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Field-work Realities of Survey Interviewers in Lithuania: Links to Survey Quality

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Abstract

Quality of survey data depends on variety of factors. Some of them (e.g., posing reasonable research questions, constructing a valid questionnaire, identifying sample frame and sampling procedure) are determined in a pre-field-work stages. However, implementation of pre-defined survey tools and procedures depends highly on work of interviewers who conduct surveys in field-work stage. Work of interviewers leads to (un)successful fulfilment of pre-determined sample size and composition, completion of a questionnaire, fostering sincerity of respondents, etc. Therefore, quality of interviewer work is directly linked to quality of data obtained via survey research.

Using qualitative individual interviews we attempted to collect field-work based experiences of survey interviewers in Lithuania. Ten interviews with experienced interviewers who work in different regions of Lithuania have been conducted. Each interviewee has been working as an interviewer for extended periods of time, has been working for

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quality of data from the perspective of interviewers; motivating and demotivating factors of interviewer work; main challenges of interaction with respondents in Lithuania and strategies developed by interviewers; challenges of implementation of sample model; links (or gaps) between pre-defined survey procedures and realities in the field-work.

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