study the interviewers were instructed to - maintain a professional demeanor, then coders could be instructed to be very restrictive in their use of 50 's codes when the interviewer behaved in a casual manner. This type of change in the coding interpretation would usually be anticipated in the case of special studies for which the interviewer has been instructed to behave in a manner which differs from the behavior he has been taught in traditional training sessions.

A final factor which determines the assignment of codes to behaviors is the general level or degree of stringency which will be applied to the criteria

## THE INTERVIEWER BEHAVIOR CODE

for all codes. For instance, at one degree of rigor, the code category (12), for cases in which the question is asked with a slight change which does not alter the frame of reference, may be defined very narrowly, so that if the question as asked deviates at all from the printed question, a code from the 20 series (question asked incorrectly) will be assigned. The resulting data would then reflect a perfection/something-other-than-perfection dichotomy, rather than a continuum from perfection through minor changes to major changes. Likewise, the definition of "appropriate" behavior may be more or less rigorous for all of the individual codes. .Because the degree of severity with which the coder approaches his task does affect the outcome of the coding procedure, it is essential that this variable be given considerable attention. Each time the code is used, whether it be for a one-time examination of a group of interviewers in order to determine trouble spots in the pre-test of a questionnaire, or whether it be for a long-term interviewer evaluation program, users of the coded data must agree on the level of stringency that is desired.

For example, a researcher conducting a survey which uses a series of questions being repeated from earlier studies may want some data to indicate the reliability of that replication. To obtain these data, he could define 'question asked correctly' to mean 'no deviation from the question as printed' (or any other definition, as long as it is comparable and reliable). This degree of stringency could be restricted only to those questions which are being replicated; it need not cover the entire survey. Likewise, it may be desired for a variety of reasons to allow a very broad range of alteration for particular questions. The Coder Manual in Chapter 7 employs a high level of stringency, and reflects the professional manner one expects of interviewers.

In summary, special standards of judgment and any exceptional cases must be identified so that the more general coding can be adapted to them in order to increase coder objectivity and the reliability of the data. It is our impression that more stringent definitions provide greater clarity in the coding task and increase the reliability of the data. In addition, it appears that the more thorough definitions (regardless of the level of stringency) facilitate greater reliability among coders.

## CHAPTER 3

## MAKING THE TAPE RECORDINGS

The first step in the behavior coding process is obtaining the taperecorded interviews. In a typical situation, the interviewer carries a small cassette tape recorder to the interview. Ideally the machine is equipped with a self-contained microphone and can operate on batteries; these features help to minimize the time and effort required to set up the machine for recording and eliminate the possibility of misplacing accessories.

The interviewer makes his usual doorstep introduction, identifying himself and explaining the purpose of the interview. Only after the respondent has agreed to be interviewed does the interviewer introduce the tape recorder. He explains that it is standard procedure to tape record interviews and that if there are no objections, he would like to record this one. If necessary, he. may add a comment about wanting to insure that the respondent's answers and opinions are recorded accurately. The respondent has the right either to refuse to tape the interview or to ask that the taping be stopped at any point during the interview. However, of several hundred respondents whom we have interviewed, only a few said they preferred not to have the interview recorded.

Some interviewers are concerned that the presence of the tape recorder may exert a negative influence upon respondents. :Some respondents, they feel, withhold information when the tape recorder is present, and occasionally report additional information after the interview because they do not want it to be recorded. A study by Belson ${ }^{1}$ showed no significant differences between interviews which were recorded and those which were not, although there were some indications of differences according to the socio-economic status of the respondent. Also, factors such as the degree of difficulty of the recall task required for responding and the degree of personal information which the questions demand may have an effect on the accuracy of responses made during tape-recorded interviews. More systematic research needs to be conducted in order to determine the extent of any effect which the presence of the tape recorder may have on the accuracy and quality of responses.

[^3]
## MAKING THE TAPE RECORDINGS

It appears that the interviewer can help to eliminate any hesitancy on the part of the respondent. It is essential that the interviewer have a working knowledge of the recorder and its maintenance requirements. (See Chapter 10 for sample instructions.) Instructions for operating a particular machine are supplied by the manufacturer upon purchase. The interviewer should use a tape recorder throughout his initial training, so that it becomes as much a part of his interviewing technique as does the interview schedule. If the interviewer is comfortable with the machine, has no difficulty in setting it up, and generally behaves as though taping were a standard interviewing procedure, the respondent accepts this, shows little reluctance, and soon forgets that the tape recorder is there. At the end of the interview, when the interviewer stops the recording process, respondents are often interested in hearing their own voices, and interviewers frequently play back part of the recording for the respondent's amusement.

The tape recording is then sent either to a central office or to a supervisor to be coded. When the tape recording is received at a central point, it is logged in and given an identification number. A record is made of this number, the interviewer, the particular study for which this interview was conducted, the interviewer's interview number, and the identification number of the questionnaire which corresponds to that interview. After this, the tape can be coded by a central staff, and the results can be returned to the supervisor for evaluation.

## A FEW COMMENTS ON CASSETTE TAPES, TAPE RECORDERS AND PLA Y-BACK MACHINES

We will not attempt to provide a complete technical evaluation of available equipment, but we did discover early that poor tapes and poor equipment are a great nuisance, as well as a waste of time and money. The following describes our experiences with selected equipment.

## Cassette Recorders

We tried several models and types of cassette recorders. We found the most satisfactory to be the Sony TC-110; it is light, and its carrying case with shoulder strap makes it easy to transport. The Sony had fewer breakdowns and malfunctions than did any other model. The prices of recorders varied at the time of our comparisons; the TC-110 was the model we chose as best suited to our needs and budget. Sony model numbers change each time a very minor change is made. Since the quality of the TC-110 appeared to be commensurate with that of the more expensive models, it would be wise to ask for the current model which most resembles the TC-110.

## MAKING THE TAPE RECORDINGS

The important features of the TC-110 for recording interviews in the home are:

1. It can operate on regular household current or batteries. Also, special rechargeable battery packs are available and are most satisfactory. Recordings in the home are made on battery power, in order to avoid the fuss of locating an electric outlet in the respondent's home. Battery packs can be charged each night by plugging the machine into household current.
2. Automatic volume control is particularly important since it permits recordings of either loud or soft voices with no need for adjustment by the interviewer.
3. The machine has a built-in microphone. However, we prefer the remote, non-directional mike which is included with the machine. The built-in mike seems to pick up noise from the machine itself, and the separate mike is more discreet because it can be placed conveniently between the interviewer and respondent with the recorder itself out of the range of vision.

## Cassette Tapes

Early experience showed that some tapes were more likely than others to break, tangle, or stretch. There are three brands of tapes, however, which were not prone to these problems: TDK, Maxell, and BASF. Each of these brands has several types of cassette. The "low-noise" type is best for interviewing. With these cassettes, 60 or 90 minute lengths were quite satisfactory, but the 120 minute tapes tended to break or jam and were not satisfactory.

## Play-Back Equipment

In order to code from tapes, there must be some method of stopping and reversing the tape. A foot-pedal attachment which leaves the hands free is found only on dictating-type machines, which are considerably more expensive than the recorders described above. The Norelco play-back performed well mechanically and also had excellent sound quality and discrimination ability. These are particularly important considerations when the coding is extensive since they reduce coder fatigue.

The more expensive Sony tape recorders have a replay key which can be depressed without being locked into position, so that the tape can be played slowly. These machines are quite satisfactory for coding, but they are not as convenient as the foot-pedal model.

Since, in our set-up, more than one coder is working at a time, we use earphones. Those which have soft padded or air-filled ear cushions are light and comfortable. They also screen out extraneous environmental sounds, so that the recording is more audible.

## MAKING THE TAPE RECORDINGS

## Erasing Tapes

Although the cassette recorder has an "erase" head which erases previous sounds just prior to recording so that manual pre-erasing is supposed to be unnecessary, at times the original recording can be heard faintly in the background. This makes an interview which is not recorded under ideal conditions difficult to code at times. A small, inexpensive bulk tape eraser provides a much cleaner tape for re-use.

## CHAPTER 4

## THE CODING PROCESS

## CODER TRAINING ${ }^{1}$

Coder trainees should first study the section of the manual (Chapter 7) which defines the behavior code categories. That chapter contains detailed explanations of the rules governing the code categories and examples of their assignment: It should be used throughout training and retained by each coder for later reference.

After the trainees have studied the manual, more intensive training should be conducted in a group setting, with discussions led by a trainer. The group training should progress through several phases: each phase should focus upon a cluster of related codes and begin with a group discussion of those codes. After this discussion, the group should listen to a taped interview while following along, in a questionnaire, and each trainee should record code assignments as he listens, choosing from the codes which the group has just discussed. These code assignments should then be discussed by the group, and any discrepancies in the assignments should be examined.

## -DEMONSTRATION TAPE

A demonstration tape should be made which covers each phase of the training scheme, providing examples of the behaviors under discussion. The phases should progess from frequent to infrequent codes; frequent codes which are more easily defined and understood should be explained and demonstrated before the less frequent and less comprehensible codes are demonstrated. The code subsets should be introduced in approximately this order: ' 10 's, 30's, 20 's, 40 's, 50 's, 60 's, 90 's, 70 's, with the pace codes ( 80 's) introduced at the very end.

Two persons and a tape recorder are needed to make the demonstration tape. One person should play the role of interviewer and the other the role of respondent. They should record a simulated interview, using the questionnaire which is being used in training. The behavior in the recording should follow

[^4]the sequence described in the previous paragraph. For the first three or four questions, the interviewer should read the questions either perfectly or with only minor modifications (calling for codes in the 10's), while the respondent gives complete responses. Then for the next few questions; the respondent should give less than complete answers, so that the interviewer must probe, using behaviors described in the 30 's. The demonstration interview should proceed in this manner until all of the behaviors included in the code have been encompassed. This type of phased introduction to the code gives the coders an early successful experience in assigning the easier, more frequent codes before they attempt the more difficult code assignments.

For the next phase of the group training session, the trainer should play one or two questions at a time from a tape of an actual production interview for which the trainees have questionnaires. This represents a more natural behavior sequence. The trainees should assign code categories to each section of the interview they hear, and disagreements should again be resolved through group discussion.

## INDEPENDENT CODING

Next, all trainees should independently code pre-selected tapes. Several tapes may be üsed, but each one should be coded independently by at least two trainees. The tapes which are used for this purpose should have good sound reproduction, and should be smooth interviews conducted by welltrained interviewers with a co-operative respondent. Again, these qualities will facilitate a trainee's success in his first attempt at independent coding.

After the trainee has coded two tapes, each set of codes should be compared in its entirety with those of another trainee who coded the same interview. Disagreements can be resolved by playing the tape again. The trainer settles disagreements which are not clearly or accurately resolved by the trainees. The trainer should keep a record of each trainee's "percent agreement," that is, the proportion of the cases in which the trainee had initially assigned the correct code. (This proportion is obtained by dividing the number of correct codes by the total number of codes used in the interview. The trainer has the final authority in determining the correct code when there is a disagreement.)

If a trainee has obtained $80 \%$ agreement or better with the final resolution code on the first two tapes which he codes independently, he is ready to begin production coding. Trainees who do not reach this rate of agreement should continue to code tapes and compare codes until they reach $80 \%$ agreement on two successive tapes.

In our experience, the time required to train coders initially averages around 15 hours. A complete novice may take as many as 20 höurs to train, but coders who are experienced in either content coding or other forms of behavior coding also often require additional time because they have some

## THE CODING PROCESS

difficulty "unlearning" old procedures. After an initial "warm-up" period, however, there are no significant differences in the amounts of time which previously experienced coders and previously inexperienced coders require to code tapes.

## STUDY-SPECIFIC BRIEFING

Before production coding for any study can begin, coders must be briefed on any particular exceptions to the coding rules in use, and also on whatever general rules regarding acceptability may be in force for that study. If a prescribed schedule of questions was used in the interview (a questionnaire), each coder should be given his own copy on which he may make notes about specific coding exceptions, acceptable rewordings, etc. (as described in Chapter 2). This questionnaire should then be used as a reference in assigning the codes.

## PLAYBACK EQUIPMENT

Each coder should use a playback machine with a comfortable set of earphones. The machine does not need to have a recording capability, but it should be designed to facilitate easy, trouble-free playing, rewinding, and stopping, since coding sometimes requires repeated play-replay-stop action.

## CODING SHEETS

Each coder should have pre-numbered coding sheets on which the code entries can be made. The coding sheet should be numbered to correspond to the printed questions on the interview schedule and should use numeric notations only to facilitate computer processing. Table 41 is an example of part of a code sheet. See Chapter 8 for a completed code sheet.

## Table 4-1

Sample Code Sheet


## THE CODING PROCESS

Each horizontal line on the code sheet corresponds to one printed question. The vertical lines represent some respondent behavior (which is not coded, of course) as it occurs between interviewer behaviors. If several interviewer behaviors occur without any respondent behavior interspersed, all of the interviewer behavior codes should be entered in the same space (or box) on the sheet. These lines can be used to ascertain at a glance whether a particular behavior occurred at the interviewer's initiative or in response to some behavior by the respondent.

Example
Printed Question


If more interviewer/respondent interactions occur in relation to a single question than there are spaces provided, the spaces may be subdivided with vertical lines.

Example:

| 2.8 | 11 | 35 | 32.51 | $31 / 31$ | $31 / 31$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Likewise, if an interviewer engages in more behaviors than will fit in one space, without any intervening respondent behavior, a vertical line can be cancelled by lining it out.

Example:


## THE CODING PROCESS

## CHECK CODING

Once production coding begins, check coding should be performed in order to establish and maintain a high level of coding reliability. For each interview which is coded, a second coder should independently code $20 \%$ of that interview. When a standardized interview schedule is used, the portions of the tape which cover every fifth page of the questionnaire should be check coded; the starting page should be chosen randomly. Since interviewer and respondent styles both vary greatly, it is advisable to check code in this manneer, rather than simply to check every fifth interview.

When both sets of codes are available for an interview, a supervisor should tally the two sets and compute a reliability figure. Disagreements concerning the codes assigned should be resolved by the supervisor, who should listen to those precise portions of the interview which caused the discrepancies. If there are systematic patterns of disagreement, the supervisor should discuss the errors with whichever coder has been making them. The individual feedback to each coder which this check coding system generates should help to maintain acceptable levels of performance and prevent either any "coding drift" or the occurrence of unintentional changes in the decision rules. The time required for production coding and check coding should average about 2.5 hours for a 45 min ute interview. In addition, code sheets must be keypunched and verified. This involves considerable additional time, but we hope to develop a more efficient system similar to the Optical Character Recognition System.

## CODING RELIABILITY

Reliability scores should be computed on a code-by-code basis for each interview by calculating the percentage of agreement, as described earlier. In this way, the percentage of agreement between coders on each individual code, as well as on the total code, can be obtained for each interview.

Using these methods of coder training, check coding, and reliability scoring, the overall reliability scores which have been obtained range from $80 \%$ to $92 \%$. These figures compare favorably with other reports of reliability in coding complex behavior.

Disagreements often focus not upon which of two codes should be used for a behavior, but rather upon whether or not a particular behavior should be coded at all. The coding scheme does not uniquely identify a "unit of behavior." Unfortunately, the accommodations which have been made for this uncertainty in other coding procedures, such as coding the activity which is predominant in a prescribed time period, are unsuitable for this system because it is most desirable to try to code all of the behaviors which occur, sometimes almost simultaneously, during an interview. The absence of a defined behavior unit, then, will be a common cause of coding disagreements.

## THE CODING PROCESS

## COMPUTER PROCESSING

After production coding and check coding are completed, the identifying information and behavior codes from the coding sheets should be prepared for computer input. For each interview, there should be an identification card and one card for each question in the interview (including all skipped questions), which contains the codes for all of the behaviors which occurred in relationship to that question. These data should then be transferred to computer tapes. Presently, these tapes can be processed using a program which is available for use on an IBM 360/40. Chapter 11 contains the set-up and other specifications for this program. Since a wide range of possible uses of any data from the coding system was anticipated, the computer program incorporates a great deal of flexibility in output formats. The appropriate format is determined by the character of the intended use of the data.

When the behavior data are ready to be reported to the interviewer, the computer output and the tape recordings on which the data are based should be returned to the interviewer or his supervisor. The determination as to which individual should review which data should be governed by the specific form and purpose of the feedback in any individual situation. Some possibilities for the disposition of the data are described in the section on feedback.

If only a few interviews have been coded, computer processing is not necessary. The individual codes can be tallied by hand and converted to percentages of total behavior. This is a useful method when a supervisor is coding only one or two interviews to review an interviewer's current performance.

## CHAPTER 5

## INTERVIEWER TRAINING AND SUPERVISION

Interviewers are introduced to the behavior code early in their training so that they can use the code for evaluating their own performance. Prior to their first role-played (practice) interviews, instructions on the use of the code are given. Following that, the role-played interviews are recorded and the participants (the observer, the interviewer and the respondent) all code the interview. Any coding differences are discussed with the trainer. This process helps the participants to understand the codes. In later role-played interviews, the trainer codes the interviews and uses the codes as a basis for discussions of interviewing techniques, focusing on errors which occur at this stage of training. This method serves three purposes: first, it enables the interviewers to . identify and classify each behavior; second, it enables them to differentiate good from bad techniques; and third, it supplies the interviewers with immediate feedback.

An assistant trainer (or a coding clerk) can do the actual coding so that the trainer will be free for other training activities. At the end of training, however, the interviewer should understand the code and have experience in using it, so that he can code his own interviews during actual field work.

## INTERVIEWER CODING

As they begin their field work, interviewers should be encouraged to listen to and code portions of their first interviews. Many early problems are caused neither by ignorance of acceptable techniques nor by an inability to recognize good techniques, but rather by a lack of skill and experience in using proper techniques during the stress of the interview. In many cases, the interviewer can simply hear his own mistakes on tape and then avoid making the same errors in future interviews.

## DIAGNOSING INTERVIEWING PROBLEMS

The computer output of the behavior data, or a hand-calculated version, constitutes the basic information which should be used to identify both general and specific interviewing problems, and is therefore the basic information which should be available for feedback to interviewers. The computer

## INTERVIEWER TRAINING AND SUPERVISION

can provide percentages, distributions of each behavior code for each interview, and a summary of averages both for all interviews and for individual interviews.

The average of all interviewers should be obtained so that each interviewer's performance can be compared with those of others. Averages should he calculated for each study since the form, type, and level of difficulty of a particular questionnaire will change the behavior profiles. There are no standards available for use in evaluating the proportion of behavior in each class, but the reasons for individual averages which deviate markedly from the total averages should be determined. For example, a low percentage figure on probes may indicate that the interviewer is doing an inadequate job of obtaining full responses, but may also indicate that the interviewer has a particularly cooperative respondent. Information such as that contained in Table 5-1 (see page 36 is used primarily as an indicator of potential difficulties for interviewers whose percentages vary markedly from the average.

Table 5-2 (see page 37) provides information for more specific evaluations of performance. Averages can be examined for groups of codes which represent appropriate and inappropriate performances, and if appropriate behaviors are low, individual codes within each group can be examined in order to isolate the difficulty. In this table particularly, the range is important in identifying potential problems. If there is a high proportion of inappropriate behavior for one or more interviews, even if the overall average for that behavior is at a satisfactory level, one should attempt to ascertain the reason for the deviation. The computer output for the particular deviant interview should be examined to see whether or not the pattern suggests a difficult respondent. If the interviewer has other interviews with the same kind of respondent, one can also examine the output for these interviews. The output may indicate either that the respondent was uniquely difficult (low intelligence, very negative, language problem, etc.) or it may indicate that the interviewer normally has trouble with a particular type of respondent. Some interviewers, for example, have difficulty with respondents whose social or educational classes differ markedly from their own.

Another technique which is useful in diagnosing potential problems is to look through the coding sheets for the deviant items to see whether the problems are associated with particular kinds of questions; for example, open or multiple choice formats, questions with complex phrasing, etc.

In order to provide complete feedback to an interviewer, the supervisor should identify the activity he wishes to discuss with the interviewers, and then identify particular examples of that inadequate behavior on the code sheets, circling the corresponding question numbers in color. The supervisor should use the tapes of those interviews to demonstrate the sections which were coded as inadequate, and then discuss techniques which could be used to improve the

## INTERVIEWER TRAINING AND SUPERVISION

interviewer's performance. The supervisor should also provide the interviewer with detailed copies of the codes so that he will recognize the activity and the way in which it was coded.

## DIAGNOSING PROCEDURES

In order for feedback to be an effective tool for improving performance, the interviewer must know why he performed inadequately. There are at least three major situations which produce inadequate performances:

1. The interviewer does not know what constitutes an adequate performance. The training has not been successful in communicating the theory or concepts which he can use to evaluate his performance.
2. The interviewer may understand the principles of good performance but not be able to determine whether or not a particular behavior conforms to those principles. For example, he may not be able to differentiate directive (inappropriate) from non-directive (appropriate) probes, or he may fail to read the alternatives in the question properly because he did not recognize them as part of the question. In both of these instances, the interviewer knows the correct principle, but he cannot distinguish between behavior which does or does not conform to that principle.
3. The interviewer knows the principle, and can distinguish between adequate and inadequate performances, but he still lacks skill in performance. This situation is of course characteristic of new interviewers, but it also sometimes plagues experienced interviewers who have not been active for some time, and those who lack poise or are ill at ease and feel pressured during the interview. As was mentioned earlier, however, this situation may explain an interviewer's behavior only with particular kinds of respondents.

Some insight into the reasons for inadequate performances can be obtained by examining the information in the tables, the computer output for individual interviewers, etc. Most of the information, however, must be obtained from the interviewer as part of the feedback.

The supervisor should play several short segments of tapes which contain examples of inadequate behavior and ask the interviewer to identify any poor performance he recognizes. If he does identify the poor performance, he should then be asked to explain his criteria for the evaluation. His answers should provide the basis for a diagnosis. A new interviewer or a particularly poor interviewer may find this process threatening, but for most experienced interviewers there is a great deal of adequate behavior which can be pointed out at the beginning of the feedback session. This allows the supervisor to focus' upon inadequate behavior, but to maintain it in perspective so that it does not become too threatening.

## INTERVIEWER TRAINING AND SUPERVISION

## THE FEEDBACK PROCESS

We will not discuss general principles of feedback, but only mention a few specific techiniques which are germane to this special situation. It is less threatening to the interviewer, and therefore more effective, if he identifies his own inadequate performances, indicates his recognition of the difficulties, and suggests his own corrective measures. Samples of the code sheets and the original tape recordings of problem interviews should be used, and the interviewer should listen to the tapes and analyze his own behaviors. The supervisor should help to identify problems on the tapes and assist the interviewer both in making a correct assessment of each problem and in formulating a solution to correct it. Retraining then would be an integral part of the feedback process.

## USE OF PERFORMANCE DATA OVER TIME

Ideally, feedback should enable the interviewer to formulate goals for his future performances. At the end of each session, the supervisor should encourage the interviewer to pay particular attention to the problems they have just discussed in his next interviews, then keep track of his improvements using the space provided in the two feedback tables. Because the code is based on behaviors which should be used in any interviewing situation, the performance data which the code generates can be compared over time and across studies. An interviewer's performance can be examined as he either improves or maintains desired standards of behavior in accordance with goals which may be formulated at one feedback session. Once each goal has been met, it is still necessary to examine behaviors in order to insure that the target performance is maintained and to insure that other desirable behaviors have not suffered because of the attention to the target behavior.

## EXAMPLES OF FEEDBACK TO INTERVIEWERS

${ }^{\text {' }}$ The following discussion demonstrates the actual use of the system with two interviewers. One is Interviewer Number 2 (from Tables 9-3 and 9-4 in Chapter 9), and the other is a new interviewer (see Tables $5-3$ and $5-4$ for data). In both cases, the interviewers are part of a national staff and live some distance from the research center. Each has a regional supervisor who is responsible for their training and supervision, and who receives copies of these tables. Alice Jones' (the new interviewer) supervisor has been alerted to Alice's need for immediate additional training.

Mary Smith (Tables 5-1 and 5-2) appears to be a good interviewer. She does somewhat less probing than the average interviewer and considerably less than she has done in previous performances. However, she seems to do an adequate amount of probing for these interviews. The interviews analyzed here were conducted with highly educated respondents whose generally superior performance decreased the need for probing. The interviewer asked questions well

## INTERVIEWER TRAINING AND SUPERVISION

(Table 5-1), improving considerably since her previous performance. Her major problem was that she asked questions too quickly, and tended to rush into the next question without giving the respondent adequate time to reply. She was told to consult the section of her Interviewer's Manual ${ }^{1}$ which discusses the interview pace. Since her performance was generally good, the tapes of her interviews were not returned to her for study.

Alice Jones is a new interviewer, working on her first study. Her performance shows some serious weaknesses. She either was not adequately trained or she is being somewhat overwhelmed by the interviewing situations, and requires rapid attention and help. The problems which manifest themselves in her work tend to be characteristic of new interviewers, but hers appear to be more serious than usual. It is likely that with additional training, her performance will show rapid and marked improvement. If it does not, she will have to be dropped from the staff. Copies of the coding sheets were provided on which problems were circled in red. She was also referred to her Interviewer's Manual to help her to recognize the principles underlying the issues being raised. This feedback is designed to correct all three of the situations which produce poor performances (page 33); it provides:

1. Identification and analysis of specific examples of poor performance (tapes and coding sheets).
2. Means to understanding the principles being violated by consulting appropriate sections of an Interviewer's Manual.
3. Recognition of the need to acquire greater skill; for example, an interviewer might be asked to examine his poor probes and then to reword them effectively.

This material also provides a sound basis with which the interviewer and supervisor can formulate goals for improvement, and training can be focused directly upon instances in which the interviewer performed inadequately. During the training, the interviewer should record several more sessions for practice only, and together she and the supervisor should code the tapes while the supervisor provides feedback.

[^5]
## INTERVIEWER TRAINING AND SUPERVISION

Table 5-1
Report to Interviewers on Analysis of Recorded Interviews
name of intirvienver:_Mart Smith
Date: $\qquad$ Nov 1974

This report is based on interviews numbered $042,123,132,142,201$, taken on Study number $\qquad$
$\qquad$ .

Table A
PERCENTAGE OF INTERVIEWER ACTIVITIES

| Activity | Average <br> ail <br> Interviewers | Average <br> for your <br> Interviews | Range of <br> your <br> Interviews | Your <br> previous <br> Average |
| :--- | :---: | :---: | :---: | :---: |
| Question <br> asking | 78.1 | 86.8 | $68-5-97.4$ | 74.3 |
| Probing | 17.9 | 11.3 | $2.1-27.8$ | 22.9. |
| Other | 2.1 | .8 | $0-2.7$ | 1.5 |
| Q. skips | 1.3 | 1.1 | $0-5.9$ | 1.3 |
| ToTAL* |  |  |  | $1.8 \%$ |

*Inaudible portions of tape and other unclear activity is omitted from this analysis.

OVERALL RATINGS:
A. Pace of interviews

typically at the be inning ofienterviached, foin have a tendency to seadithe
questing tao fast ind oast pause afore a reap in sec.
Anxeding the list in Q42 you hae ar tindincy to drop your voices on each item. Sheets be asked an question .
NOTES:
This aralyies shoos you are ding much better in asking question as worded. Yow ave probing less than before the probes used are mate often acceptable non-dinctivel ones. Overall this analyses shows improvement over previous per formanses. Hood work!

Shul should wasted your epeedion quastion-asking (see your
Interviewers' Manual.).

## INTERVIEWER TRAINING AND SUPERVISION

Table 5-2
PERCENTAGE OF EACH TYPE OF ACTIVITY WHICH WAS ACCEPTABLE AND UNACCEPTABLE

| Activity | Average for all Interviewers | Average <br> for your Interviews | Range of your Interviews | Your previous Average |
| :---: | :---: | :---: | :---: | :---: |
| Question asking: |  |  |  |  |
|  |  |  |  |  |
| Codes 11. | 84.8 | 93.3 | 82.8-99.1 |  |
| 12 | 4.1 | 5.4 | $0.5 \cdot 13.3$ |  |
| \% acceptable | 94, 5 | 98.1 | 96.1-100 | 78.2 |
| Codes 21 | 0.0 | 0.0 | O-O |  |
| 22 | 6.4 | 1.3 | 0-3.9 |  |
| 23 | 0.1 | 0.0 | 0-0 |  |
| \% unacceptable | 5.5 | 13 | 0-3.9 | 21.8 |
| Probing: |  |  |  |  |
| Codes 31 | 19:0 | 25.6 | 0-993 |  |
| 32 | 41.5 | 34.8 | 0.41 .9 |  |
| 33 | 0.0 | 0.0 | $0-0$ |  |
| 34 | 18.7 | 20.4 | 0-21.7 |  |
| 35 | 10.7 | 9.6 | 0-10.0 |  |
| \% acceptable | 89.9 | 90.4 | $75-100$ | 80.1 |
| Codes 41 | 2.2 | 2.6 | 0.14.3 |  |
| 42 | 5.9 | 5.0 | 0.17 .4 |  |
| 43 | 0.0 | 0.0 | 0-0 |  |
| 45 | 1.8 | 3.9 | 0-8.5 |  |
| \% unacceptable | 11.1 | 96 | 0.25 .0 | 19.9 |
| Other: |  |  |  |  |
| Codes 51 | 19.4 | 7.1 | 0-142 |  |
| 57 | 0.0 | 0.0 | $0-0$ |  |
| 58 | 28.7 | 42.9 | 0-100.0 |  |
| \% acceptable | 48.1 | 50.0 | 0.100 .0 | 47.3 |
| Codes 62 | 14.0 | 7.1 | 0-14.2 |  |
| 63 | 22.1 | 35.8 | 0.43 .8 |  |
| 67 | 0.0 | 0.0 | $0-0$ |  |
| 68 | 15.8 | 7.1 | 0.14.2 |  |
| \% unacceptable | 51.9 | 50.0 | 0.100 .0 | 52.7 |
| Other (skips): |  |  |  |  |
| \% acceptable | 90.5 | 93.2 |  | 92.5 |
| Codes 72 | 6.7 | 5.6 |  |  |
| 73 | 2.8 | 1.2 |  |  |
| 75 | 0.0 | 0.0 |  |  |
| 78 | 0.0 | 0.0 |  |  |
| \% unacceptable | 9.5 | 6.8 |  | 2.5 |

## INTERVIEWER TRAINING AND SUPERVISION

## Table 5-3

## Report to Interviewers on Analysis of Recorded Interviews

NAME OF INTERVIEWER $\qquad$ ALICE TONES Date: $\qquad$ Nov rant This report is based on interviews numbered oof, 005, eq, 016, e23, taken on Study number $\qquad$ 764 -

Table A
PERCENTAGE OP INTERVIEWER ACTIVITIES

| Activity | Average <br> all <br> Interviewers | Average <br> for your <br> Interviews | Range of <br> your <br> Interviews | Your <br> previous <br> Average |
| :--- | :---: | :---: | :---: | :---: |
| Question <br> asking | 78.7 | 85.6 | $64.0-93.5$ |  |
| Probing | 17.9 | 9.1 | $5.3-4.6$ | $1 / 0$ |
| Other | 2.1 | 1.3 | $0-1.9$ |  |
| Q. skips | 1.3 | 40 | $1.4-5.2$ |  |
| TOTAL* | $100 \%$ | $100 \%$ |  | $100 \%$ |

*Inaudible portions of tape and other unclear activity is omitted from this analysis.

OVERALL RATINGS:
A. Pace of interviews

B. Voice inflection Anu necking of guection. Yow acoanometarac and


 be ww you aw fan las ciele.ach gumption osictiond You sigpece sone quatina. Shes meansthat yowinced to studprike questivemise to lear the deppattones, thew and yodel fits in trwiew and we send this arealivit to help you in your training. Enter vicuring is a complex activity, ed don er be dincontraged y yeutper-



Deniedturning interview e) 0051016 (beth the tope o the

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 segponesb bid shad have been perked.

## INTERVIEWER TRAINING AND SUPERVISION

Table 5-4
PERCENTAGE OF EACH TYPE OF ACTIVITY WHICH WAS ACCEPTABLE AND UNACCEPTABLE

| Activity | Average for all Interviewers | Average for your Intexviews | Range of your Interviews | Your previous Average |
| :---: | :---: | :---: | :---: | :---: |
| Question asking: Codes 11 | 84.1 | 79.5 |  | Nowe |
| 12 | 9.7 | 11.2 |  |  |
| \% acceptable | ftes | 90.7 |  |  |
| Codes 21 | 0.0 | 0.0 |  |  |
| 22 | 5.4 | 8.4 |  |  |
| 23 | 0.1 | 0.9 |  |  |
| \% unacceptable | 55 | 9.5 |  |  |
| Probing: |  |  |  |  |
| Codes 31 | 190 | 16.5 |  |  |
| 32 | 415 | 23.2 |  |  |
| 33 | 0.0 | 0.0 |  |  |
| - 34 | 18.7 | 16.4 |  |  |
| 35 | 10.7 | 11.3 |  |  |
| \% acceptable | 89.9 | 77.4 |  |  |
| Codes 41 | 2.2 | 45 |  |  |
| 42 | 5 | 2.3 |  |  |
| 43 | 0.0 | 0.0 |  |  |
| 45 | 1.8 | 8.8 |  |  |
| \% unacceptable | III | 22.6 |  |  |
| Other: |  |  |  |  |
| Codes 51 | 19.4 | 12:5 |  |  |
| 57 | $0: 0$ | 0.0 |  |  |
| 58 | 28.7 | 27.5 |  |  |
| \% acceptable | 48.1 | 14.0 |  |  |
| Codes 62 | 1\%0. | 18.3 |  |  |
| 63 | $\underline{22.1}$ | 18.2 |  |  |
| 67 | 0.0 | 0.0 |  |  |
| 68 | 15.8 | 19.6 |  |  |
| \% unacceptable | 51.9 | 54.0 |  |  |
| Other (skips): <br> Code 71 | 90.5 | 90.0 |  |  |
| \% acceptable | 90,5 | 90.0 |  |  |
| Codea 72 | 67 | 92 |  |  |
| 73 | 2.8 | 0.8 |  |  |
| 75 | 0.0 | 0.0 |  |  |
| 78 | 0.0 | 0.0 |  |  |
| \% unacceptable | 9.5 | 10.0 |  |  |

## CHAPTER 6 .

## OTHER USES OF THE BEHAVIOR DATA

The interviewer behavior data can also be used for applications other than the evaluation of interviewer performances. Some applications use the data in the form in which they are fed back to interviewers; others require some modifications in the coding system itself.

## ASSESSMENT OF INTERVIEWER TRAINING METHODS

The behavior codes provide a basis for evaluating the training methods which were used with the interviewer. A cumulative summary of all of the coded interviews conducted by all of the interviewers in the program can be examined for general weaknesses. A high rate of unacceptable techniques indicates that there was probably some deficiency in the training program. By examining the codes, one can develop hypotheses as to the nature of the difficulty.

## EVALUATING OVERALL INTERVIEWER STAFF PERFORMANCE

It is useful to generalize about all interviewers' performances so that average proportions and percentages of behavior can be calculated, and the researcher can determine the degree to which systematic interviewing techniques were used in conducting his survey. The authors of an interview schedule may also find the total code frequencies and proportions for each question in the schedule useful. For instance, a question that is consistently read incorrectly should probably be reworded for future use. As was mentioned earlier, the behavior data which are averaged for all interviewers can also be a valuable aid in feeding back performance data to an individual interviewer. The points of comparison which they provide often encourage goal-setting by the interviewer.

## CODING OTHER TYPES OF INTERVIEWS

While the behavior code was originally developed for use with interviews which are conducted with specific schedules of questions in a survey research setting, it has considerable potential for use in other kinds of interviews. Many

## OTHER USES OF THE BEHAVIOR DATA

of the behaviors which occur in journalistic, legal, and medical interviews are basically the same as those which occur in a social research interview. Modifications in the code categories could be made to incorporate different question types, especially when there are rules of acceptability, as in legal examinations.

People who are being trained to conduct these kinds of interviews could receive coded data from tapes of practice interviews and role-playing situations. The data would indicate those areas in which further training and practice might be necessary.

The flexibility and adaptability of the coding scheme will permit even more varied uses for it in the future, but the coders must always be trained thoroughly in accordance with the adapted scheme, and an effort should always be made to prove the reliability of whatever coding is done.

## COMPARISON BETWEEN CONTENT CODES FROM TAPES AND THOSE FROM INTERVIEW PROTOCOLS

This comparison requires that the taped interview be coded according to standards which are different from those for behavior coding. One can code the content of the interview from the tapes, using the same code which is used for the regular written interviews. By comparing the codes for the same interview from two independent coding procedures, one can check on the accuracy and completeness of the interviewer's note-taking and reporting procedures.

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IV. NKTIMBO Source Program

## CHAPTER 7

## MANUAL FOR USING THE BEHAVIOR CODE


#### Abstract

The first two sets of codes cover the general area of questionasking behavior. In the two-digit system, these are codes in the 10 's and 20 's, and are the only codes which may not be repeated on a question. A question will have either a code from the 10's or a code from the 20's. The following provides a brief description of the category for each code, followed by clarification and examples.


## Category 10-Question Asked Correctly

The first set of codes, those in the 10 's, cover those instances in which the interviewer asks the question correctly.

## Code

11 11: Asks question and choices exactly as printed on questionnaire. Example:
Question as printed Question as read on questionnaire by interviewer

Do you have a college degree?
I: Do you have a college degree?
(Code: 11)
Contractions such as "weren't" for "were not" are coded as correct. If it becomes necessary to paraphrase parenthetical expressions which refer to the persons included in the question, the reading should still be coded 11 as long as the paraphrase includes all of those people who should be mentioned.

Example:

We would like to know about your (Head's) present job; are you (Head) working now, looking for work, retired, or what?
(If the wife of the Head of the Household is being interviewed, then the question should be paraphrased to:)

## MANUAL FOR USING THE BEHAVIOR CODE

I: We would like to know about your "husband's" present job; is "he" working now, looking for work, retired, or what?

Code 11 should also be used if the interviewer supplies conjunctions such as "and," "or," and "well" either as transition remarks or as prefaces to questions.

## Example:

Is there anything about your health that either gives you trouble with or makes it hard for you to do things you feel you should do, with your family or around the house?

How much trouble does this give you, a lot, some, or very little?

I: Is there anything about your health that either gives you trouble with or makes it hard for you to do things you feel you should do, with your family or around the house?

R: Yes, there is.

I: "And" how much trouble does this give you, a lot, some, or very little?

Code 11 should not be used either when a question which has already been asked is repeated or when a question which should be omitted is asked; there are separate codes for these behaviors (see 32 and 27).

12: Asks question with slight change which does not alter frame of reference, and the question choices are read exactly as printed on the questionnaire.

If the reading of the printed question is modified, but still essentially correct, with only unimportant or repetitious words dropped, then the reading should be coded 12. However, if key words or concepts which may affect the meaning of the question are either added, omitted, or changed, code 12 should not be used. Meaningless spacefillers such as, "Now I'd like to ask you . . ." or "The next question is . . "" which neither change the meaning nor clarify a question should be coded 12.

## MANUAL FOR USING THE BEHAVIOR CODE

## Example:

Question as printed on questionnaire

Have you gone to school in the past year?

Question as read by interviewer

I: "The next question is," have you gone to school in the past year?

Unimportant words may be omitted.
Example:

Is there anything which you have cut down on or do not do because you think that doing it would be bad for your health?

Unimportant words may be added.
I: Is there anything which you have cut down on or do not do because you think doing it would be bad for your health?

Example:
How satisfied are you with the moral standards in your community; the way in which people behave?

I: How satisfied are you with the moral standards in your community, "that is," the way in which people behave.

If the introduction to a set of questions is modified, each question in that set should be coded 12 because the introduction relates to and influences each question in the set.

## Example:

Here are several different things people say they have done to call attention to a problem or get something done.
(a) Have you ever gone on a march?
(b) Signed a petition about some issue?
(c) Picketed an agency or organization?

I: Here are things people say they have done to call attention to a problem or to get something done.
(a) Have you ever gone on a march?

R: No
I: Signed a petition about some issue?
R: No
I: Picketed an agency or organization?

## MANUAL FOR USING THE BEHAVIOR CODE

## Category 20-Question Asked Incorrectly

The code categories in the 20 's cover those situations in which the interviewer asks the question incorrectly.

## Code

21 21: Asks stem of question as printed but does not ask choices as printed.

Example:

| Question as printed | Question as read by <br> on questionnaire |
| :--- | :--- |

Now let's talk about things that may give a person a feeling of satisfaction. Would you tell me if you are very satisfied, satisfied, dissatisfied or very dissatisfied with the kind of neighborhood you live in?

How much did all your utilities such as heat and electricity cost you last year; was it less than $\$ 100, \$ 100-200, \$ 200$ $300, \$ 300-400$, or what?

Question as read by by interviewer

I: Now let's talk about things. that may give a person a feeling of satisfaction. Would you tell me if you are "satisfied or dissatisfied" with the kind of neighborhood you live in?

I: How much did all your utilities such as heat and electricity cost you last year; was it less than $\$ 100, \$ 100$ 200 , or what?

22 22: Asks question incorrectly in a significantly altered manner.
Code 22 should be used for any alteration which changes the meaning of the question, or if only part of the question is asked.

Example:

Question as printed on questionnaire

What (is/was) your main occupation; that is, what sort of work do you do?

Compared with five years ago, are you and your family able to buy more and better things than you did then, are you having to cut back on what you buy, or are you living the same as you did then?

Question as read by interviewer

I: What is your main occupation?

I: Compared with five years ago, are you and your family able to buy more and better things than you did then, or are you having to cut back on what you buy?

## MANUAL FOR USING THE BEHAVIOR CODE

Code 22 should be used if a key word or concept is either added, omitted, or changed, even if this does not alter the frame of reference. Code 22 should also be used if key words are added.

Example:
How much do you earn?
I: "About" how much do you
earn?

Code 22 is used if a key word is omitted.
Example:

Did you or anyone else here attend any parent-teacher meetings in the last year?

Have you had a cold or the flu in the past month?

I: Did you or anyone else here attend parent-teacher meetings in the last year?

I: Have you had a cold in the past month?

Code 22 is used if a key word is changed.
Example:

Should parents organize public marches?

Are there jobs around here that just aren't worth taking?

I: Should parents organize public demonstrations?

I: Are there jobs around here
that just aren't worth it?

Code 22 should be used if enough insignificant changes have been made to confuse the meaning.

Example:
For a person like yourself, what I: For a person like you, what are some of the advantages of the small foreign cars over the new small American cars?
are some advantages of a small foreign car over a new small American car?

Code 22 should be used when the respondent interrupts the interviewer by responding to a question before the interviewer has completed it, and the interviewer does not then complete the question. If the interviewer does complete the question, exactly as it is written, despite the interruption, the reading should be coded 11.

## MANUAL FOR USING THE BEHAVIOR CODE

If the introduction to a set of questions is read incorrectly, each question in that set should be coded 22.

Example:

Here are several steps that some people feel could help solve the problem of race tensions. Would you favor:
(a) Investigating to see if there is racism in the local schools?
(b) Government job training programs for blacks?

I: Here are several steps that could help solve the problem of race tensions: Would you favor investigating to see if there is racism in the local schools?

R: Yes
I: Government job training programs for blacks?

R: Yes

If any or all of the question is read incorrectly and the interviewer immediately corrects himself with no interruption or intervening behavior (by either interviewer or respondent) the first incorrect question should be ignored, and the reading should be coded 11 or 12, whichever is appropriate.
Example:

| When was your last visit to | I: When is your, excuse me, |
| :--- | :--- |
| a doctor? | when was your last visit <br> to a doctor? |

23 23: Does not ask question as printed, but assumes answer to a question by making a statement.

Example:

Question as printed on questionnaire

Do you own this (home/apartment), pay rent, or what?

Question as read by interviewer

I: And you rent this apartment.

Code 23 should be used only if some verbal statement replaces a printed question; if there is no verbal behavior, code 71 or 72 should be used, or when appropriate, code 73 (see 70's).

## MANUAL FOR USING THE BEHAVIOR CODE

27: Asks question which should have been skipped.
Example:

Question as printed on questionnaire
2. Are you over 17 years old?

Yes No - Go to Q4
3. Are you registered to vote?

## Yes No

Question as read by interviewer

I: Are you over 17 years old?

R: No
I: Are you registered to vote?

The second two sets of codes cover general probing behavior. In the two-digit system, these are codes in the 30's and 40's. The behaviors which these categories include are those queries, statements, and confirmations made by interviewers which are designed to encourage the respondent either to respond or to enlarge upon or clarify what he has abready said.

## Category 30-Correct Probe Used

The codes in the 30's are for non-directive probes. To be non-directive, a probe must effect no limitation or change in the frame of reference of the question; the frame of reference of the response should not be limited or changed either.

## Code

31 31: Makes up non-directive probe.
Example:
I: Anything else?
What do you mean?
What particularly?
What was that?
Would you tell me more about
that?
Why do you say that?
Pardon me?
Could you repeat that? (31)

## MANUAL FOR USING THE BEHAVIOR CODE

32 32: Repeats question or part of question correctly.
Example:

Question as printed on questionnaire

If you were to get enough money to live as comfortably as you'd like for the rest of your life, would you continue to work?

What do you see as the most important problems we have in this country?

Question as read by interviewer

I: (Reads Q. OK)
R: I love my work.

I: (Reads entire $Q$ again)
I: What do you see as the most important problems we have in this country?

R: There are so many .. . uh...

I: Well, what comes to mind when I say the most important problems?

Code 32 should be used if the question is repeated correctly, even if it was asked incorrectly the first time.
Example:

Is there public transportation within walking distance of here?

I: Is there public transportation here?

R: Well, there's the bus . . .
I: Is that within walking distance of here?

If a question has a wide range of response categories and a respondent's previous answer implies: a particular area of the categories available, then the interviewer may repeat only those categories in that general area and still be coded 32.

Example:
Would you tell me if you are very satisfied, satisfied, dissatisfied, or very dissatisfied with your present housing?

I: Would you tell me if you are very satisfied, satisfied, dissatisfied, or very dissatisfied with your present housing?

## MANUAL FOR USING THE BEHAVIOR CODE

R: Oh, I'm satisfied.
I: Would you say very satisfied or satisfied?

34: Repeats the respondent's response, or part of it, correctly.
Example:

> R: I think things have changed for the worse.

I: For the worse.
Code 34 should be used for a correct summary of the respondent's response.

Example:

Question as printed on questionnaire

Would you say it's very true, somewhat true, or not at all true that the police don't treat people with respect?

Question as read by interviewer

I: Would you say it's very true, somewhat true, or not at all true that the police don't treat people with respect?

R: Oh, I think they always treat people with respect.

I: So that's not true.
Code 34 should be used if the interviewer repeats part of the question or response in order to choose a correct response category.

Example:

Compared with last year, are you able to buy more and better things now, are you having to cut back on what you buy, or are you living the same as you did then?

I: (Reads Q. OK)
R: No, I think the first one.
I: Buying more.
R: Umm-hmm.

## Buying more Cutting back

Living the same DK

In these cases, code 34 should be used rather than code 32.

## MANUAL FOR USING THE BEHAVIOR CODE

35: Confirms a frame of reference for respondent.
Example:
R: Did you say freedom"?
I: Yes.

R: Does the money I make as a cab driver count?

I: Yes
Code 35 should be used if the interviewer provides a correct clarification in response to a request for one.

Example:

> R: What do you mean by neighborhood?

I: Whatever 'neighborhood' means to you.

Code 35 should be used if the respondent requests a clarification and the interviewer reads an adequate part of the question in response. If the interviewer reads the entire question after a request, code 32 should be used rather than code 35 .

## Example:

Question as printed on questionnaire

As to the economic policy of the government-I mean steps taken to fight inflation or unem-ployment-would you say that government is doing a good job, only fair, or a poor job?

Question as read by interviewer

I: As to the economic policy of the government-I mean steps taken to fight inflation or unemployment-would you say the government is doing a good job, only fair, or a poor job?
R: Yoư mean like the wage price freeze?
I: I mean steps taken to fight inflation or unemployment.

## MANUAL FOR USING THE BEHAVIOR CODE

## Example:

How much are you personally affected by air pollution-very much, a little, or not at all?

I: How much are you personally affected by air pollution -very much, a little, or not at all?

R: You mean is smog a problem?
I: I mean how much are you personally affected by. air pollution-very much, a little, or not at all.

## Category 40-Inappropriate Probe Used

The codes in the 40's cover those instances in which the interviewer uses directive probes which are not printed on the questionnaire. A probe is directive if it either changes or limits the frame of reference of the question or limits the response possibilities.

## Code

41 41: Makes up probe which is directive.
Example:

> I: That's all?
> Nothing else?

A probe is also directive if it suggests possible answers to the respondent either directly or by providing information in addition to that which the respondent and the original question have already given.

Example:
Question as printed Question as read on questionnaire by interviewer.

Example:
Have you had any health problems in the last week?

> I: Have you had any health problems in the last week?

> R: What do you mean by health problems?

I: Things like colds and flu.
42: Repeats question and/or choices incorrectly or gives incorrect summary or statement of respondent's response.

## MANUAL FOR USING THE BEHAVIOR CODE

Example:
Question as printed Question as read on questionnaire

About how much rent do you pay a month? by interviewer

I: About how much rent do you pay a month?

R: Oh, between $\$ 100$ and $\$ 150$.
I: So you'd say about $\$ 125$ ?

How likely is it that you could find a job; is it very likely, somewhat likely, or not very likely?

I: How likely is it that you could find a job; is it very likely, somewhat likely or not very likely?
R: Oh, it's possible.
I: Would you say it's very likely, then?

If a respondent interrupts the interviewer while he is using the response choices as a probe, then code 32 should be used. If the interviewer does not offer all of the choices when no general area has been indicated by the respondent's previous answer, then code 42 should be used.

43 43: Gives an introduction which is directive.
Code 43 should be used if the interviewer rewords an introduction from the questionnaire in a directive manner.

## Example:

Question as printed Question as read on questionnaire

I'd like to ask you some questions about health matters.
by interviewer
I: I'd like to ask you some questions about how you think your health is.

Code 43 should be used if the interviewer makes up his own introduction to a section which is directive.

Example:
(Questions concerning employment are next.)

I: Now we'd like to know. how much you like your job...

## MANUAL FOR USING THE BEHAVIOR CODE

45: Interprets question.
Example: •
Question as printed on questionnaire

As you see it, is the idea that "We need tax reforms to make taxes fair for everyone," one which rich people support more than you do or do they give it less support?

Question as read by interviewer

I: As you see it, is the idea that "we need tax reforms to make taxes fair for everyone," one which rich people support more than you do or do they give it less support? That is, do rich folks want tax reforms as much as the rest of us?

Code 45 should be used if the interviewer volunteers a clarification in own words, whether or not it appears to be correct.

## Example:

Are you making as much money now as you were a year ago, or more, or less?

I: Are you making as much money now as you were a year ago, or more, or less; that is, has your income changed?

I: During the next year or so, do you think the government will be successful in reducing inflation, or do you expect that there will be little or no improvement, that is, that the economy will keep on expanding?
45)

Code 45 should be used if the interviewer gives an incorrect clarification.

## MANUAL FOR USING THE BEḢAVIOR CODE

Example:

How satisfied or dissatisfied are you with this neighborhood as a place to live?

I: How satisfied or dissatisfied are you with this neighborhood as a place to live?
R: What do you mean by neighborhood?

I: Oh, this square mile.
Code 45 should be used if the interviewer incorrectly confirms a frame of reference.

Example:

Is your standard of tiving
higher, the same, or lower than that of your neighbors?

I: Is your standard of living higher, the same, or lower than that of your neighbors?

R: You mean is my house better?

I: Yes

The next two sets of codes are intended for various behaviors which may occur during an interview, which are not directly associated either with asking questions or probing for more information, but which affect the interviewer-respondent interaction. In the two-digit system, these codes are the 50 's and 60 's. The behaviors which these codes represent may generally be categorized as behaviors which could in some way affect the validity of the: information being gathered: remarks designed to build rapport, evaluative remarks, interruptions, incomplete or inaccurate recording of a respondent's answers, etc.

## Category 50-Appropriate Behavior

The codes in the 50 's represent those behaviors which conform to the present principles of interviewing technique, that is, they represent behaviors which either increase or at least do not jeopardize the validity of the information being gathered.

## Code

51 . 51: Helps respondent to understand his role and what the study wants; gives task-oriented clarification about respondent's job.

## MANUAL FOR USING THE BEHAVIOR CODE

Example:
I: We are interested in your opinions. There are no right or wrong answers; we just want to know how you feel. Please use the card in choosing your answer. We've already touched on this subject, but let me ask you about this . . .
This survey is interested in how people all over the country feel about certain health issues.

# 58 

58: Makes other acceptable remarks or exhibits other acceptable behavior.

Code 58 should be used if a remark is neutral.
Example:
I: Do you want to stop to get
the boys' lunch?
Maybe you could do that when we're through.
Just let me know if you want to stop for a while.

Code 58 should be used for statements which reinforce current behavior.

Example: $\quad$ I: It's OK if you want to take time to think about the rest of these.

As a general rule, a brief "OK," "Fine," etc. is coded as feedback. Non-words such as m-m-m, or uh-h-h are not coded.

## Category 60-Inappropriate or Evaluative Remarks or Behavior

The codes in the 60's cover those remarks or behaviors which are either considered inappropriate or which in some way may decrease or jeopardize the validity of the information being gathered.

## MANUAL FOR USING THE BEHAVIOR CODE

## Code

62 62: Interrupts the respondent.
Example:
Question as printed on questionnaire

Over the next six months, which do you think will go up more, prices or wages?

Question as read by interviewer

I: Over the next six months, which do you think will go up more, prices or wages?

R: Gee, I don't know much about . . . uh . . . that, I guess I'd have to . . .
I: Which do you think will go up more?

63 63: Gives personal opinion or evaluation.
Code 63 should be used for any indication of either agreement or disagreement with the respondent.

Example:

Question as printed on questionnaire

Do you or anyone else in the family here own a car or truck?

Question as read
by interviewer
I: Do you or anyone else in the family here own a car or truck?

R: No.
I: But I saw a car in your garage!

R: I think taxes are too high.
I: Boy, I'm with you!
Code 63 should be used for a personal opinion.

## Example:

I: This neighborhood is really well kept.

Code 63 should be used for any praise or criticism of the respondent.

## MANUAL FOR USING THE BEHAVIOR CODE

Example:

> I: I think it's just wonderful the way you've overcome this adversity and succeeded so well.

Code 63 should be used for unacceptable feedback.
Example:
I: Don't go so fast; I can't get it all down.

But you said no a minute ago.

Code 63 should be used for expressions of surprise or displeasure.
Example:

> I: You don't mind going to the dentist!

Optional
67: Records response either incorrectly or incompletely on questionnaire.

Code 67 should be considered a special code for separate studies or occasional use only, because it distracts the coder from the verbal behavior.

Code 67 can only be used if the coder has the questionnaire for that particular interview available as he codes.

Example:

> R: I go to the grocery store once every two weeks.
> I: (records) I go to the grocery once a week.
> R: Two or three times a week.
> I: (records) Three times per week.

68: Makes other unacceptable remarks or exhibits other unacceptable behavior:

Code 68 should be used when the interviewer reads his own instructions aloud.

## MANUAL FOR USING THE BEHAVIOR CODE

## Example:

I: Now I have to go to page 10 .
You're unemployed, so I don't ask you these questions.

## Category 70-Non-recorded Behavior

This set of codes covers non-recorded or inaudible behavior, cases in which questions are not asked, there is no sound on the tape, etc. In the twodigit system, these.codes are in the 70's .

## Code

71 71: Skips question correctly.
Code 71 should be used if a question is not read because of a skip pattern.

72: Omits question incorrectly.
Code 72 should be used if a question is skipped when it should have been read. If there was any verbal behavior, then code 23 should be used.

73 - 73: Writes in previously obtained answer, no verbal behavior.
Code 73 should be used when the interviewer does not ask a question because the respondent has just supplied the necessary information to answer it.

Code 73 should only be used when there is no verbal behavior on a question. If there is behavior, use code 23 or any other code which is appropriate. If there is any doubt about whether the respondent has supplied an answer to the question, use code 72 rather than 73.

75 Optional
75: Fails to probe after inadequate answer.
Code 75 is listed here as optional because of the difficulties involved in using it. The coder must have a sophisticated level of understanding of the question's objective in order to determine when an answer is inadequate. This requires extensive coder training. In addition, in order to use this code the coder must both concentrate on coding the behavior which is occurring, and remain alert for behavior omissions. This is a difficult task.

## MANUAL FOR USING THE BEHAVIOR CODE

Code 75 should be used when the respondent has given a response which does not meet the objectives of the question, and the interviewer fails to probe for additional information.

## Example:

Question as printed on questionnaire

Do you remember when you were growing up whether your father was very much interested in politics, somewhat interested, or didn't he pay much attention?

Question as read by interviewer

I: Do you remember when you were growing up whether your father was very much interested in politics, somewhat interested, or didn't he pay much attention?

R: Oh, he was interested in Roosevelt.

I: Did he think of himself mostly as a Democrat, as a Republican, as an Independent, or what?

R: Oh, he was a Republican.

78: Missing data, unknown.
Code 78 should be used either if there is no sound on the tape or if the sound is unintelligible.

## Category 80-Pace

The next set of codes is designed to provide information about the pace at which the interview was conducted and the voice inflection which was used. In the two-digit system, these codes are in the 80 's. There are no clear-cut occasions for which these codes should be assigned. It is possible either to give an overall pace code for the entire interview or to code the pace at various selected spots in the interview, e.g., at the end of sections of questions. In order to determine the speed of delivery, the coder must measure the time which the interviewer takes just to ask the question, then divide this time by the number of words in that question. It is best to obtain an average speed using several questions of different lengths.

## Code

## MANUAL FOR USING THE BEHAVIOR CODE

82 82: Reads questions at about two words per second.

83 83: Reads questions more quickly than two words per second.
84 84: Pace of entire interview seemed too slow for the respondent.
Code 84 should be used if there were long silences after the respondent had completed his response.

85 85: Pace of entire interview seemed about right for the respondent.

Code 85 should be used if the interview was neither too slow, as defined for code 84 , nor too fast, as defined for code 86.

87 87: Questions read in a wooden, expressionless manner. Interviewer is clearly "reading" rather than speaking naturally.

88: Questions asked with a rising inflection at the end.
89
89: Questions asked with woice dropped, so that they sound like statements instead of questions.

If questions with lists are included, this code may be.used specifically for the list as well as for the whole question.

Codes 87 through 89 should be used only once at the end of an interview; the coder should choose the one which best describes the entire interview.

## MANUAL FOR USING THE BEHAVIOR CODE

## Category 90-Background

The next set of codes covers those instances in which the interviewer provides any kind of background information. In the two-digit system, these codes are in the 90's.

It is not uncommon for many of the behaviors which this set of codes covers to occur before the interviewer actually begins to tape the interview, since many interviewers set up the tape recorder only after the respondent has agreed to the interview, following an introduction by the interviewer. Nevertheless, these behaviors do sometimes occur during the taped interview, and coding categories have been defined for them.

## Code

91 91: Mentions own name.

Example:
E
I: Hello, I'm Mary Jones from the Survey Research Center of the University of Michigan.

92: Mentions sponsorship.
Example:
I: This study is being sponsored by a department of the University of Michigan.

93 93: Mentions anonymity.
Example:
I: Everything you say will be confidential

Your name and address will never be identified in any way with the answers you give.

94 94: Mentions respondent selection.
Example:
I: You were chosen quite impersonally as a particular person at this particular address.

## MANUAL FOR USING THE BEHAVIOR CODE

I: When we combine interviews from people at all of these addresses, we will have a cross section of the area which we cover.

In order to keep our sample representative, I must use special procedures to select the person whom I interview. In this case, I must talk to your daughter rather than to you.

95 95: Mentions purpose of study.
Example:

I: This study is interested in finding out how people need and use public service programs such as health care, rehabilitation, income maintenance, and so on.
(95)

## Additional Notes

## Uncoded Behavior

There are certain interviewer behaviors which should deliberately be left uncoded. For instance, comments such as, "Here's a blue card" are not coded, because interviewers who use gestures would be penalized. Also, if an introduction to either a question or a section is optional, it should not be coded unless the content of the interviewer's statement is inappropriate. Brief introductions such as, "The next question is . . . ," should not be coded. If the introduction is inappropriate or directive, it should be coded 43. Any conversation which occurs between the, interviewer and a third person in the room should not be coded.

Brief repetitions should be coded only once.
Example:

> R: Oh, you mean what I made if they hadn't taken my taxes out?
> I: Yes, Yes.
(35) once

## MANUAL FOR USING THE BEHAVIOR CODE

## Code Summary

## Code

11 Exact Question-no changes
12 Modified Question-slight changes which do not alter frame of reference

21 Stem Correct-errors in reading choices
22 Incorrect Question-reads only part of question, changes key words
23 Assumes Answer-does not read question, makes statement about answer
27 Inappropriate Question-asks question which should have been skipped
31 Invents Non-directive Probes-probes non-directively using own words
32 Repeats Question Correctly-repeats all or part of question correctly
34 'Repeats Responses Correctly-repeats or summarizes R's response correctly
35 Correct Clarification-gives non-directive clarification when requested
41 Invents Directive Probe-probes directively using own words
42 Repeats Question or Response Incorrectly-repeats question or part incorrectly or R's response incorrectly
43 Directive Introduction-rewords an introduction in a directive manner
45 Interprets Question-gives incorrect clarification or interprets question
51 Helps R Understand Role-gives task-oriented information about R's role
58 Other Acceptable Remarks-makes other, more general, acceptable remarks

62 Interrupts Respondent-interrupts the respondent while he is talking
63 Personal Opinion-gives a personal opinion, agrees or disagrees
67 Records Incorrectly-writes down response incorrectly
68 Other Unacceptable Remarks-makes other inappropriate remarks
71 Correct Skip-skips a question correctly due to a skip pattern
72 Incorrect Omit-omits a question which should have been read
73 Previously Obtained Answer-writes in answer respondent has already given with no verbal exchange
75 Fails to Probe-fails to probe when answer is inadequate
78 Missing Data-no sound on tape
81 Slow Question Pace
82 Correct Question Pace
83 Fast Question Pace

## MANUAL FOR USING THE BEHAVIOR CODE

## 84 Slow Interview Pace

85 Correct Interview Pace
86 Fast Interview Pace
87 Wooden Questions
88 Inflected Questions
89 Dropped Questions
91 Mentions Name
92 Mentions Sponsorship
93 Mentions Anonymity
94 Mentions Respondent Selection
95 Mentions Study Purpose

## CHAPTER 8

## SAMPLE CODED INTERVIEW

## I. Sample Transcript of Tape Recorded Interview

Question as printed on questionnaire

1. Our first question is about your present health in general. Within the last month, that is, since $\qquad$ have you had any sicknesses, illnesses, or any other problems with your health?

## Actual Interview*

I: Our first question is about your present health in general. Within the last month, that is since May 15, have you had any sicknesses, illnesses, injuries, or any other problems with your health?
R: Oh, really nothing worth, nothing worth mentioning, I guess.

I: Nothing worth mentioning?
R: Well, I had, I had a little flu, ah, three weeks ago, that bothered me for a day or two, and, uh, what was it you wanted, sicknesses within the last month?

I: Sicknesses, illnesses, injuries, or any other problems with your health, within the last month.

R: Well, I also hurt my arm. I was working down in the basement, lifting a box of heavy stuff, and it slipped and I strained my elbow and shouldder some.

I: Mm-hmm. (No code-not a word)

[^6]
## SAMPLE CODED INTERVIEW

1a. Please tell me something (more) about health problems you have had during the month.
2. Now we would like to ask you how you feel these days. In general, how is your health now? Would you say your health is excellent, very good, good, fair, or poor?
3. What kinds of problems do you have with your health? What's wrong with your health?

Now we would like to know how your health compares with others.
4. What about physical fitness.
Compared to (men/women)
your own age, would you
say you are much more
physically fit, more, about

1: Okay. Fine.
Now we would like to know how your health compares with others. What about physical fitness? Compared to men and women your own

## SAMPLE CODED INTERVIEW

the same, less physically fit, or much less fit?
5. Now about energy. Compared to (men/women) your own age, would you say you have much more energy, more energy, about the same, less, or much less energy?
6. What about enjoying life. Compared to (men/women) your own age, would you say you are enjoying life mūch more, more, about the same, less, or much less?
7.1. Here are some other health conditions you may have had any time during the past year even though they may not bother you now. Have you had any of the following conditions at any time during the last 12 months, that is, since (month) of 1972? Skin trouble?
7.2. Rheumatism or arthritis?
age, would you say you are much more physically fit, more, the same, less, or much less?

R: Oh, I think I'm, I'm in better shape than, than uh, other men my own age.

I: Would you say much more, or more?
R: Oh, I'd say more.
I: Now about energy. Compared to men your own age, would you say you have much more energy, more energy, about the same, less, or much less energy?
R: Oh, I'd say about the same, I think.

I: What about enjoying life? Compared to men your own age, would you say you are enjoying life much more, more, about the same, or less?
R: Oh, I think about the same.

I: Here are some other health conditions you may have had any time during the past year, even though they may not bother you now. Have you had any of the following conditions at any time during the last twelve months, that is, since June of 1972? Skin trouble?

R: For how long a period did you say?
I: Any time during the past year, especially if it bothers you now. (45)
R: Past year. Uh, skin trouble, no.
I: Rheumatism, or arthritis?
R: Yes, I have a little arthritis.

## SAMPLE CODED INTERVIEW

| 7.3. | Bronchitis? | I: Oh, that's right, you just mentioned that to me. Bronchitis? |
| :---: | :---: | :---: |
|  |  | R: No. |
| 7.4. | Sinus trouble? | I: Sinus trouble? . - (11) |
|  |  | R: Well, I have a cold once in a while. I had a cold about six months ago, and I, I don't know, whether, uh, whether that's sinus or not. |
| 7.5. | Trouble.getting to sleep? | I: All right. I'll make a note of that. |
|  |  | Trouble getting to sleep? (11) |
|  |  | R: (laughs) No. |
| 7.6. | Trouble with teeth? | I: (laughs) Okay. <br> Trouble with teeth? |
|  |  | R: Nope. |
| 7.7. | Cold or flu? | I: Cold or, well you just mentioned you had a cold so that's yes. |
|  |  | R: I had a cold-it was about, uh, six months ago, but I'm not sure that I really get troubled by it, uh, I mean, I'm not troubled by colds. I have a cold once in a while. |
|  |  | I: That's fine. <br> The question here just asks you if you've had any of these conditions during the last 12 months. (35) |
|  |  | R: (interrupting) Oh! Oh yes, I did. |
| 7.8. | Heart trouble? | I: Heart trouble? (11) |
|  | . | R: No. |
| 7.9. | Allergy? | I: Allergy? (11) |
|  |  | R: Mm, no... |

7.6. Trouble with teeth?
7.7. Cold or flu?
7.8. Heart trouble?
7.9. Allergy?

I: Oh, that's right, you just mentioned that to me. Bronchitis?

R: Well, I have a cold once in a while. I had a cold about six months ago, and I, I don't know, whether, uh, whether that's sinus or not.

I: All right. I'll make a note of that.
Trouble getting to sleep?

R: Nope.
I: Cold or, well you just mentioned you had a cold so that's yes.

R: Mm, no ...
8. Is there anything about the kind of work you do or the conditions you work in that you regard as dangerous or as bad for your health?

8a. What is this (are these)?
8b. Would you say this is (these are) a serious or slight problem for you?
9. Think about the kind of activities which you usually do in your (work/house-work/school-work). Do you have enough strength and energy to do these things as well as you would like?
10. What about five years in the future? Do you think you will have enough strength and energy to do your (work/housework) as well as you do it now?

I: All right.
Now we have to turn to another section.
The next question is: Is there anything about the kind of work you do or the conditions you work in that you regard as dangerous or bad for your health?

R: Well, there's only one, there's only one kind of a thing. See, I'm maintenance engineer in one of the buildings over here, and every once in a while we have to clean with, uh, with, uh, some chemicals, and I get a little worried about all the fumes those chemicals give off. That's about all.

I:
Would you say that this is a serious or slight problem for you?
R: Oh, I think only a slight problem.
I: Mm-hmm.
Think about the kind of activities which you usually do in your work. Do you have enough strength and energy to do these things as well as you would like?

R: Enough strength and energy? . . .
I: Yes.

R: Um, well, I suppose so.
I: All right.
What about five years in the future?
Do you think you will have enough strength and energy to do your work as well as you do it now?
R: Oh, I think so. I expect to be as well five years from now as I am now.

## SAMPLE CODED INTERVIEW

11. What about activities which you enjoy in your free time, such as the things you like to do either alone, with your family, or with friends? First, what are some of the free-time activities which you most enjoy doing?
12. Thinking about these activities which you enjoy, do you have enough strength and energy to do them as much and as well as you would like?

I: Fine.
What about activities which you enjoy in your free time, such as the things you like to do either alone, with your family, or with friends? First, what are some of the free-time activities which you most enjoy doing?

R: Do you mean like sports?
I: Any free-time activities which you enjoy doing.

R: Ah...
I: Excuse me, it says the free-time activities which you most enjoy doing.
R: Well, I suppose in the, in the summer I like to play golf; in the winter I bowl. Those are the two things I think I enjoy most.
I: Golf and bowling?
R: Right.
I: •Thinking about these activities which you enjoy, do you have enough strength and energy to do them as much, and as well as you would like?

R: Well, I, I never bowl as good-and I don't really play golf like I'd like either. I'd like to do, I'd like to do much better at both of those.

I: Let me re-read the question for you.
Thinking about these activities which you enjoy, do you have enough strength and energy to do them as much and as well as you would like?

## SAMPLE CODED INTERVIEW

13. Do you have enough strength and energy to do these free-time activities as much and as well as you did them (five/ten) years ago?
14. Have you visited a doctor in the past month, that is, since $\qquad$ ?

R: Oh. Oh, yeah. The problem is not energy. I have plenty of energy, and I...

I: (INTERVIEWER INTERRUPTS)
Then you would say yes to this question about having enough strength and energy?

R: Well, I guess I would, now that you put it like that.

I: Do you have enough strength and energy to do these free-time activities as much and as well as you did them five years ago?

R: Well, I, uh, I guess, I perhaps get a little more tired going around the golf course, but, uh, not really anything to amount to much.

I: Well, perhaps I could re-read this question, also.
I'd like to have a "Yes" or "No" answer.
Do you have enough strength and energy to do these free-time activities as much and as well as you did them five years ago?

R: Not quite as well'.
I: I'll make a note of that.
I: Have you visited a doctor in the last month, that is, since May 15 ?

R: Yes, about my shoulder. The doctor looked at it.

1: Have you been in a hospital in the last 12 months, since June 15, 1972?

R: Not, not since 5 years ago.
16. Are you married, separated, divorced, widowed, or have you never been married?
17. What is the highest grade of school, or year of college you completed?

17a. Did you get a high school graduation diploma or pass a high school equivalency test?

17b. Do you have a college degree?
18. To get an accurate picture of people's financial situation, we need to know the income of all the families we interview. Would you please tell me the letter on this card that indicates how much income you and your family received from all sources during last year, 1972; I mean before taxes or any deductions?

I: Not since 5 years ago?
R: Yes.
I: Now, I have a few questions about you.
Are you married, separated, divorced, widowed...
R: (interrupting) I'm married.
I: You're married.
All right.
What is the highest grade of school or year of college you completed?
R: Oh, I got through, ah, I got through high school.

I: Did you get a high school graduation diploma, or pass a high school equivalency test?

R: Yeah, I got a diploma.
I: And, do you have a college degree?

R: No.
I: All right.
To get an accurate picture of peoples' financial situation, we need to know the income of all the families we interview. Would you please tell me the letter on this card that indicates how much income you, and your family received from all sources during last year, 1972. I mean, before taxes, or any deductions.
R: Oh, that's hard. I'm not sure as I can remember that very well.

I: Well, as best you can remember, which letter would you pick?

## SAMPLE CODED INTERVIEW

R : $\mathrm{Oh}, \mathrm{I}$ suppose it would, it would come, ah, in, E. It was around 10,000 dollars.

I: E.
Well, thank you very much.
(58)

R: You're welcome.

## SAMPLE CODED INTERVIEW

## II. Coding Sheet from Sample Interview

Project $\frac{0 / 1 / 20}{(\operatorname{cols} \cdot 1-6)} \quad$ Interview $\frac{0.37}{(\operatorname{cols} \cdot 7-9)} \quad$ Interviewer $\frac{12}{(\operatorname{cols} \cdot 10-11)}$


## SAMPLE CODED INTERVIEW

## III. Questionnaire Used in' Sample Interview



INTRODUCTION

I am from the Survey Research Center, and we're doing a survey for the

The purpose of this survey is to obtain information about sicknesses and other health problems the people have now or have had in the past 12 months.

Q1. Our first question is about your present health in general. Within the last month, that is since May 心, have you had any sicknesses, illnesses, injuries, or any other problems with your health?


Qua. Please tell me something (more) about health problems you have had during the last month.
O heder headache that' all.

## SAMPLE CODED INTERVIEW

Q2. Now we would like to ask you how you feel these days. In general, how is your health now? Would you say your health is excellent, very good, good, fair, or poor?


Q3. What kinds of problems do you have with your health? What's wrong with your health?
E haven little asthitio, awionowbile, lictor.


$\qquad$

Now we would like to know how your health compares with others.

Q4. What about physical fitness. Compared to (men/women) your own age, would you say you are much more physically fit, more, about the same, less physically fit, or much less fit?


Q5. Now' about energy. Compared to (men/women) your own age, would you say you have much more energy, more energy, about the same, less, or much less energy?


Q6. What about enjoying life. Compared to (men/women) your own age, would you say you are enjoying life much more, more, about the same, less, or much less?

MUCH MORE
MORE


## SAMPLE CODED INTERVIEW

Q7. Here are some other health conditions you may have had any time during the past year even though they may not bother you now. Have you had any of the following conditions at any time during the last 12 months, that is, since (MONTH) of 1972?

## Pay attention to your voice inflection while reading the list

|  | , | YES | NO | $\begin{aligned} & \text { DON'T } \\ & \text { KNOW } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |
| 7.1 | Skin trouble? |  | $\chi$ |  |
| 7.2 | Rheumatism or arthritis? | $X$ |  |  |
| 7.3 | Bronchitis? |  | $x$ |  |
| 7.4 | Sinus trouble? |  |  | colde, |
| 7.5 | Trouble getring to sleep? |  | $x$ | Nance |
| 7.6 | Trouble with teeth? |  | $X$ |  |
| 7.7 | Cold or flu? | $x$ |  | - |
| 7.8 | Heart trouble? |  | $X$ |  |
| 7.9 | Allergy? |  | $X$ |  |

Q8. Is there anything about the kind of work you do or the conditions you work in that you regard as dangerous or as bad for your health?

5. NO - GO TO Q9

```
1. SERIOUS PROBLEM
```



## SAMPLE CODED INTERVIEW

ASK EVERYONE

Q9. Think about the kind of activities which you usually do in your (work/ housework/school work). Do you have enough strength and energy to do these things as well as you would like?

5. No

OTHER

Q10. What about (five) years in the future? Do you think you will have enough strength and energy to do your (work/housework) as well as now?

5. No


Q11. What about activities which you enjoy in your free time, such as the things you like to do either alone, with your family, or with friends? First, what are some of the free time activities which you most enjoy doing?
 2ethigal et tinter I cry mont.

Q12. Thinking about these activities which you enjoy, do you have enough strength and energy to do them as much and as well as you would like?

5. NO


Q13. Do you have enough strength and energy to do these free time activities as much and as well as you did them (five/ten) years ago?


## SAMPLE CODED INTERVIEW

Q14. Have you visited a doctor in the past month, that is since. May 15 ?


Q15. Have you been in a hospital in the last 12 months, that is, since funcol15,1971?

```
YES
```



Q16. Are you married, separated, divorced, widowed, or have you never been married?


Q17. What is the highest grade of achool or year of college you completed?


Q17a. Did you get a high school graduation diploma or pass a high school equivalence test?


College: $13 \quad 14 \quad 15 \quad 16$

Q17b. Do you have a college degree?


INAP $\qquad$

## SAMPLE CODED INTERVIEW

Q18. (CARD 3) To get an accurate picture of people's financial situation, we need to know the income of all the families we interview. Would you please tell me the letter on this card that indicates how much income you and your family recefved from all sources during last year, 1972; I mean before taxes or any deductions?

```
A. UNDER $3,000
```

$$
\text { B. } \$ 3,000-\$ 4,999
$$

$$
\text { F. } \quad \$ 12,500-\$ 14,999
$$

$$
\text { c. } \$ 5,000-\$ 7,499
$$

$$
\text { G. } \$ 15,000-\$ 19,999
$$

$$
\text { D. } \$ 7,500-\$ 9,999
$$

$$
\text { H. } \$ 20,000-\$ 24,999
$$

I. $\$ 25,000$ AND OVER

## CHAPTER 9

## SAMPLE ANALYSIS OF INTERVIEWER PERFORMANCE

The data shown here represent two analyses. The first is based on 60 interviews which were conducted by the Survey Research Center national interviewing staff. These interviews do not constitute in any sense, a sample; they were merely conducted in areas in which supervisors had a tape recorder readily available at the time of the study. All of the interviews were based on the same questionnaire, and the number of interviews per interviewer ranged from one to five. This analysis follows the pattern described earlier in Chapter 5 on the feedback of information to interviewers.

The questionnaire contained both open and closed questions. Table 9-1 shows the general classes of activity, and the pattern of interviewers' behaviors. The ranges of amounts for each activity are wide. The variability among interviewers which this indicates is probably attributable both to the general tendencies of each interviewer and to adaptations which they make in their behavior to suit a particular respondent.

Table 9-2 shows the percentage of each major class of behaviors which was coded as acceptable and unacceptable. In this group of interviews, approximately three-quarters of the activity was acceptable, and a sizable $25^{\circ} \%$ was judged to be unacceptable. The ranges are startling, especially in light of the fact that one interviewer asked only slightly over $10 \%$ of the questions correctly. In addition, at least one person used over one-third unacceptable probes. It can also be seen from this Table that the proportion of unacceptable behavior is larger for the "other" behaviors which are less frequent and more difficult in training than for the basic question-asking and probing.

In considering these averages, one should not automatically blame interviewers for poor performances. While poor interviewers certainly constitute a major source of problems, and while these figures may well indicate a need either for additional training, or even for the discharge of some interviewers who are at the extreme end of the range of poor behavior, there is another major source of difficulty: the questionnaire-itself. Our analysis shows that the wording of some questions is so complicated or awkward, that a high proportion of the errors in question-asking occurs in conjunction with relatively few questions. In these cases, the fault does not lie entirely with the interviewers; they have been given a very difficult task. Often the wording of the question does not convey the stated objective of the question and no amount

## SAMPLE ANALYSIS OF INTERVIEWER PERFORMANCE

of repetition or non-directive probing will enable the interviewer to obtain the needed information. The interviewer must then either accept a response he knows is inadequate or use a directive probe to compensate for the inadequacy of the question.* The extreme ranges shown for some of the activities suggest that, in some cases, the interviewer may have had either a particularly easy or a particularly difficult respondent, and the patterns may be a reflection of that quality rather than of the interviewer's usual behavior.

In the second stage of analysis, we coded from eight to twelve interviews for each of four interviewers who were working on a regular national sample survey in order to obtain information on the stability of activities. These four interviewers were selected simply because a tape recorder was available to them. Tables 9-3 and 9-4 show data which are comparable to those in Tables 9-1 and 9.2 for these four interviewers individually. There is considerably more stability in the averages for these interviewers, but the range for each is still rather large. This implies that one should be cautious in judging the quality of all interviewers' work on the basis of the work of one or two interviewers. A comparison of the average activities for the percent acceptable or unacceptable also shows differences between the two groups. This may reflect either differences in the type or degree of difficulty of the questionnaires which were used or differences in the interviewers' training and expertise or it may merely reflect the fact that this is a small sample which was not selected randomly.

The variability in range in activity should not be ignored, however, in evaluating interviewer performance because it may mean that an interviewer has a problem in interviewing a particular type of respondent (from a particular age, income, education, or racial group). When there are extremes, one should examine the interview situation during the poor performance and determine what might be done in order to avoid similar situations in the future.

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## SAMPLE ANALYSIS OF INTERVIEWER PERFORMANCE

Table 9-1
Means and Ranges of Interviewer Activity (30 interviewers)

| Activity | Average \% for <br> all <br> Interviewers | Percentage Range <br> for all- <br> Interviewers |
| :--- | :---: | :---: |
| Question asking | $69.6 \%$ | $47.1-90.2 \%$ |
| Probing | 23.4 | $7.4-35.4$ |
| Other |  | 8.0 |
|  |  | $100.0 \%$ |

Table 9-2
Means and Ranges of Interviewers Acceptable and Unacceptable
Activity (30 interviewers)

| Activity | Average \% for all Interviewers | Percentage Range for all Interviewers |
| :---: | :---: | :---: |
| Question asking |  |  |
| Acceptable | 78.6\% | 13.2-96.4\% |
|  | 21.4 | 2.5-86.8 |
|  | 100.0\% |  |
| Probing |  |  |
| Acceptable | 79.8 | 61.7-98.0\% |
| Unacceptable | 20.2 | 2.0-38.3 |
|  | 100.0\% |  |
| Other |  |  |
| Acceptable | 53.0\% | 28.5-100\% |
| Unacceptable | 47.0 | 0-76.0 |
|  | 100.0\% |  |

Table 9-3
Average Percent of All Activity for Four Experienced Interviewers


Table 9-4
Percentage Distribution of Acceptable and Unacceptable Activity for Four Interviewers Based on 8-12 Interviews Each

| Activity | $\begin{gathered} \text { All } \\ \text { Interviewers' } \\ \text { Average } \end{gathered}$ | Individual Interviewer's Averages |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1 | 2 | 3 | 4 |
| Question asking |  |  |  |  |  |
| Acceptable (Range) | $\begin{gathered} 95 \% \\ (75-100) \end{gathered}$ | $\begin{gathered} 89 \% \\ (75-99) \end{gathered}$ | $\begin{gathered} 98 \% \\ (96-100) \end{gathered}$ | $\begin{gathered} 96 \% \\ (78-99) . \end{gathered}$ | $\begin{aligned} & 94 \% \\ & (78-100) \end{aligned}$ |
| Unacceptable (Range) | $\begin{gathered} 5 \% \\ (0-24) \end{gathered}$ | $\begin{gathered} 11 \% \\ (5-24) \end{gathered}$ | $\begin{array}{r} 2 \% \\ (0-4) \end{array}$ | $\begin{gathered} 4 \% \\ (0-22) \end{gathered}$ | $\begin{gathered} 6 \% \\ (0-21) \end{gathered}$ |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% |
| Probing |  |  |  |  |  |
| Acceptable (Range) | $\begin{gathered} 89 \% \\ (67-100) \end{gathered}$ | $\begin{gathered} 91 \% \\ (80-100) \end{gathered}$ | $\begin{aligned} & 90 \% \\ & (75-100) \end{aligned}$ | $\begin{gathered} 92 \% \\ (80-100) \end{gathered}$ | $\begin{aligned} & 88 \% \\ & (67-100) \end{aligned}$ |
| Unacceptable (Range) | $\begin{aligned} & 11 \% \\ & (0-34) \end{aligned}$ | $\begin{gathered} 9 \% \\ (0-19) \end{gathered}$ | $\begin{aligned} & 10 \% \\ & (0-25) \end{aligned}$ | $\begin{gathered} 8 \% \\ (0-20) \end{gathered}$ | $\begin{aligned} & 12 \% \\ & (0-34) \end{aligned}$ |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% |
| Other |  |  |  |  |  |
| Acceptable <br> (Range) | $\begin{aligned} & 48 \% \\ & (0-100) \end{aligned}$ | $\begin{aligned} & 41 \% \\ & (0-80) \end{aligned}$ | $\begin{aligned} & 50 \% \\ & (0-100 \end{aligned}$ | $\begin{aligned} & 57 \% \\ & (0-100) \end{aligned}$ | $\begin{aligned} & 53 \% \\ & (0-100) \end{aligned}$ |
| Unacceptable (Range) | $\begin{aligned} & 52 \% \\ & (0-100) \end{aligned}$ | $\begin{gathered} 59 \% \\ (20-100) \end{gathered}$ | $\begin{aligned} & 50 \% \\ & (0-100) \end{aligned}$ | $\begin{aligned} & 43 \% \\ & (0-100) \end{aligned}$ | $\begin{aligned} & 47 \% \\ & (0-100) \end{aligned}$ |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% |

## CHAPTER 10

## INSTRUCTIONS TO INTERVIEWERS*

## PURPOSE

You have been asked to use a tape recorder in order to obtain a complete record of your interviews. The tapes of these recordings will be used in a new procedure which has been developed for coding the number and kinds of behaviors which occur during an interview. The information obtained from this coding provides a basis for training new interviewers and improving the performance of those already trained.

The following instructions have been compiled to facilitate your use of the recorder.

## INTRODUCING THE RECORDER:

Simply explain to the respondent that the recorder is used in order to obtain a complete record of the interview, and that you would like to use it if that is acceptable to him. Most respondents do not have any preconceived notions about interview situations so that if the interviewer uses a tape recorder as if it were an integral part of the interview, the respondent will usually agree to its presence.

## EQUIPMENT AND PLACEMENT:

Check to ensure that the machine is working properly BEFORE you leave for the interview. If you are using a cadmium battery pack (a rechargeable pack), be sure it is fully charged. If you are using flashlight batteries, be sure that they are fresh, and always carry the electric power cord for your machine "just in case. . . ."

Some interviewers prefer to carry their tape recorders in a shopping bag in order to avoid possible theft. You may carry the machine in any manner you please as long as it is protected from moisture and extreme cold.

[^8]
## INSTRUCTIONS TO INTERVIEWERS

## LOCATION OF THE MICROPHONE:

The location of the microphone is very important. If you have a new SONY with a round microphone, set it on the plastic stand (included with it) and point the microphone to the side between you and the respondent. If you point the microphone directly at the respondent, it will not pick up your voice very well. If you have the older SONY, you will have a square or rectangular microphone. Set this microphone flat with the face pointing at the ceiling. If your respondent has a very soft voice you may have to move the microphone closer to him. Remember to speak loud enough so that your voice will record well too.

Do not put the microphone either on or right next to the recorder or it will pick up the sound of the motor. Put the microphone on a soft surface such as your scarf or a pile of paper, or bring a household sponge for this purpose, if possible.

Try to place the microphone as far as possible from other noises in the room such as TV, children, etc., but as close as possible to you and the respondent. Practice recording at home while your radio or TV is on since some homes you interview in will have these disturbances.

Use 90 -minute cassette tapes. The shorter ones are not adequate for a whole interview, and longer ones tend to become tangled. These tapes are usually supplied to an interviewer upon request. If you have to buy them, they should be entered on your expense voucher so that you can be reimbursed. We prefer TDK, Maxell and BASF brand cassettes. Bargain tapes usually produce bargain quality recordings.

Since each side of the cassette records for 45 minutes, it is a good idea to write yourself a note in the questionnaire at a convenient place to turn the tape. Do not bother rewinding the tape to the beginning of side 2, but remember when you listen to the tape that there will be some blank tape at the beginning of side 2. After you turn the tape, do not turn the machine on and off during the interview unless there are lengthy interruptions.

## OPERATING YOUR TAPE RECORDER:

Practice using your recorder at home and during your practice interview. Afterwards, you may record a regular interview on the tape which you used for practice.

## USING THE MICROPHONE:

Your recorder will have several plug holes on the front and the microphone must be plugged into the correct ones. The holes are labeled "mic," "aux" and "ear"; plug the mike into the two holes labeled "mic." If you are not certain which are the correct holes, practice recording and listening to what you have recorded until you are.

## INSTRUCTIONS TO INTERVIEWERS

## TO RECORD:

On your recorder there is a button marked "Record" and a button marked "Play." Both buttons must be pushed at the same time for the machine to record. Be sure the microphone' is plugged in.

## REMOTE CONTROL WITH THE MICROPHONE:

The microphone has a small "ON/OFF" button. After you have set up the :Ecurder, this button must be set to "ON." If you push it to "OFF," the machine will not record. If you wish, you can set up the recorder to record before you leave your home and use the button on the microphone to operate the recorder while you are in the respondent's home.


#### Abstract

REVIEW: Because of the time it takes, you should not check your questionnaires against the information on the tape recordings. You are encouraged, however, to listen to some of your tapes to review your performance. While you are listening, "observe" your own interviewing technique: Did you read all of the questions exactly as they were worded? Did you probe when necessary? Were the objectives for each question met? Did you read slowly and clearly, giving your respondent time for a considered reply? Did you approach the respondent in a professional manner, showing neither approval nor disapproval, rewarding him positively for his performance as a respondent rather than for the responses which he gave? The tape recording enables you to evaluate your own performance in a way which is impossible to manage when you are in the midst of an interview. The tape, in effect, gives you a chance to observe yourself.


## ADDITIONAL NOTES AND TAPE RECORDING INFORMATION:

## Microphones

There are two different types of microphones for the SONY, one round and the other square. (Also see LOCATION OF THE MICROPHONE.)

## Batteries

The SONY tape recorder has a rechargeable battery pack and a cord for plugging the recorder into a regular wall outlet. The batteries will last all day, but they must be recharged each night. To recharge them, you must plug the recorder into a wall outlet in your home for 12 hours. Then the recorder will be good for the next day. Although it takes 12 hours to recharge completely used batteries, a full 12 hours of recharging will usually not be necessary. If you are interviewing in the evening and then again the next morning so that

## INSTRUCTIONS TO INTERVIEWERS

you have less than 12 hours for recharging, you can check the battery condition dial to see whether the batteries are charged enough. (If you should forget to recharge your batteries, you can use a pack of flashlight batteries in your recorder. These are good for only one day ( 4 interviews) and then must be replaced.)

The recorders also have a cord to plug into the wall outlet. If your batteries run down unexpectedly while you are at an interview, you can use the cord to plug your recorder into an outlet in the respondent's home. This is not recommended, however, since the location of the outlet is often inconvenient.

## Remote Control

Remember that your machine will not work when the microphone is plugged in unless the mike switch is in the "ON" position. Always check this switch before you assume either that the batteries are dead or that something else is wrong with the machine.

## Volume Control

Most SONY recorders self-adjust for volume during recording. The volume control only adjusts the volume for play-back. These machines will usually pick up any noise, no matter how faint, so that it is important to place the microphone as close as possible to the respondent and yourself, and as far as possible from background noise.

## Cold Weather

The tape recorder should be protected from extreme temperatures. Cold will not harm the tape recorder permanently, but a cold machine will work slowly and produce poor quality tapes. If your machine has been out in the cold for some time, it should be allowed a $15-30$ minute warm-up time before you use it.

## Practice Interview \& Mailing Tapes

Send the practice tape and practice interview to your local coordinator or supervisor. Before you mail the tapes, write identifying information on the tape cassette itself, and also on the mailing box. Identifying information includes:

Your name
Your City and State
Your Interview Number (as it appears on the cover sheet)
(Also indicate which side is side 1 and which is side 2.)
Do not include any respondent identification

## INSTRUCTIONS TO INTERVIEWERS

When you get home, plug your tape recorder in and "rewind" your completed tapes. If you have a recording machine which cannot be plugged into regular house current electricity, do not bother to rewind the tapes.

If you used only one side of the tape, rewind it to the beginning. If you used both sides of the tape, run the second side forward as far as it will go.

Place the tape cassette in the box in which it came. Send it with the completed interview to your supervisor. In order to avoid tearing the mailing envelope, send only 3 tapes per regular mailing envelope.

IMPORTANT: Place the tape boxes BETWEEN the completed interviews (sandwich-style) in the mailing envelope.

## POINTS TO REMEMBER

Be sure recorder is running and set to record when you begin.
Do not set microphone on the recorder.
Place the microphone as close to both of you as possible.
Set microphone where it will not be bumped during recording, preferably on a soft surface.
Put your name, city, state and interview number on each tape cassette when it is completed (and indicate which is side 1 and which is side 2). Also put identification information on the tape box.
Remember to recharge your recorder at night.

IMPORTANT: Poor quality tape recordings increase study costs. A recording which contains excessive background noise (e.g., the TV set) or fails to pick up the respondent's voice clearly causes great problems for the listener.

Please do everything you can to get good quality tape recordings.

## CHAPTER 11

## PROGRAM DOCUMENTATION*

## TIMBO DISTRIBUTION TAPE**

The TIMBO distribution tape contains load modules for the programs TIMBO and NKTIMBO in the form of an OS unloaded partitioned dataset. The tape is 9 -track, 800 bpi density, and has IBM standard labels. The volume serial number is TIMBO, and the modules are in the first and only dataset. The dataset carries the name TIMLIB, the same name as the library to be created. The control cards indicated below make use of the IBM utility IEHMOVE to create a partitioned dataset TIMLIB and load the two programs into it. The device types DISK, TAPE and 3101 may have to be changed at other installations, as well as the disk volume serial number ISRB, which is specific to the Institute for Social Research.

```
// EXEC PGM=IEHMOVE
//SYSPRINT DD SYSOUT=A
//SYSUTI DD UNIT=SYSDA,SPACE=(TRK,(100,10))
//DISK DD UNIT=DISK,VOL=SER=ISRB,DISP=OLD
//TAPE DD UNTT=TAPE,VOL=SER=TIMBO,DISP=OLD
//SYSIN DD *
    COPY DSNAME=TIMLIB,FROM=TAPE=TIMBO,TO=310I=ISRB,
        FROMDD=TAPE
/*
```


## 1. TIMBO

TIMBO is a program which prepares standard OSIRIS files of frequencies and transition frequencies for behavior codes, plus associated descriptor data. It can perform filtering, bracketing, and aggregating in the process. TIMBO is written in FORTRAN, and has several OSIRIS subroutines in both FORTRAN and IBM Assembly language for use under OS. and OS/VS. The program requires 110 K of core.

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## PROGRAM DOCUMENTATION

## A. Input

1. Data prepared by the program NKTIMBO (see Section II of this Chapter) and sorted into the desired sequence on either tape or disk. (See the note on sorting input data at the end of this section.)
2. Control cards.

## B. Output

1. Dictionary and data files (up to 4) on either tape or disk. Variables for the output files consist of descriptor variables selected by user from the input descriptor variables, plus frequencies and transition frequencies for behavior codes selected by user. Transition frequency is the frequency with which code $A$ follows code $B$ within the specified portion of the interview. Behavior codes may be either bracketed or excluded before frequencies are measured.
2. Printout
a. All control cards are printed. If an error is detected, processing terminates and an error message is printed. One of the following numbers is printed to indicate that the corresponding error has been discovered.
1 Wrong keyword or format in global or local parameter card.
2 Error either in reading first record of input data file or in writing output dictionary.
3 No identification variables or identification variable number out of range (identification variable numbers can range from 1 to the number of descriptor variables in the input data file).
4 Information variable number out of range (information variable numbers also can range from 1 to the number of descriptor variables in the input data file).

5 Filter variable number out of range (filter varisble numbers range from 1 to the number of descriptor variables in the input data file, the same as identification and information variables).
6 Error in local parameters; either no output file name given or "continuous-type" aggregation level break higher than "summationtype" aggregation level break.
7 Error in behavior code list (card column of error also printed).
9 Error in naming descriptor variables for output file.
10 Error in naming behavior codes for output file.

## PROGRAM DOCUMENTATION

b. During processing, two kinds of errors might occur: sequence errors and I/O errors. In either case, the program terminates with an error message indicating the case number in which the error occurred.
c. If the program goes to successful completion, the number of records which were input and output for each file is printed.
C. Setup

1. For users of OSIRIS:
// EXEC OSIRIS, LIB =(catalogued library containing TIMBO), LIBI =(catalogued library containing OSIRIS)
//DATAx DD parameters for input data file
(See note on data flow from NKTIMBO to TIMBO at the end of this section)
$\begin{array}{lll}\begin{array}{ll}\text { //DICTy } & \text { DD } \\ \text { parameters for output dictionary file }\end{array} & \begin{array}{l}\text { up to } 4 \\ \text { output files }\end{array}\end{array}$ //SETUP DD *

## \$RUN TIMBO

1. Global filter card (optional).
2. Global label card.
3. Global parameter card.
4. Local filter card (optional).
5. Local label card.
6. Local parameter card.
up to 4 sets for 4 output files.
7. Local behavior code list.

* 8. Names for variables (optional).

2. For users not using OSIRIS:
// EXEC PGM=TIMBO
//STEPLIB DD parameters for library containing TIMBO
//DATAx DD parameters for sorted input data file
//DICTy DD parameters for output dictionary file up to 4
//DATAy DD parameters for output data file $\quad$ output //FTO1F001 DD *
3. Global filter card (optional).
4. Global label card.
5. Global parameter card.

## PROGRAM DOCUMENTATION <br> 4. Local filter card (optional). <br> 5. Local label card. <br> 6. Local parameter card. <br> 7. Local behavior code list. <br> 8. Names for variables (optional). <br> /*

## D. Control Cards

1. Global filter card (optional): See OSIRIS Appendix C*
2. Global label card: $1-80$ columns, punched free-form
3. Global parameter card: Keywords (defaults underlined) are separated by commas or blanks; list is terminated by an asterisk.

INFILE=IN/xxxx Allow user to specify a 1 to 4 character input ddname suffix
ID=(variable list) Specifies descriptor variables used to identify records; data must be sorted in same order as ID variable list; ID variables are numbered according to their positions in descriptor seg. ment of input data record (see note on sorting input data).
IF=(variable list) Optional parameter; allows inclusion of descriptor variables not to be checked for sequence but only to be used as information; IF variables are also numbered according to their positions in descriptor segment of input data record.
4. Local filter card (optional): See OSIRIS Appendix C*
5. Local label card: $1-80$ columns, punched free-form
6. Local parameter card: Keywords (defaults underlined) are separated by commas or blanks; list is terminated by asterisk.

$$
\begin{array}{ll}
\text { OUTFILE }=x x x x & \begin{array}{l}
\text { Specifies } 1 \text { to } 4 \text { character output file ddname } \\
\text { suffix for this analysis packet (no default; } \\
\text { ddname suffix must be supplied) }
\end{array}
\end{array}
$$

PRINT=DICT/NODICT Allows user to specify whether output dictionary for this file is to be printed.

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## PROGRAM DOCUMENTATION

AGGREG=(m,n) Specifies descriptor variables which are to signal level breaks for "continuous-type" and "summation-type" aggregating. All records occurring between changes in the value of variable $m$ are to be treated as a continuous sequence of behaviors. Frequencies for all continuous sequences of behaviors from records occurring between changes in the value of $n$ are to be summed to give aggregated frequencies. Variable n must occur later than variable m in identifier variable list and must be more minor in the sort sequence (no defaults; both $m$ and n must be supplied).
OPT $=$ TWO/ONE $\quad$ Specifies frequency table option; ONE indicates only frequencies for specified behavior codes; TWO indicates both individual code frequencies and transition code frequencies.
7. Local behavior code list: User must supply a list of valid behavior codes. Codes may be combined and renumbered while being listed. Codes not included in list will be skipped over when they occur in input records. Codes may be listed either individually or in ranges. Codes surrounded by brackets are to be renumbered according to rule: <old codes> = new code. List must be in ascending order of output code, and must be terminated by an asterisk.
Example: $\quad<1-5,9,20-29,31>=99^{*}$
Eight output codes will be produced: $1,2,3,4,5,8,9,99$. All input codes will be disregarded, except the following: 1,2,3,4,5,8,9,20, $21,22,23,24,25,26,27,28,29,31$.
Note: One output file will be produced for each set of the local control cards. After the first packet, subsequent packets may omit the PRINT, AGGR, and OPT parameters (but not the OUTF parameter). This will cause the program to use the options selected for the previous packet. Also, after the first packet, subsequent packets may omit the behavior code list, supplying an asterisk in its place. This will cause the program to use the behavior codes selected for the preceding packet. Up to four packets may be included.
8. Names for variables. If default names are unsatisfactory, user may provide names for descriptor variables and behavior-code frequency variables, but not for transition frequencies. Descriptor variables must be named first, then behavior code frequencies. The following three types of cards are needed:

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a. NAME Word 'name' in Col. 1-4 signifies that usersupplied variable names are to follow.
b. $\mathrm{DC}=$ var, $\mathrm{N}=$ 'name'* Gives descriptor variable number (must be in the range 1-100 and, if it is to be used, must be included in either the ID or IF list) and name to be used.
c. $\mathrm{BV}=$ code, $\mathrm{N}=$ =name'* Gives output behavior code number (must be in the range 0-999 and, if it is to be used, must be a valid output code for at least one of the packets) and name to be used.
Ascending order must be maintained both within descriptor variables and within behavior-code frequency variables, although either group of names may be omitted. Variable names are provided once for each run. They apply to all files in which the variable occurs.

Behavior-code frequency variables will be given new variable numbers in the range 1000-1999 to preserve ascending variable numbers for dictionary. Each output behavior code will have 1000 added to it. First behavior at question level and last behavior will be given code of 1000 and variable number of 2000. Transition frequencies will be given variable numbers beginning with number 2001. Transition frequencies will be put out by rows (i.e., all "to" codes will be listed before "from". code changes).

The default variable names are as follows:
(1) Descriptor variables:
'DESCRIPTOR VAR. nnnn'
where nann is the original descriptor variable number in the range 1-1000.
(2) Behavior-code frequency variables:
'FREQ: BEHAVIOR CODE nnnn'
where nnnn is the output code in the range $0-1000$.
(3) Transition frequency variables:
'FREQ: CODE mmmm to nnnn'
where mmmm is the from' code and 'nnnn' is the ' ${ }^{\circ}$ ' code, both in the range $0-1000$.

Note on sorting input data: Before TIMBO is run, the input data must be sorted in ascending order of the identifying variables. The first identifying variable begins in column 9 of the input data

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record. Each variable has a field-width of 4 . For instance, the following SORT control card would be needed for an identifying variable list, $\mathrm{ID}=(\mathrm{V} 4, \mathrm{~V} 3, \mathrm{~V} 2, \mathrm{~V} 1)$ :

SORT FIELDS=(21,4,A,17,4,A,13,4,A,9,4,A),FORMAT=FI
Note that the first eight bytes of the record are taken up by system and program record descriptor words, and that the records have a fixed-length format, length 4.
The following JCL is needed to chain the sort with NKTIMBO and TIMBO under OSIRIS:

```
//SORTIN DD VOL=REF=*.FTO4FOO1,DSN=*.FTO4FOO1,
// DCB=(RECFM=VSB,BLKSIZE=2004,LRECL= 4404)
//SORTOUT DD VOL=REF=*.FTO4FOO1,DSN=*.FTO4FOO1,
| DCB=(RECFM=VSB,BLKSIZE=2004,LRECL=
    4404)
//DATAIN DD VOL=REF=*.FTO4FOO1,DSN=*.FTO4FOO1
```

The backward references in SORTOUT and DATAIN can be changed to create a permanent file.

## II. NKTIMBO

NKTIMBO is the variable-length-record "card-to-tape" and edit program. It-reads, edits; converts to binary, and writes variable length records, such as those from interview behavior data. The program is written in IBM assembly language for use under $O S$ and OS/VS. The program requires 40 K of core.
A. Input

1. Behavior and descriptor data on cards, tape, or disk.
a. Ganged descriptor records. Records are marked by a '?' in column 1 and may be continued from one physical record to the next by omission of a '?' in column 1 of succeeding records (or an '*' indicating behavior data records. See below.). They contain descriptor information to be ganged into subsequent behavior data records until next ganged descriptor record is reached.
b. Behavior data record. Records are marked by an '**' in column 1 and may be continued from one physical record to the next by omission of a '?' or an '*' in column 1 of succeeding records. They contain descriptor and behavior information for each output record.

## 2. Control Cards

## PROGRAM DOCUMENTATION

## B. Output

1. Valid behavior data on tape or disk containing the following information in four-byte, fixed-point binary words:
a. The (fixed) number of descriptor variables in the record. One word.
b. The descriptor variables, including ganged variables, in the record. From one to 100 words.
c. The (variable) number of behavior codes in the record. One word.
d. The behavior codes in the record. From one to 1000 words.
2. Error records on card, tape, or disk. All physical records affected by an error in any one physical record are output to this file and are not output to the valid behavior data file. An error in a ganged descriptor record affects all subsequent behavior data records until next ganged descriptor record is reached. An error in any one physical record affects all other physical records logically associated with it.

## 3. Printout

a. All control cards are printed. When an error is detected, one of the following numbers is printed on the line following the card in error to indicate that the corresponding error has occurred.

Number

## Error

0 Excessive physical record length on input data file (max. 256 bytes per physical record).
1 Control statement too long (control statements may span cards but may not have more than 800 bytes, excluding blanks).
2. Continuation portion of excessively long control statement.

3 Premature end-of-file; no behavior fields described.
4 Unrecognizable control card.
5 Excessive number of descriptor variables (max. 100, including ganged descriptor variables).
7 Control card number field too long; max field lengths:
variable field origin $\quad-5$
variable field length -5
variable valid constant length-field length plus 1

8 Zero field length.

## PROGRAM DOCUMENTATION

9 Wrong delimiter for variable field origin.
$10 \quad$ Non-positive variable field origin.
11 Wrong delimiter for variable field length.
12 Non-positive variable field length.
13 Excessive variable field length (max, 10 digits) in data record.

14 Variable field extending beyond maximum permissible length of data record ( 1600 bytes).

15 Behavior code fields overlap with descriptor variable fields.

16 Wrong delimiter for constants.
17 High end of range not greater than low end of range.
18 High end of range or single value not greater than previous high end of range or single value.

19 Length of constant table exceeded.
b. Error data records are printed with a number to left of physical record image indicating sequence number (from beginning of file) of physical record, and a number to right of physical record image indicating column of logical record in which error occurred.
c. A summary is printed of number of physical input records, number of valid-logical output records, and number of physical error output records.

## C. Setup

For users of OSIRIS:
JOB card
// EXEC OSIRIS, LIB=(catalogued library containing NKTIMBO), LIB1 $=$ (catalogued library containing OSIRIS)
$/ / \mathrm{FTO} 5 \mathrm{FOO1} \mathrm{DD} *, \mathrm{DCB}=(\mathrm{RECFM}=\mathrm{FB}, \mathrm{LRECL}=80, \mathrm{BLKSI} Z \mathrm{E}=80$, BUFNO=2)
$\because$
-
input data cards
-
/*
//FTO8FOO1 DD parameters for error output file; either SYSOUT $=B$, DUMMY, or a disk or tape file for later use (include DCB)

## PROGRAM DOCUMENTATION

## //FTO4F001 DD parameters for valid record output file on tape or disk (exclude DCB)

//SETUP DD *

## SRUN NKTIMBO

input control cards


For users not using OSIRIS:

```
// EXEC PGM = NKTIMBO
//STEPLIB DD parameters for library containing NKTIMBO
//FTOIFOO1 DD *
    •
    input control cards
    /*
    //FTO3F001 DD . parameters for input file (may be **' if input
        data cards follow)
    //FTO4F001 DD parameters for valid record output file on
        tape or disk (exclude DCB)
    //FT06F001 DD SYSOUT=A
    //FT08F001 DD parameters for error outpüt file,
        either SYSOUT=B, DUMMY or a disk or
        tape file for later use (include DCB)
```


## D. Control Cards

Control cards are of three types:

1. $\mathrm{DC}=$ (origin, length, [constant list]). This control card specifies the field origin and field length for a descriptor variable. The descriptor variables may be either right- or left-justified in the field, but they may not be all-blank. An optional constant list of ranges and single values can be included for wild code checking.

Example: $\mathrm{DC}=(10,4,1000-1020,1030,1050-1060,1090)$
2. $\mathrm{DC}=\mathrm{SET}$. This control card indicates (a) that the set of descriptor control cards processed before it is to be considered a complete description of ganged records for the run such as demographic information, and (b) that the descriptor control cards processed after it refer to the descriptor variables which are attached to each behavior record, such as question number.

## PROGRAM DOCUMENTATION

3. $\mathrm{BV}=$ (origin, length, [constant list]). This control card specifies the field origin of the first behavior code and the field length for all behavior codes. A behavior code may be either right-or left-justified in the field. A blank field indicates end-of-behavior for the question. Subsequent behavior codes are assumed to follow immediately after the first one. An optional constant list of ranges and single values can be included for wild-code checking.

Example: $\mathrm{BV}=(15,2,0-20,99)$

## III. SOURCE PROGRAM TIMBO

# SYMRIJL TYPE ID ADIJR LENGTH LO ID 

 EXTERNAL SYMBOL DICTIONARY$$
15.30^{\text {PAGE }} 7 / 27 / 74
$$

```
    LOC OBJECF CODE ADORI AODRZ STMT SOURCE STATEMENT
```




0018 C 4113002
0001FO 07FE OOOLFB F270 BAOO 300U OOAOO 0000

0001FE 95FF 8485 0002029200 日AB5 00020641 F0 0002 OOO20A 4780 R16E 00020E 5810 BA74 $00021205 C 51000$ BBAO COOCO 00021 A 4780 82AB 00021 C 41110004 $000220-41200004$ $00022445 E 0$ B1BC 000228 41FD 0009 00022 C 4620 A 16 $0 C 02301200$
00023241 FO 000A 0002364700 8 00023 A 1840 00023 C 41203004 000240 45EO B1 HC 000244 8C20 0001 000248123 00024A 41 F0 000 B 0024 E 47 FO 816 000252 ． 1200
$00025441 F 0000 \mathrm{C}$ 0002584700816 E 00025 C 4900 RBA 0002641700000 0002680600
0002680600
00026A. 1834
$00026 \mathrm{E} \$ 930$ AROC
$00026 E$ \$930 BAOC
0272 LIFO OOOE
000274 5550 BA74
$00027 E$ DS03 S000 BABO 00000
00284470 820E
00028892 FF BAB6
0028 C 540 8408
000290 41FD OOOF
0002944700 B16E
0002984930 EBEG
0002984930 8BE6
$00029 \mathrm{Cl20} 81 \mathrm{SE}$
$\begin{array}{ll}00029 C & 4720 \\ 00218 E \\ 4150 & \text { B44B }\end{array}$
$\begin{array}{ll}0002 A 0 & 4150 \\ 0002 A 4 & 47 F 0 \\ 031 C\end{array}$
$0002 A 447 F 0$ B31C
$0002 A B 5850$ BA24
$0002 A C$ C 50508434
0002804155 000C
0002845050 BALC
0002885850 BA4O
教
0002764720 B16E
O0A0C
$0016 E$

00002 159 160 CDPRAC 160 161

## dGgang

## 05 D

207
208
209 209

GR 1.2
TRT $0\{1,3\}, T A B$
PACK DBLEORD，O11，31
－준

LOC OAJECT CODE
0002 BC 89500002 ． 0002CO 5450 8A1B $0002 C 45050$ 8418 0002CA 5R50 faOg $0002 C \mathrm{C} 5050 \mathrm{BA} 3$ 0002001855
0002025050 BA0日
$00020852 F F$ BAE 000206 52FF 6AE7
$0002 C A ~ 47 F O$
0006 $\begin{array}{lll}0002 \mathrm{CA} & 47 F 0 & 5006 \\ \text { OOC20E } & 0503 & 5000 \\ 0002 E 4 & \text { 41FO } & 0004\end{array}$ $0002 E 4$ 41F0 0004 0002 EC 5930 RADB 0002 FO 47 DO B2F8 $0002 F 4503.5$ BAOB 0002 Fs 5830 8A40 0002 FC 5930 AA44 000300 41FO 0005 0003044780 B16E 00030841330001 0003065030 BA40 0003105850 EAZ4 $\begin{array}{lll}000310 & 5850 & \text { EA24 } \\ 000314 & 4155 & 000 C\end{array}$ $0903185050 . \operatorname{BA24}$ 00318
$00031 C$
$5 A 40$ BA7B 00031 C 5a40 ba7． $\begin{array}{lll}000322 & 5 C 45 & 0000 \\ 000326 & 5005 & 0004\end{array}$ $00032 A$ 00032 C 478 ）R34 $000330 \quad 1822$ 000332 9025 0008 000336 ． 9500 AA86 00033 A 4780 B006 00033 F 47 FJ B3C4

00034250650008 0003460620 00034850260000 0003411840 90034E 41443002 0003521824
00035445 EO 21BC 000358 5CC6 0094 00035 C 8C20 0001 0003601233 0203624740 A380 0003661824 00036845 EO AIRC 00036 C 日C 20 COOL 0003701233
$00037241 F 00010$ 000376 47月3 $8.6 F$ 00037459060004 00037E 41FO 0011

|  | 00002 | 210 |  | SLL | 5.2 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 00418 | 211 |  | 4 | S．OCLOC |
|  | 00418 | 212 |  | ST | 5，DCLOC |
|  | OOAC8 | 213 |  | 1 | $5 . \mathrm{COMAX}$ |
|  | 00438 | 214 |  | ST | 5，DCSET＋16 |
|  |  | 215 |  | SR | 5.5 |
|  | OOACB | 216 |  | ST | 5．CDMAX |
| 00487 |  | 217 |  | NVI | GANGSW，XPFF＊ |
| 8400000 | OCCD6 | 218 |  | $B$ | Costart |
|  | 00884 | 219 | OCCO | CLC |  |
|  | 00004 | 220 |  | La | 15，4 |
|  | 0016 E | 221 |  | BNE | CDERR |
|  | OOACA | 222 |  | c | $3 . C O M A X$ |
|  | 002F 8 | 223 | － | ANH | ＊ 4 |
|  | 00408 | 224 |  | ST | 3，COMAX |
|  | 00440 | 225 |  | 1 | 3．0CNO |
|  | 00444 | 226 |  | C | 3．DCMax |
|  | 00005 | 227 |  | LA | 15．5 |
|  | $0016 E$ | 228 |  | EE | CDERR |
|  | 00001 | 229 |  | ca | 3.1131 |
|  | 00440 | 230 |  | 51 | 3．OCNO |
|  | 00424 | 231 |  | L | 5．DCLOC＋12 |
|  | 0000C | 232 |  | LA | 5，12（5） |
|  | 00424 | 233 |  | ST | 5．OCLOC＋12 |
|  | 00878 | 234 | COSTOR | A | 4. LREC |
|  |  | 235 |  | BCTR | 4，0 |
|  | c0000 | 236 |  | ST | 4.0151 |
|  | 00004 | 237 |  | ST | 0.4151 |
|  |  | 238 |  | LTR | 2，2 |
|  | 00342 | 239 |  | BZ | COCCN |
|  |  | 240 |  | SR | 2．2 |
|  | cccce | 241 |  | ST | 2．815） |
| OOA 86 |  | 242 |  | CLI | BVSW，x－00＇ |
|  | C0006 | 243 |  | AE | costart |
|  | OC3C4 | 244 |  | B | COEND |
|  |  | 245 | ＊ |  |  |
|  | ccoos | 246 | CDCON | ST | 6.8151 |
|  |  | 247. |  | BCTR | 2，0 |
|  | 00000 | 248 |  | ST | $2.046)$ |
|  |  | 249 |  | LR | 4.0 |
|  | 00001 | 250 |  | LA | 4，1（4） |
|  |  | 251 | CNL ${ }^{\text {OPP }}$ | LR | 2，4 |
|  | 00186 | 252 |  | 8AL | 14．CDTRANS |
|  | 00004 | 253 |  | ST | 0，4（8） |
|  | 00001 | 254 |  | SRDL | 2.1 |
|  |  | 255 |  | LTR | 3.3 |
|  | 003Et | 256 |  | 9 M | HIGHCN |
|  |  | 257 |  | LR | 2.4 |
|  | 00188 | 258 |  | 8AL | 14．CDTRANS |
|  | 00001 | 259 |  | SRDL | 2.1 |
|  |  | 260 |  | L．TR | 3.3 |
|  | 00010 | 261 |  | LA | 15，16 |
|  | 001 6E | 262 |  | BNM | CCERR |
|  | CCOO4 | 263 |  | C | 0.4161 |
|  | 00011 | 264 |  | LA | 15，17 |





00063 A 11CC
00063 f． 5 ACO $8 \Delta 14$ 0006409500 RA95 00064095008485 $\begin{array}{lll}006644 & 9200 & \text { RAR5 } \\ 000648 & 4770 & \text { B524 }\end{array}$ $\begin{array}{ll}000648 & 4770 \\ 0065424 \\ 5010 & \text { B43C }\end{array}$ 000650 G5EF 3000 0006544780 B6EA $000658955 C 3000$ 00065 C 47709524 000680 9513 8487 00066447708524 0006685810 RA4C 00066C 5910 EA48 $0006704740 \quad 0524$ 0006749869 5A18 00067998357000 00067 C 45E 85A6 000680 124A 00068247408524 000686 E778 B57A 00068A 9935 RA4B 00068 E .41660004 $0006929879 \quad 8454$ $00069618 F C$ 0006981837
$00069445 E 08540$
000695 00069 E 12 AA 0006404740 月684 000448738 B694 0006A8 4 a 70 BREO 0006AC 4A90 BBEA 0006 A 4 FO 0006841816 0006 BA R12 0006R 1812 $0006 c 00610$ $0006 C 00610$ 0006 CS 50120000 0006 C6 5A00 0006 CA 4060 0006CC 4060 RG4E

0006DA 5820 PATO OOC6DE 41220001 OOO6E2 5020 BA70 0006 E6 47 FO A4BC

OOOCEA 5月10 BA 38 0006 EE 47DO B524 0006F2 9869 RA28 0006F6 1299 0006F8 4780 日524 0006 FC 92FF 00070098357000


| LNR | 12．12 |
| :---: | :---: |
| A | $12 . C D M A X N O P$ |
| CLI | LENSW，X 000 |
| MVi | LENSW，${ }^{4} 00^{\circ}$ |
| BNE | TPERR |
| ST | 1, NEXTP |
| CLI | （13），C＇P＇ |
| BE | aCGP |
| CLI | O（3）．C＇40 |
| BNE | TPERR |
| CLI | GANGSWix＇00＇ |
| BNE | TPERA |
| S | 1．8VLOC44 |
| c | 1．8VLDC |
| 8 L | TPERR |
| LM | 6．9，0CLCC |
| L．M | 3．5．017 |
| BAL | 14．TPTRANS |
| LTA | 10．10 |
| 6M | 1 PERR |
| Bxte | 7，8．0CSCAN |
| LM | 3．5，BVLCC |
| LA | 6，4（6） |
| LM | 7．9．0VLOC＋12 |
| LR | 15，12 |
| LR | 3.7 |
| BAL | 14，TPTRANS |
| LTR | 10，10 |
| BM | BVEND |
| BXLE | 3．B．EVSCAN＋2 |
| $\mathrm{AH}^{\text {H }}$ | 7．1NTAPE＊82 |
| AH | G．INTAPE＊82 |
| BCT | 15．BVSCAA |
| LR | 1.6 |
| $t$ | 2，8VLCC＋24 |
| SR | 1.2 |
| SRL | 1，2 |
| 8CTR | 1.0 |
| ST | 1，0121 |
| L | 0, XREC |
| SR | E， 0 |
| STH | C，GOTAPE490 |
| PUT | gotape |
| $L$ | 2．LRECNO |
| LA | 2．1121 |
| \＄T | 2．anecac |
| B | TPSTART |
| 5 | 1，OCSET +16 |
| BNW | TPERR |
| LM | 6，9，0CSET |
| LTR | 9.9 |
| B2 | TPERR |
| Mvi | GANGSW＊X＇FF＇ |
| LM | 3．5，0（7） |

$000 A 2 C$
000430
00000008
000434
00000000 000436
$00043 C$
00044000000000
000444 00000064
000448
000464 00031 1月8
000468 cococoo
co046C 00000000
000A70 00c00c00
00074 000030F
0007800303
000A7C D000378
000480 D000000C
00048400
00048500.
OOOABB 00
0004日7 00
DOOAB2 00
D00A89
000491
000AOE FIC905E3C509ESC9
000838 40400502E3C904C2
000838
OOOA6O GOC3C1DOC4404040
00086 FIE3C1OTC54009C5
000860 CZESTEAD
OOOREA CLC3TE4D
000BA F FIF2F3F4F5F6F7FB
000892 f0405C5C5C5C4040
000040 C4C37EE2C5E3
0008460004
000RAB 4040404040404040
0008 A2 6040404040404640
$000 R D 0$ [3C6C7C9C3C10340
OODBDE 6040C3C109C440
OOOBES IC.
OOOBEO FIC6C9O3C560C2E4
000 C01 C5090904D94040
000CO8
000009
000008
001180
001888
$0030 F 8$
003789
000000








```
FORTRAN IV G LEVEL 21 SETUP DATE \(=\mathbf{7 4 2 0 8}\) 25/31/11 0001

\section*{SUBRDUTINE SETUP}
```

IMPLICIT INTEGER (A-2)
DIMENSION KEYS(431, KLDC (5), KVAL (203), IDENTII8), DATAIN(2),
$x$ DCTOUTizJ, DFAOUT(2),CARD(20),FILIER(S00), DUTF(4), A11000).
$x$ NAMESGI, YI11001, PITLET 20
INTEGER*2 PRNT (4), AGGC(4), AGGR(4), OPT $441,0(M 141$, LOC (5), CHARTSI

```

```

$X$ OPT,FILTER,ND,ID,NF,IF, A,NTF,OIN,LOC

```

```

0006

```



```

$x$ 1, 'N', 24 ,

```

``` EATA DATA/VDATA'/ODTADUT/DATA "/OCICUT/DDICT ;/
0008
```



``` 0009 DAFA lDENT/DESCRIPTOR VAR. OOCOFREQ: EEHAVIOR CODE OOOOFREO xCODE OCCC TO 0000 \%
```



```
0010 CATA CHAR/".-く>申VR \(=\) "
```



```
C
C
C
initialize for global parameters
```



```
SETUP
```

```
                            FILTER{L+I|=0
```

                            FILTER{L+I|=0
                F ICARDI1].NE.INCL,AND.CARDILJ.NE:EXCLI GC TO 110
                F ICARDI1].NE.INCL,AND.CARDILJ.NE:EXCLI GC TO 110
                WRITE IIPRTR,11501 TITLE
                WRITE IIPRTR,11501 TITLE
    l150 FORMAT IO-FILTER:C/IO, 20441
    l150 FORMAT IO-FILTER:C/IO, 20441
        CALL INTERP(FILPERIL+1),'1!,CARD,!
        CALL INTERP(FILPERIL+1),'1!,CARD,!
        REAC IINPUT; 1050,END=7CO! TITLE
        REAC IINPUT; 1050,END=7CO! TITLE
    l10 WRI7E IIDRTR.120CI TITLE
    l10 WRI7E IIDRTR.120CI TITLE
    200 FORMAT ('-11TLE:'/004,2044)
    200 FORMAT ('-11TLE:'/004,2044)
    t
    t
    GET PARAMETERS (FÓLLOWS OIFFERENT SETKEY FOR GLOBAL AND LOCAL:
    GET PARAMETERS (FÓLLOWS OIFFERENT SETKEY FOR GLOBAL AND LOCAL:
                IERR=1
                IERR=1
            RITE (IPRTR.1225)
            RITE (IPRTR.1225)
    125. FORMAT ("-PARAMETER5:"
    125. FORMAT ("-PARAMETER5:"
            CALL GETKEY{KVAL, ,J,&700, &700)
            CALL GETKEY{KVAL, ,J,&700, &700)
            IF (F.GT.O) GO TN ISO
            IF (F.GT.O) GO TN ISO
        C. GLOBALI RESET KEYS AND PEAO TAPE TO LEARN GECGRAPHY OF RECORIOS
        C. GLOBALI RESET KEYS AND PEAO TAPE TO LEARN GECGRAPHY OF RECORIOS
            CATAIN(1)=OATA
            CATAIN(1)=OATA
            OATAIN(2)=IN
            OATAIN(2)=IN
            IF (KYAL{\),GT.O) DATAIN[2!=d
            IF (KYAL{\),GT.O) DATAIN[2!=d
            CALL SEYKEYIKEYS,KLOC,4,01
            CALL SEYKEYIKEYS,KLOC,4,01
            TERR=2
            TERR=2
            IERR=2.
            IERR=2.
            CALL ROPENIDATAIN,I,J*K;M,I)
            CALL ROPENIDATAIN,I,J*K;M,I)
            IF (t.NE.O) GO TO 700
            IF (t.NE.O) GO TO 700
            IF (T,NE,OI GO TOTIOO
            IF (T,NE,OI GO TOTIOO
            IF (t.NE.O1 60 TO }70
            IF (t.NE.O1 60 TO }70
            NC=V(1)
            NC=V(1)
    C CCUNT and ChECK IDENTIFYING GND INFORNATICN VARIABLES
    C CCUNT and ChECK IDENTIFYING GND INFORNATICN VARIABLES
            1ERR=3
            1ERR=3
    120 K=K+1
    120 K=K+1
            IF (KVAL(K+11) 7CO,122,121
            IF (KVAL(K+11) 7CO,122,121
        121 IF (KVAL(K+1),GT.NC) GO 10 700
        121 IF (KVAL(K+1),GT.NC) GO 10 700
            D(K)=KVAL{K+1)
            D(K)=KVAL{K+1)
            IF (K.LT.10G% GO TO 120
            IF (K.LT.10G% GO TO 120
            K=1C1
            K=1C1
        122 ND=K-1
        122 ND=K-1
            IF INO.EO.O.I GO TO 700
            IF INO.EO.O.I GO TO 700
            WRITE &IPRTR,1250) (ID(II,I=1,ND)
            WRITE &IPRTR,1250) (ID(II,I=1,ND)
        1250 FORMAT {*-IDENTIFVING VARIABLES:*/*O*,20I6/{1X,2016)!
        1250 FORMAT {*-IDENTIFVING VARIABLES:*/*O*,20I6/{1X,2016)!
    c
    c
        MERR=4
        MERR=4
    0063
0063
0064

```
0064
```

C GET COOE LIST BY FILE

| 103 | 104 |
| :--- | :--- |
| 104 |  |
| 106 |  |
| 107 |  |

IERR=7
15 K
$k=1$
$j=1$
$c=1$
WRITE TIPRTR.13SCI
1350 FORMAT ("-GEHAVIOR COOES: \%/

- EAC OF SYNTAX' LOOP
200 IF (J.LEOK) 60 70 210 READ IINPUT, 1050,ENO=100) CARD WRITE IIPR \#R - 1400 I CARO

1400. FORMAT II 1.20A4)
$K=1$ YSOB (CARO.1, BO)
210 I=CHSC AN (CHAR, 7,CARD, J.K, L)
IF II.GT. 11 GO TO 700
C DRTAIN NUMBER IIF ANY)
ISW*IANOIt SM.223)
=Lー」
If (L.EQ.0) 6010220
N=JCONVICARO.J.L;PI
IF (P.NE.O) GO 10700
IF IN.LTAO.OR.N.GT.9951 GO 10700 ISW= IORIISW*221
220 J=JL+1
GO TO (270,230.240,25 C, 260,210.210), 1
C. HYPHEN
230 IF TIAND(ISẄ. 10).NE. O.OR.IAND (ISH,32).EO.O! GOTOT00 ISM= IORIISW, 81 MaN
GO
200
$\mathbf{C}$
$\mathbf{C}$
LEFT BRACKET
240 IF (IAND(ISM, 46).NE. O1 GO TO 700 (SW= IOR(ISmef
GO 10200
```


0247

CALL RPURIDCTOUT,I,CARDI
IF (1.Ne. 0 ) Gio to 700
440 CONTINUE
IF (KD.LT.NEF) GO TO 400
\(C\)
\(C\)
\(C\)
C NAME THE ONE-may Behavitr cooes
IF (KVAL\{2C2).GT.999991 GO 70.450
KVAL (202)=-1
450 TNO = C
4SO F=1,NTF
460 IF ISTFI.GEDDIM(F)) GO TO 485
CCTDUT (23:GUTF(F)
TERR*10
N: C (CC+STF)
(F IVN-XVAL (202)I 470,475,490
470 CALL MOVEIICENT; 25,24,NAME, 1,241
\(\mathrm{N}=\mathrm{VN}\)
\(\mathrm{N}=8 \mathrm{NBCDS}(\mathrm{N})\)
CALL MOVECN, 1,4, MAME, 21,41
GO TO 4 BC
475 CALL MOVEITITLE;1,24,NAME,1,241
\(480 \quad 5(f)=5(F)+1\)
VN=VN+1000


\(\times\) GC TO 700
IERR=2.
CALL RPUTACCTOUT.I , CAROI
IF II \(700.460,700\)
485 IND = IND 41
\(490{ }^{\circ} \mathrm{CC}=\mathrm{CC}+\mathrm{DIMF}\)
IF IIND.FQ.NTFI GO TO 500
ERR=10
CALL SETKEYTKEYS\{37),KLOC. 2,0 :
ALL GETKEYiKVAL(202),TITLE, 5700,8450 )
\(C\)
\(c\)
C
NAME THE TMO-MAY BEHAVIOR CODES AND LIST DICTIONARY
50C CC=C
CALL MOVEfIDENT, 49, 24,NAME, 1.241
OO 540 FID, RTF
00540
\(M=014(f)\)
OCTOUT(2)=OUTF(F)
OCTOUT(2)*OUTF(F)
IF IOPTIFI.EQ.OI GO TO. 515
\(\mathrm{VN}=2 \mathrm{COO}\)

520 CALL. RGETIOCICUT,I,CARO)
If (t-1) $25.700.530
```



```
GO TO 520
1450 FORMAT (%****** THE ABOVE, DICTIONARY IS FCR FILE (',13)
    35 CALL RCLOSE(OCTOUT; I)
    IF NI.NE.O) 60 TO 700
        CC*CC*M
        ERROR MESSAGES
700 WR{TE {IPRTR,1500} IERR
1500 FORMAT I'1*** ERROR NUMBER'.15)
2550 fORPAT ('0 CARO COLUMN',I6)
STOP 16
0325
END
```




```
120 CALL RGET(DATAIN,1,Z)
```

120 CALL RGET(DATAIN,1,Z)
125 if=1
125 if=1
IF (FILTERIIH.NE.O) I=SIEVE(FILIERI
IF (FILTERIIH.NE.O) I=SIEVE(FILIERI
IF II.NE.1I GO TO 120
IF II.NE.1I GO TO 120
REC*
REC*
MC=v(NC+2)
MC=v(NC+2)
D 1 \0 J=1,ND
D 1 \0 J=1,ND
IF (vi[D(J)\&11-S(J)] 600.130.140
IF (vi[D(J)\&11-S(J)] 600.130.140
130 contimue
130 contimue
NS=NO\&l
NS=NO\&l
GS=NO-150

```
    GS=NO-150
```

C 140 NS=J
150 DO 220.F=1.NTF
L=F*100+1
I=1
IF (FILTER(t).NE.O) |=SIEVE(FILTER(L))
IF (İNE.1) GO TO 220
CFI+NO+NF
IF {NS.GT.AGGC{F}) GO TD 210
IF IOPTIFI.EQ.OI GO TO 160
J=C+{R{F}+1)*O{M{F
T(J)=T(J)+1
R(Fi=D{M{F)
60 IF 'NS:GT.AGGRIFI) GO TO 210
C
OUTPUT FILES
J=LOC(F)
DO 170 I=1,ND
170 TIItj1-SII!
Tit+JI=SIII
J=J\&ND
IF {NF+EO.C)
180 T(14J)=V(If(f)+1)
190 OTADUT(2I=OUTFIF)
CALL RPUTIGTADUT,I,TCLOC(F)+11)
CALL RPUTIETAMUT;';TI
IF (I\&NE\&O)GG TO
C
zerd olt tables
J=J4NF+1
K=LOC(F+1)
DO 2CO I=J,K
200 T(I)=0
C
UPDATE TABLES
210 1=NL+3
J=1 +MC-
OD 220 I=I%J
K=8YTE{A(V{I)+1},F}
If (K.EQ.O) GO TO 220
T(C+Ki=T(C+K)+1
IF (OPT(F).EQ.O) GO TO 22O
L=C*RIFI*DIM(F)*K

```
```


[^0]:    1H. D. Willcock, "Field Observation: A Progress Report." Social Survey Papers, Methodological Series, No. M5 3 (1952). Reprinted in M. Harris (ed.), Selected Papers on Interviewers and Interviewing. London: The Social Survey and J.M.S.O., 1956, pp. 125131.

[^1]:    ${ }^{2}$ Charles Cannell, Gordon Fisher \& Thomas Bakker, Reporting of Hospitalizations in the Health Interview Survey, Vital and Health Statistics, U.S. Public Health Service, Series 2, No. 6, July 1965.
    ${ }^{3}$ C. F. Cannell, and F. G. Fowler, A Study of the Reporting of Visits to Doctors in the National Health Survey. Survey Research Center, University of Michigan 1963. Unpublished report.

[^2]:    ${ }^{1}$ Supervisors or trainers should study all of Section B, while the persons they then train' in the use of the code might need only Chapter 7, the Coder Manual.

[^3]:    ${ }^{1}$ Belson, William A. Tape Recordings-Its Effect on Accuracy of Response in Survey Interviews. Journal of Marketing Research, Vol. 4, Issue 3, August 1967.

[^4]:    ${ }^{1}$ This section assumes the availability of a trainer who has read this entire manual, and mastered the code.

[^5]:    1 The Survey Research Center of the Institute for Social Research (The University of Michigan) publishes an interviewer's manual which contains information on interviewing techniques. This is available for purchase from the SRC Publishing Division.

[^6]:    *Assigned code appears in, parentheses.

[^7]:    *These findings suggest the possibility of using a behavior coding system as a basis for evaluating the questions during the pretest. The writers are at present developing such a system.

[^8]:    *The material presented here is a sample of the type of instructions given to interviewers when they first begin using tape recorders.

[^9]:    *Peter Solenberger was the sole author of all materials presented in this chapter.
    **The distribution tape can be obtained from the authors for approximately $\$ 7.50$ (processing fee) plus the cost of a 9 -track tape (if not provided by the purchaser).

[^10]:    * There is a section describing the use of filters in the Appendix of the OSIRIS III User's Manual, Volume 1.

