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## **Experiences from qualitative testing on the Labour Force Survey in Norway – the interviewer’s role**

### **Abstract**

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Which implications do we witness when we remove the interviewer from the data collection process? To what extent does the existence of the interviewer-respondent relation contribute to quality and precision in the Labour Force Survey (LFS)? What kind of challenges do we meet on our way towards transforming a traditional CATI interview into a web survey?

The test project has been part of a development project in Statistics Norway to prepare the LFS for a mixed-mode solution, combining a web questionnaire with CATI. The project objectives are several: to make LFS more cost-effective, to offer a web solution for those respondents who prefer that, and at the same time keep, or preferably increase, survey quality. In Statistics Norway, the LFS development project is seen as an important step in the transformation process to put social surveys on the web. Expert appraisals of LFS questionnaire, focus groups and cognitive interviews with respondents have served as test methods in a broad qualitative study.

In this paper I will present the test results regarding the relations between interviewer and respondent. Some of the findings represent challenges for the web survey model, and I will discuss these challenges with reference to what is regarded as best practice on survey design today. The following issues are particularly interesting within this sphere:

- The respondent regarded as an interview *person or interview object*?
- The interviewer’s contribution in measurement quality and precision: when does it work – when does it not?

*Key words: cognitive testing, the interviewer’s role, Labour Force Survey*