



# THE ROLE OF THE INTERVIEWER

HIES 2016

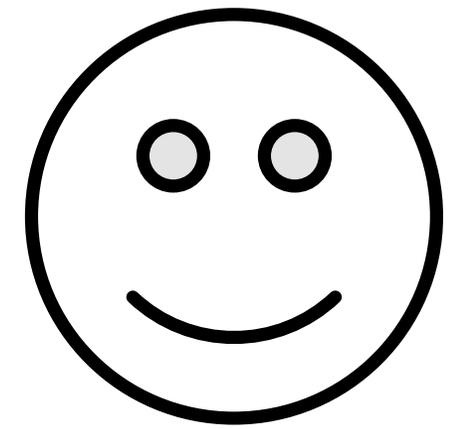
# WHO IS THE INTERVIEWER?

The interviewers and female facilitators are the **foundation** of the entire HIES.

They are responsible for the **success** of the entire survey!

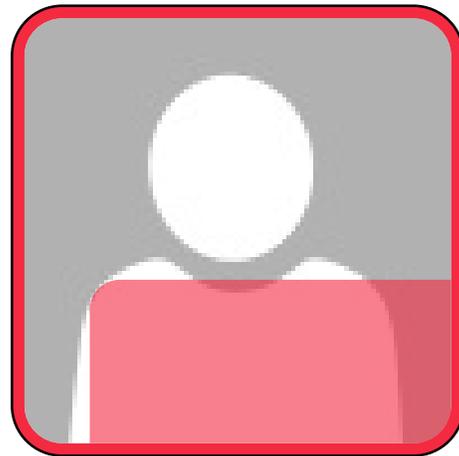


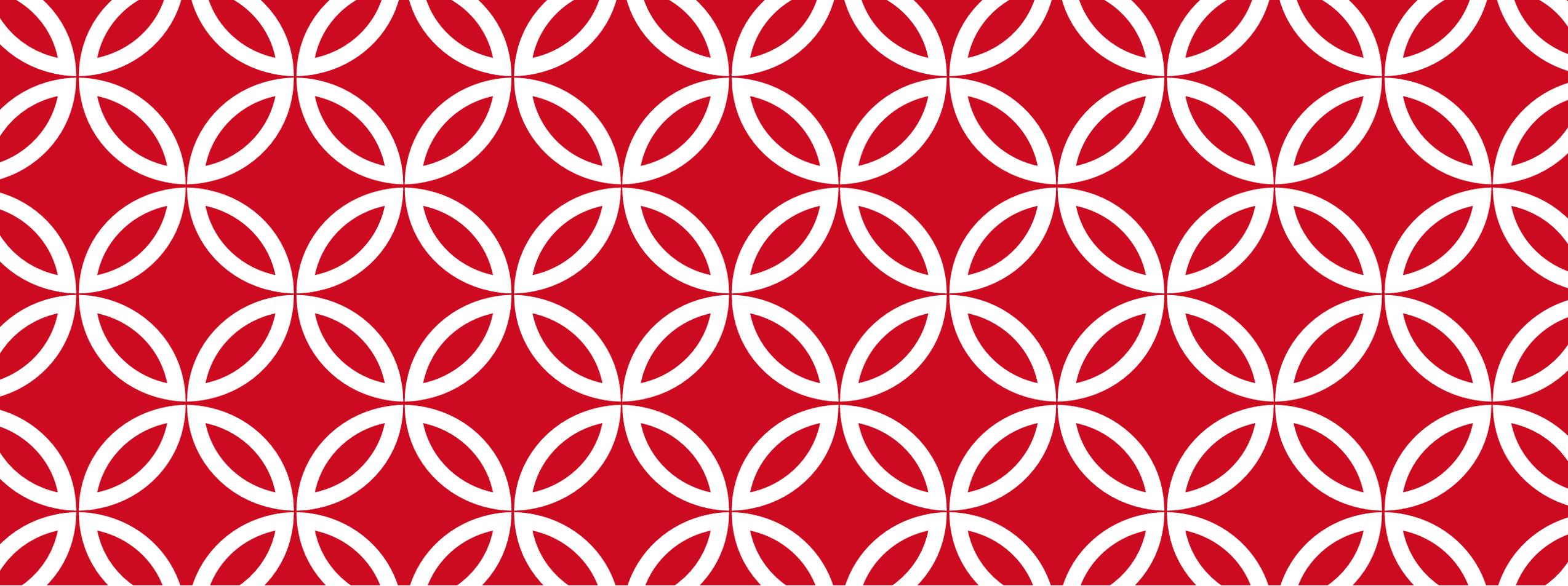
# AND...WHY?



- A.** The information recorded in the questionnaires will be part of the database **used by the government.**
- B.** The latter allows to make **right decisions.**

- A. The interviewers must work very **carefully** and **systematically**.**
- B. The **field staff** must pay attention during each interview.**





# MAIN RESPONSIBILITIES

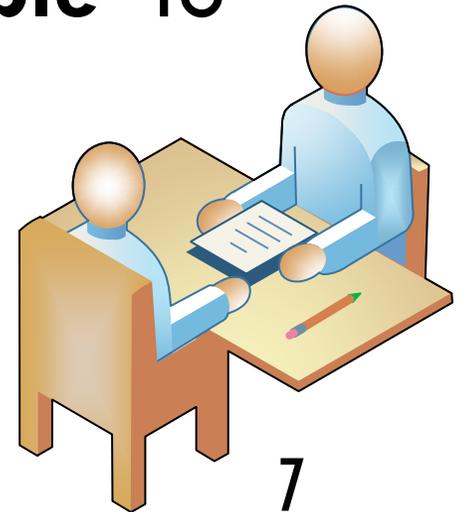
HIES 2016

1)

THEY SHOULD READ THE QUESTIONS  
EXACTLY AS THEY APPEAR IN THE  
QUESTIONNAIRE

1)

- A.** The interviewers should not shorten or change the **wording** of questions.
- B.** He/she should avoid interpreting a question for the respondent unless he or she is **unable** to understand the question.



2)

**INFORMATION ABOUT A PARTICULAR  
INDIVIDUAL SHOULD BE REPORTED BY  
THAT PERSON ONLY**

2)

- A.** Interviewers should **discourage** other members of the household from giving **information** regarding the individual concerned.
- B.** They should discourage people from answering on the behalf of others.

**Always politely!**

2)



## Unless:

- A. It is **impossible** to interview the relevant person.
- B. If they are **convinced** that the person they are interviewing is the best informed on the topic.

3)

THEY MUST ENSURE CONFIDENTIALITY

3)

- A. All information collected is **confidential**.**
- B. The interviewer should try to interview **all respondents privately**.**

**Once again... Always  
politely!**

3)

**IF RESPONDENTS FEEL CONFIDENT,  
THEY ARE MORE LIKELY TO GIVE  
TRUTHFUL ANSWERS!**

# IT IS VERY LIKELY THAT:

- A. The field staff will have to work unusual hours during field work.**
- B. They will have to adapt themselves to the schedule of their respondents .**

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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

- A. In rural areas, they will have to adjust to the daily and seasonal agricultural cycle.**
- B. In urban areas, they may have to do most of the interviewing at night or on Fridays or Saturdays.**
- C. The interviewers and female facilitators must collect information on food consumption every alternate day.**

**The timing of these visits should be adjusted!**

# MATERIALS:

To carry out the interview, the field staff will need the following materials:

- A. Manual**
- B. Writing pad**
- C. Identification card.**
- D. Laptop**



# MATERIALS:

**E. Lead pencils**

**F. Calculator**

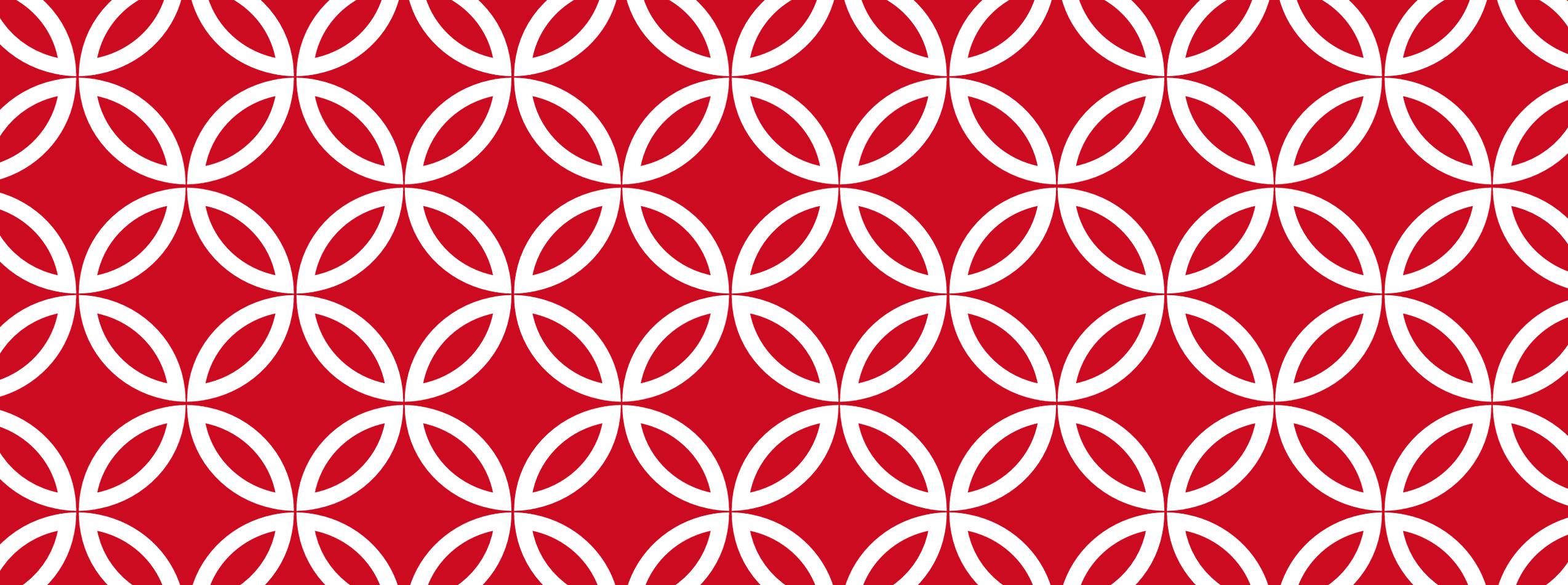
**G. Eraser**

**H. Umbrella**

**I. Credit for the mobile**

**J. Others**





# INTERACTION WITH OTHERS

HIES 2016

1)

# ARRIVAL IN THE PSU

1)

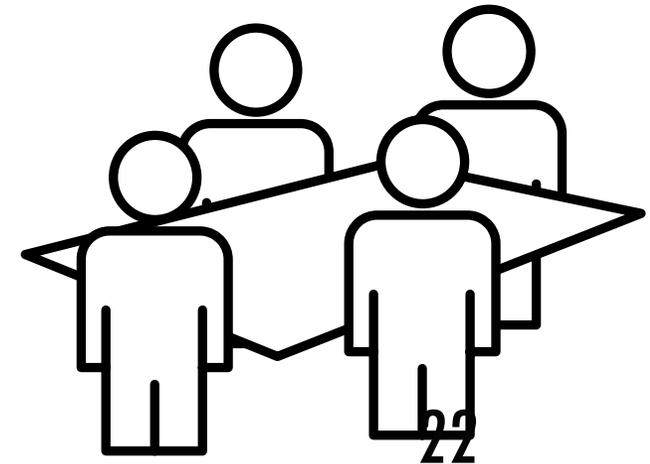
- A.** By the time the interviewers arrive in the new PSU for the first time, the supervisor will **already have visited** the locality.
- B.** When other team members arrive, the supervisor will help **introduce** them to these key individuals.

2)

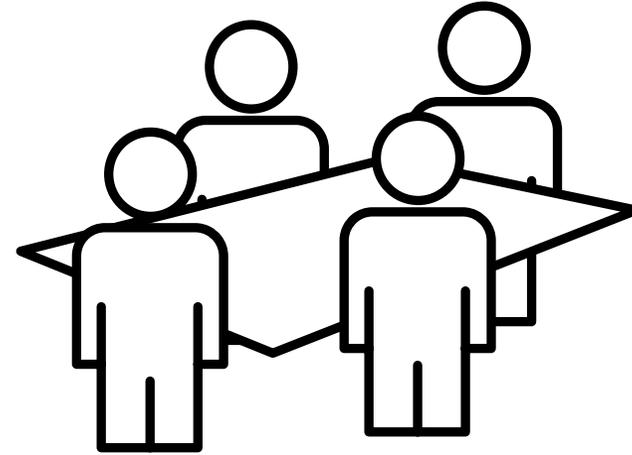
# EXPLAINING THE PURPOSE OF THE SURVEYS

2)

- A.** **At various points** in the course of their work, it **will** be necessary to explain the main purpose of the HIES.
- B.** **When they first enter to the household**, they should **properly** introduce themselves.



2)



**They must:**

- A. greet everyone**
- B. Introduce themselves**
- C. Say that they are working for the **Bangladesh Bureau of Statistics****
- D. Explain that BBS is conducting a survey in **Bangladesh****

# PURPOSE OF THE SURVEY

**The purpose** of the survey is to gain **information** that will help the Bangladesh Government to better plan development **programs** and **projects**.

- A.** **The interviewers** must explain that the villages and households were selected at random for the survey.
- B.** **Once again: confidentiality.**

3)

# CONTACTING THE RESPONDENTS

3)

**On arrival in a new locality:**

- A.** The interviewers **must** introduce themselves to important officials and village notables.
- B.** **Then**, they must contact the households, led by the supervisors.
- C.** **Once** in the households, the interviewers must introduce themselves as stated before.

| 4)

# COMPLETING THE HOUSEHOLD ROSTER

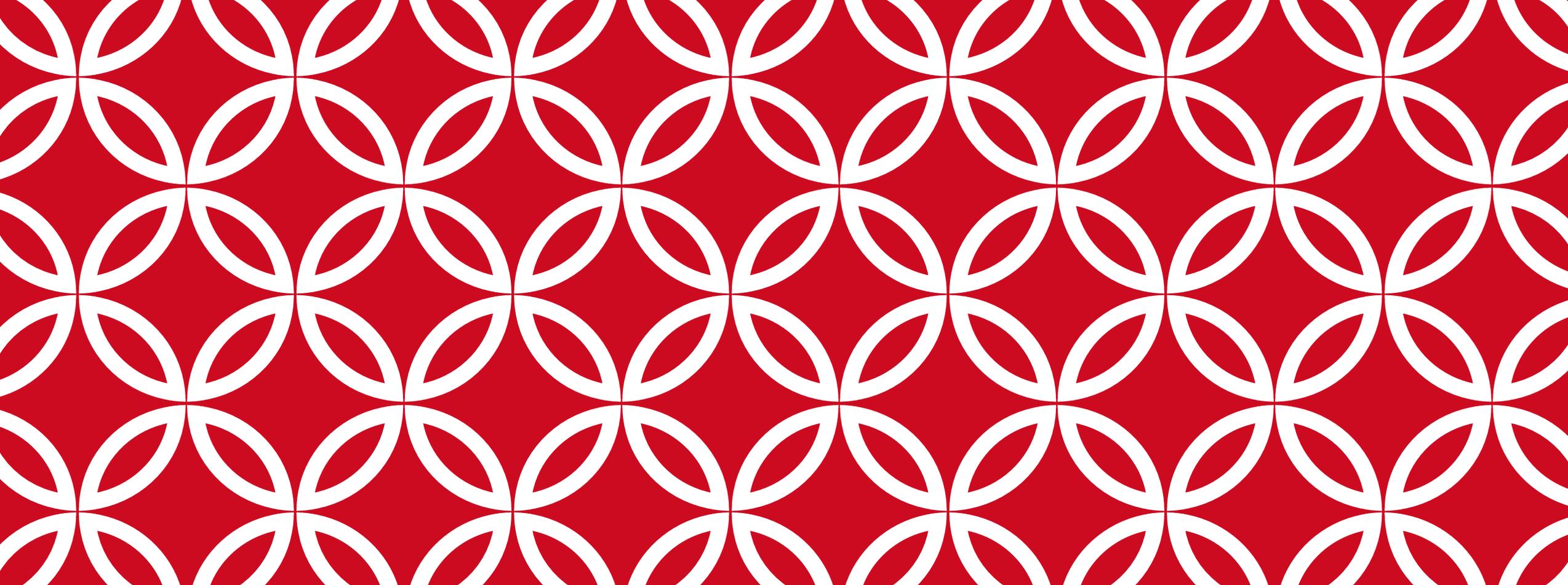
4)

**During the first visit to the household:**

- A.** The interviewers should try to complete the roster (as soon as possible!).
- B.** At the start of every term, interviewers should complete the rosters of all 10 households that they have been assigned.
- C.** At the time of completing the roster, interviewers should also schedule their future visits to each household.

**Remember:** the roster is the **list of all** household members in the household.

**Any difficulties that the interviewers experience should be brought to the attention of their supervisor.**



# THE HOUSEHOLD INTERVIEW

HIES 2016

**Once the roster is completed and verified, interviewers can begin administering the questionnaire to household members during subsequent visits to the household.**



# GENERAL RULES FOR INTERVIEWERS

1)

MAINTAIN GOOD CONDUCT

1)

- A.** Interviewers should always be courteous toward everyone.
- B.** The behavior of the interviewers is the visible face of the survey!

1)

**Therefore:**

- A. They must dress properly.**
- B. They must not disturb the respondents.**
- C. They must be on time (always!)**

1)

- D.** They **must** always thank the respondents for their time (they are doing us a favor!)
- E.** **Patience** and **tact...**
- F.** They **must** be totally motivated!



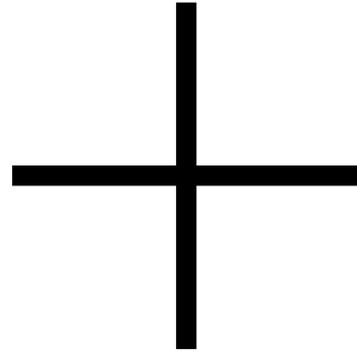
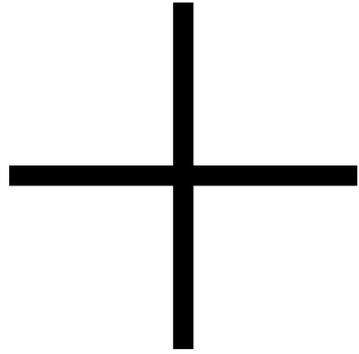
2)

**EXPLAIN THE GUIDELINES FOR  
ANSWERING QUESTIONS**

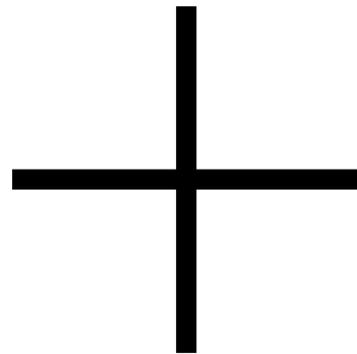
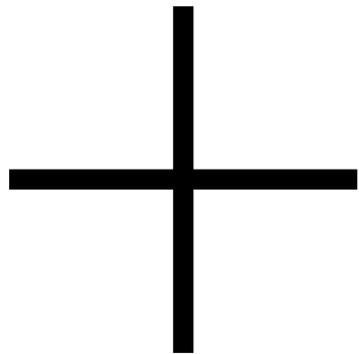
2)

The interviewers should **suggest** the following guidelines before the start of the interview, and tell the respondent that observing them will keep the interview flowing **smoothly**.

2)



A. *“It is important that you answer as accurately as you can.”*

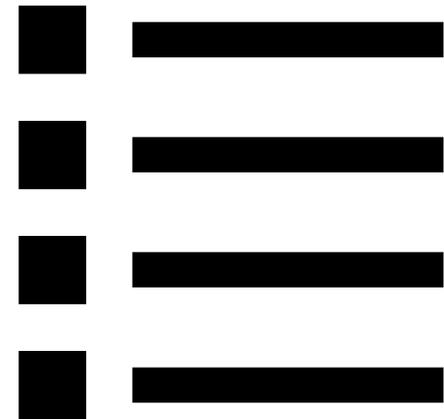


2)

B. *“Most of the questions I will ask will have a list of possible answers. I prefer that you answer the questions as you like, and I will pick the answer from the list that is most appropriate for your response...”*

2)

*“If necessary, I can read the list of choices and let you pick.”*



| 2)

C. “When a question asks for information over a long period of time, like the last 12 months, take your time to think about it before answering...”

2)

**“Accuracy is more important than speed.**

| 2)

D. “Consult your records  
whenever necessary...”

2)

“If you need to check documents such as immunization cards or electricity bills, please feel free to do so.”

| 2)

E. “If you become tired during the interview, or you have other things to do, please let me know...”

2)

**“We can stop and continue later.**



3)

ASK QUESTIONS JUST AS THEY ARE  
WRITTEN

3)

The interviewers should ask questions and give instructions **exactly** as they are written in the questionnaire.

3)

Small changes in the questions make **HUGE** changes in the answers.

| 3)

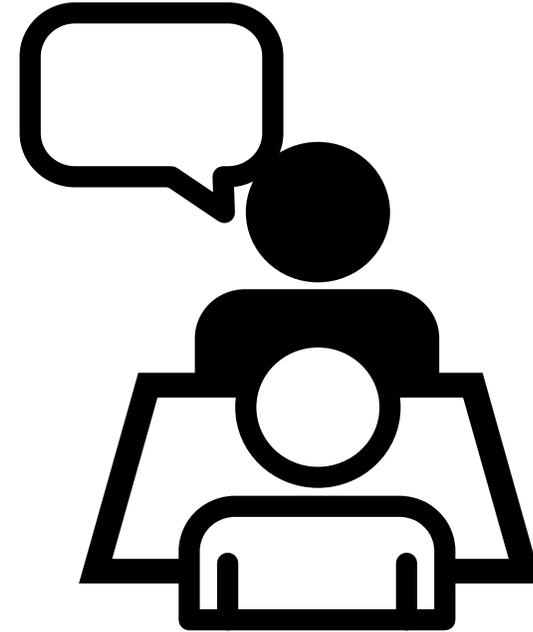
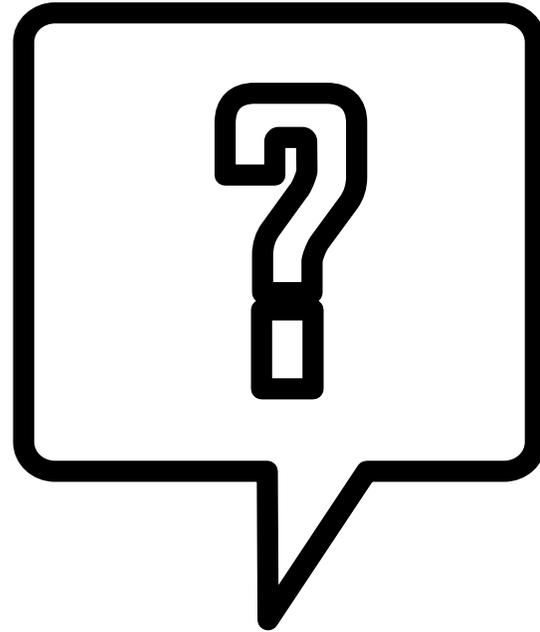
A. After the question is made,  
the interviewer must wait  
for a response...

### 3)

If the respondent does not respond:

- I. He/she has not heard the question.
- II. He/she does not know the answer.
- III. Maybe... He/she does not want to answer.
- IV. Sometimes, the respondent does not understand the question.

3)



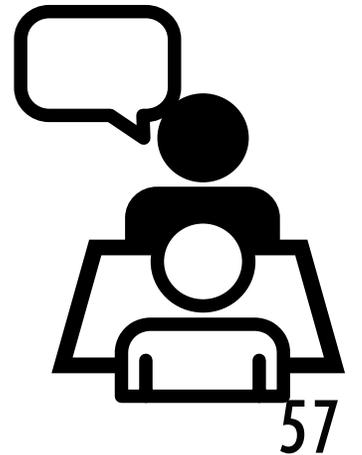
The interviewers may repeat the question and/or emphasize that no answer will be revealed to others.

3)

**B.** In some sections, the questions are not spelled out entirely...

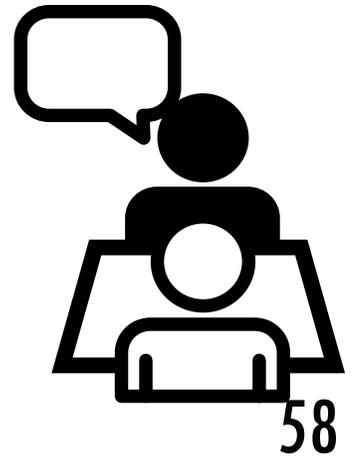
3)

The interviewer will have to ask in the way that seems most appropriate for the situation.



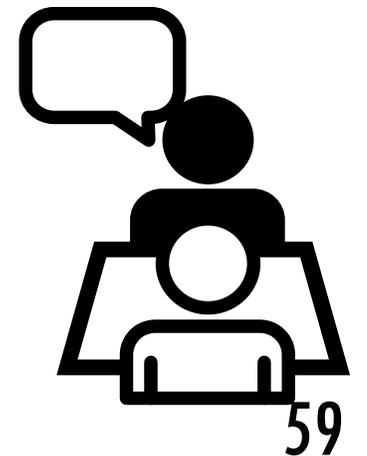
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For example:



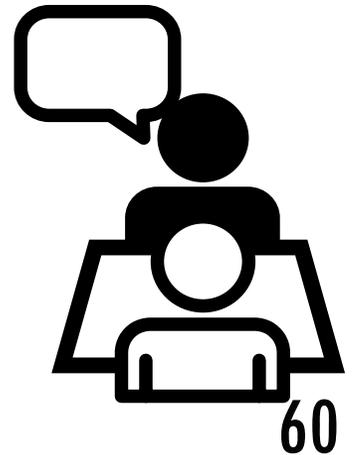
3)

In the section on self-employment activities, the interviewer will collect information on the revenues from the activity.



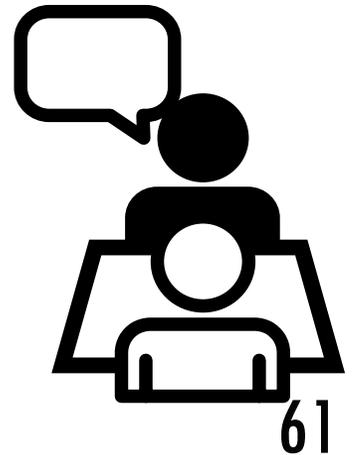
3)

The questionnaire indicates simply “**GROSS REVENUES**” at the top of a column...



3)

In every case, the interviewer will have to ask in different ways!



3)

❖ Sales of goods

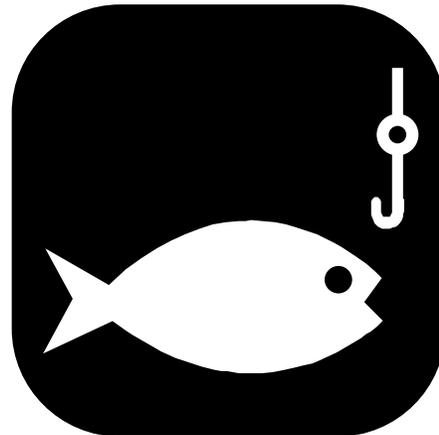
❖ Services

❖ Other businesses



3)

How would you ask a fisherman?



4)

MAINTAIN A NEUTRAL ATTITUDE

4)

Most people want to please a visitor, so they will be watching interviewers carefully for any hints about how to respond to a question.

| 4)

A. Do not show surprise,  
approval or anything that  
could change the answers.

4)

**B.** If the respondent asks the opinion of the interviewer, he/she should reply that they can discuss after the interview.

4)

The respondent may just forget to ask them!

4)

But... If they do not, the interviewers must be very cautious.

4)

In a small village every conversation they take part in will be discussed throughout the community, and may influence future interviews.

4)

At the end of the day, the interviewers must **be pleasant**. They should not transmit their own judgements!

5)

**PROBE AND HELP THE RESPONDENTS  
RECALL**

5)

If a respondent gives an  
incomplete or unsatisfactory  
answer...

5)

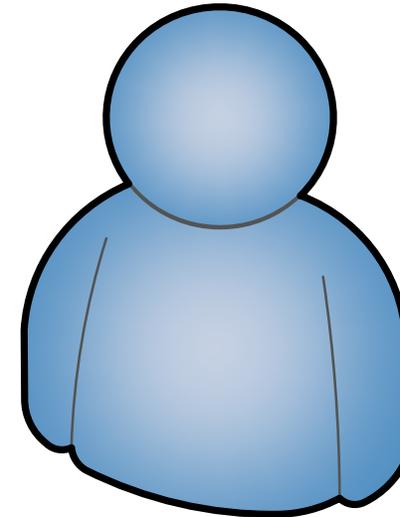
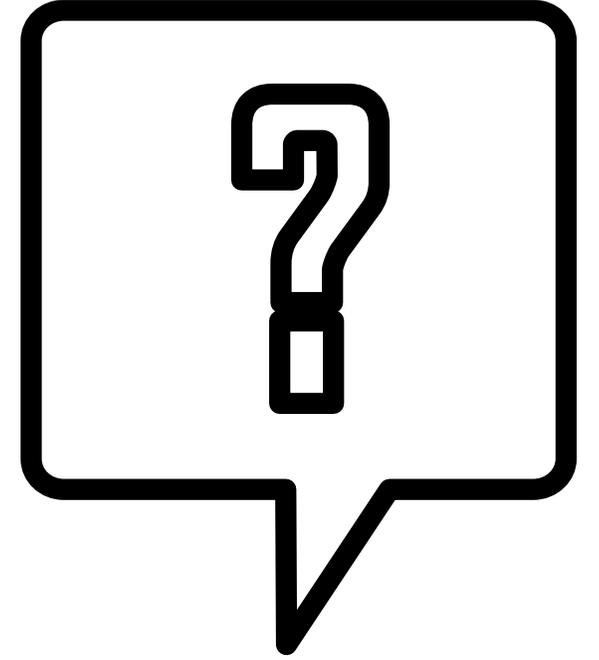
➤ “What exactly do you mean by that?”

➤ “Anything else?”

➤ “Tell me more about...”

5)

Also, repeating (gently) the question is a good option!



5)

Recalling something that took place  
may help the respondent:

- Childbirth
- Independence War

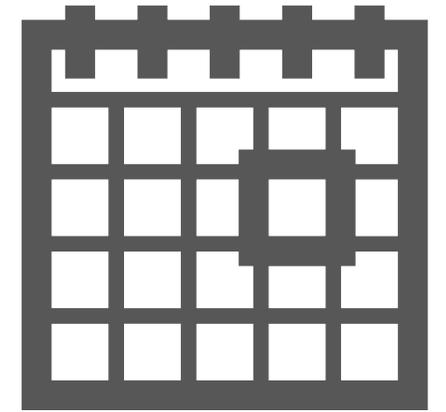
5)

For questions relative to the last 12 months... use important events and festivities as reference points!

5)

People often include events in the reference period that in fact **occurred earlier**. This is called “telescoping”.

5)



**Basically,** interviewers should try to make a timeline in their minds, so that they can get the proper information.

6)

**BE ALERT TO YOUR RESPONDENT'S  
ATTITUDES TOWARD THE INTERVIEW**

6)

Interviewers should always try to be aware of the respondent's behavior and reactions during the interview.

6)

Respondents may be:

➤ Tired

➤ Bored

➤ Impatient

6)

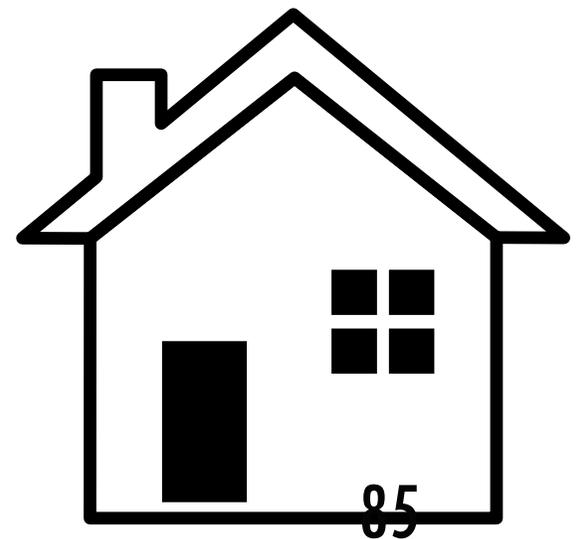
The interviewer should be prepared to **suspend** the interview temporarily and continue later (or another day).

| 7)

**CONFIRM OTHER APPOINTMENT TIMES**

7)

It is very important that all interviews be completed and all relevant household members interviewed.



7)

Interviewers must consider that:

- If they must cut an interview short, they must set a time when they can meet.
- The same if they must interview other household members.

7)

Remember to write this time down  
so that you do not forget it!

8)

THANK THE HOUSEHOLD FOR THEIR  
TIME AND COOPERATION

8)

Interviewers should be sure to **thank all members** of the household for taking part in the interview when they are finished.

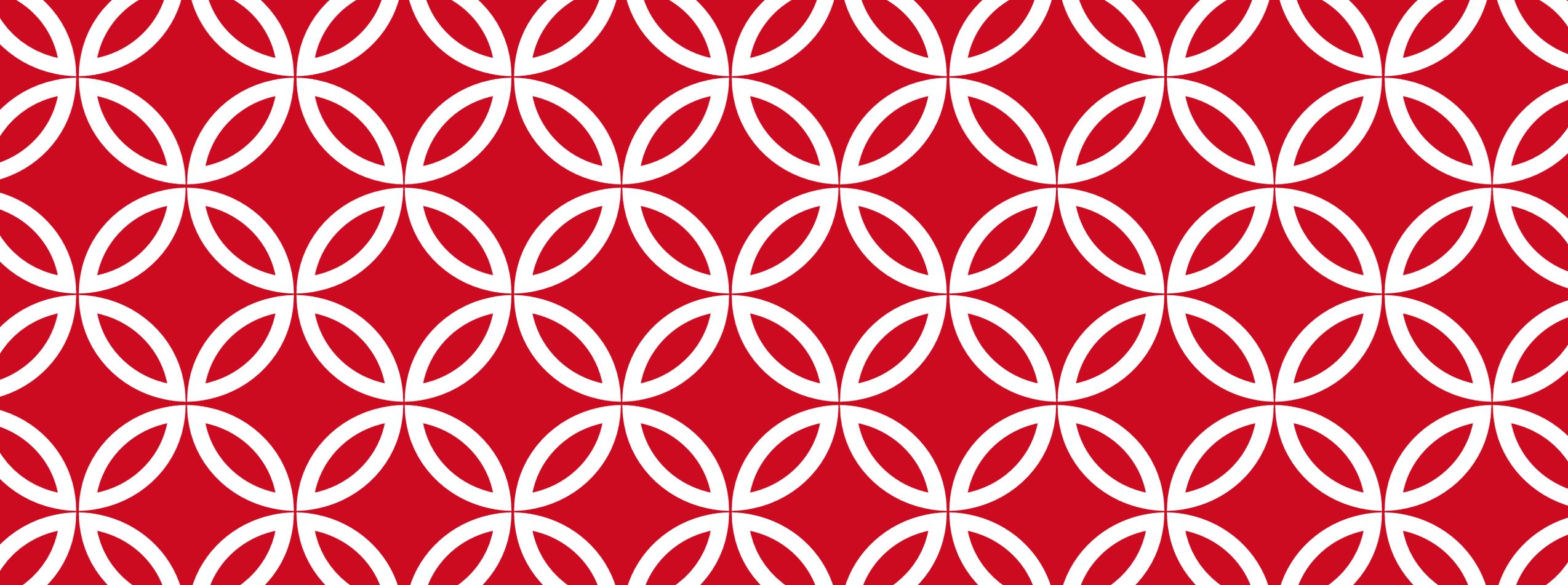
| 8)

Respondents are providing:

- Personal information
- Their own time
- Their physical space

8)

Interviewers should make sure that they know that this is deeply appreciated!

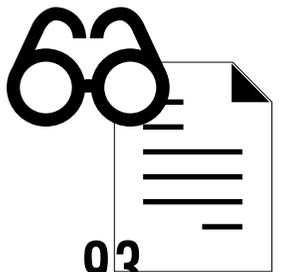


# OTHER CONSIDERATIONS ABOUT THE HOUSEHOLD INTERVIEW

HIES 2016

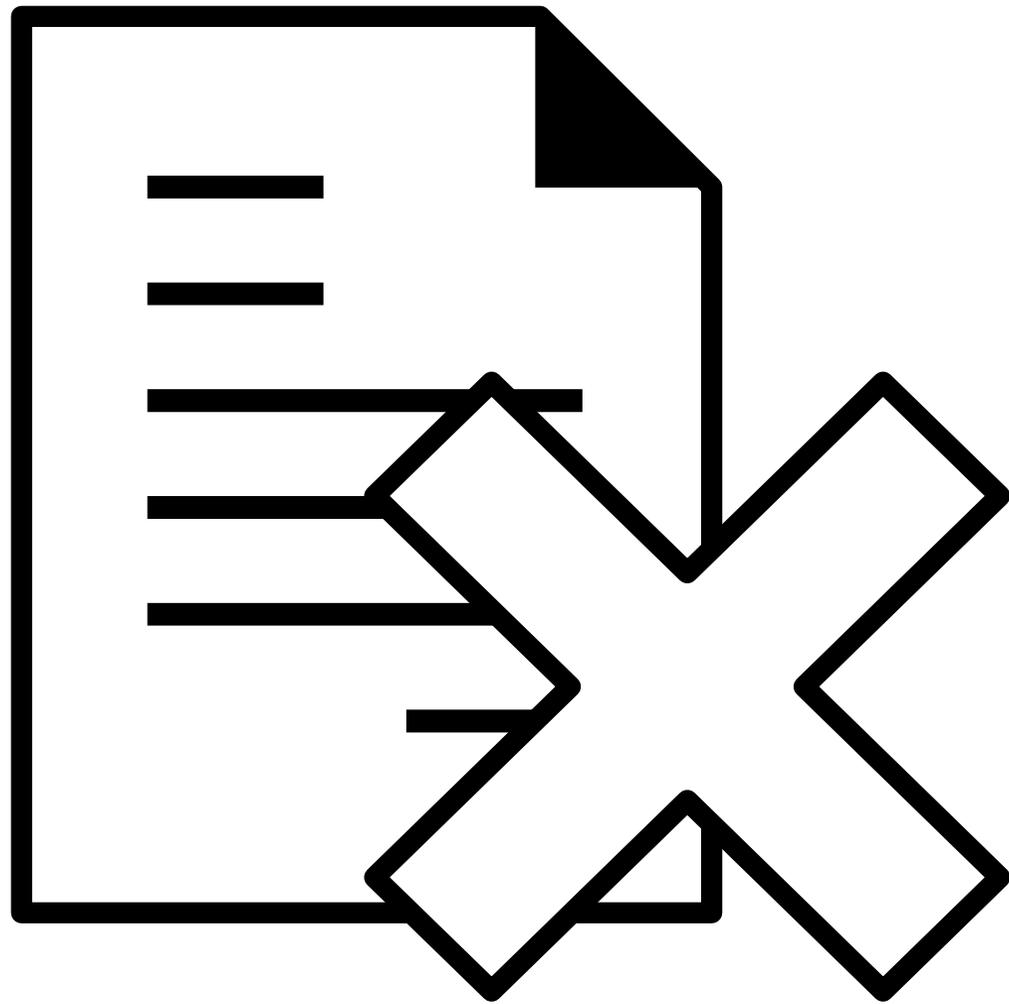


When the interviewer **has finished** an interview in a particular household, he/she should **immediately go through** the filled-up questionnaire and **make sure** that all sections have been filled out correctly and legibly.

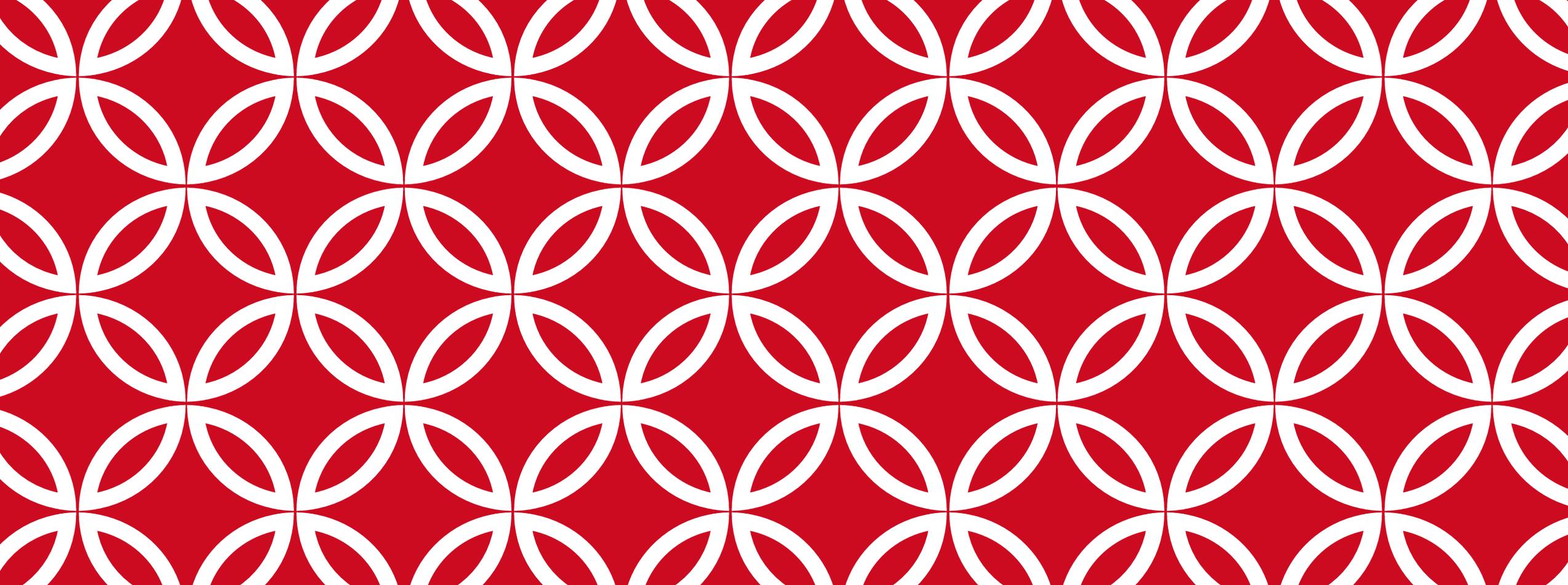




**If the interviewer discovers that any section or question was not completed, he/she must return to the household to obtain the missing data.**



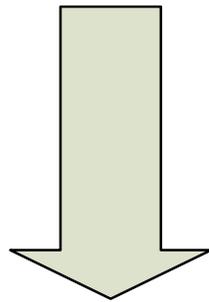
**This must be done before leaving the village or locality concerned.**



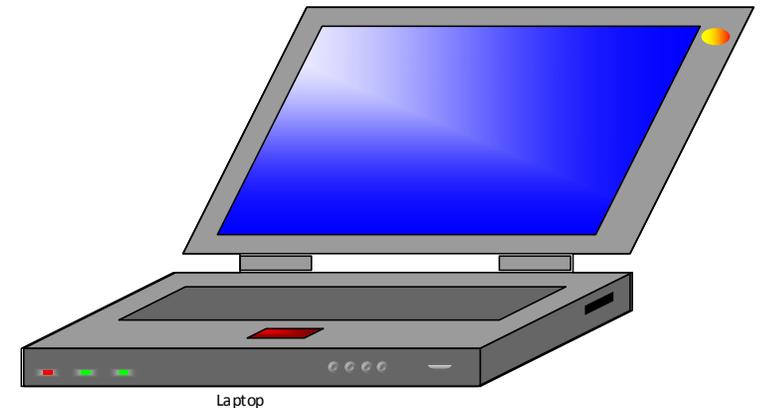
# DATA ENTRY AND VALIDATION

HIES 2016

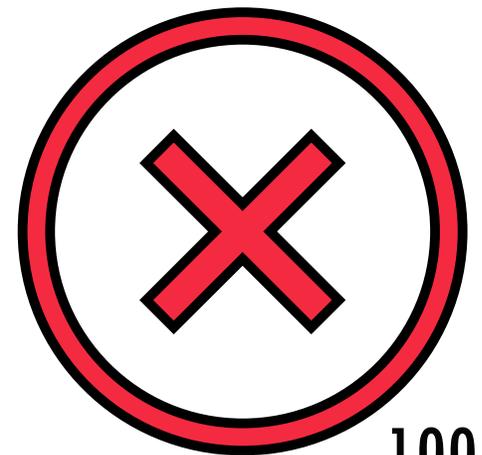
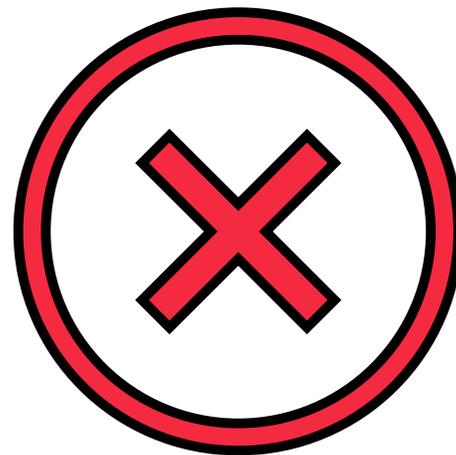
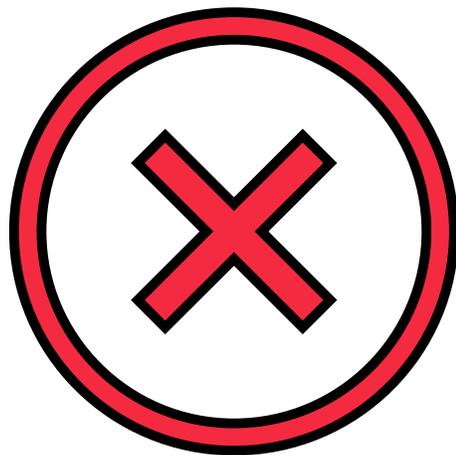
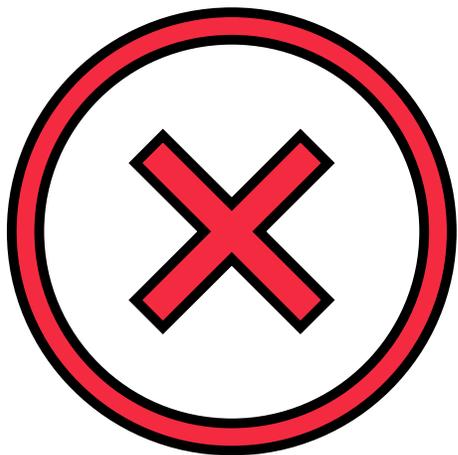
After the interviewing is completed each day, interviewers will have to enter data.



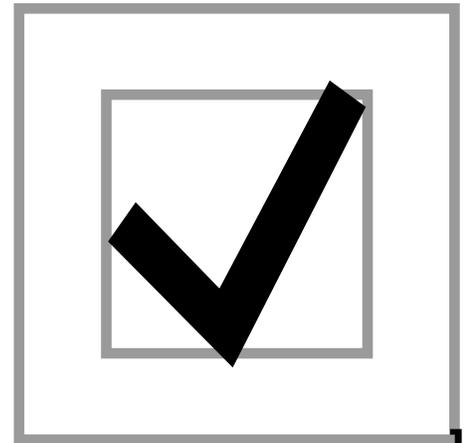
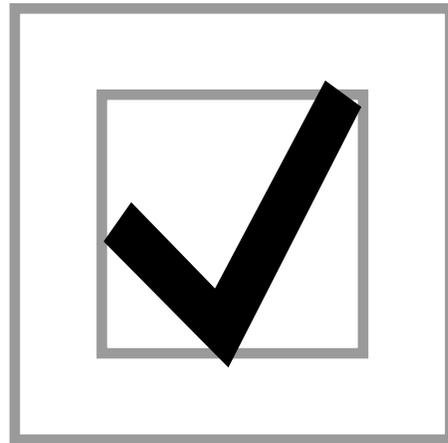
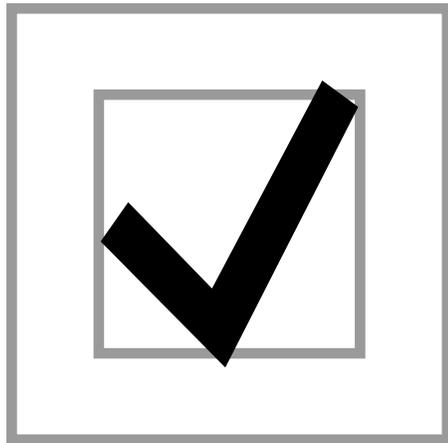
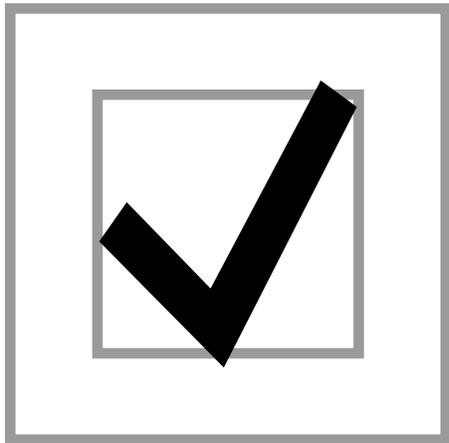
Data Entry Program (DEP)



If the DEP finds any **inconsistency** in the data, they must **go back** to the household and make that discrepancy clear.



Then, they must also “validate” the data entered.



FOR THE HIES 2016, THIS WILL  
BE DONE IN THREE STEPS

# 1) THE DEP WILL CHECK THE INFORMATION FOR ACCURACY

The program will check:

- Matching between sections of the interview.
- Coded answers within allowable ranges.

After the data has been inputted by the interviewer, the computer will produce a list of any **incorrect codes** or **contradictory information**.

## 2) THE INTERVIEWER SHOULD REVIEW THIS LIST AND COMPARE IT WITH THE QUESTIONNAIRE

Some errors may be:

- Typing mistakes (**easy to fix!**).
- Mistakes during the course of the interview.

If errors are due to mistakes during the course of the interview, the interviewer must return to the household in order to update the missing or wrong information.

### 3) SUPERVISION

The supervisors will:

- Review completed questionnaires at periodic intervals.
- Bring to the attention of interviewers any errors or inconsistencies, ensuring their correction.

Once the supervisor is satisfied that the data entered are of high quality, these data will be transferred to the HIES management team in Dhaka, through Internet.

# DISCUSSION

In groups of three or four, discuss about the main sources of entry data errors. **How could we avoid them?**



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