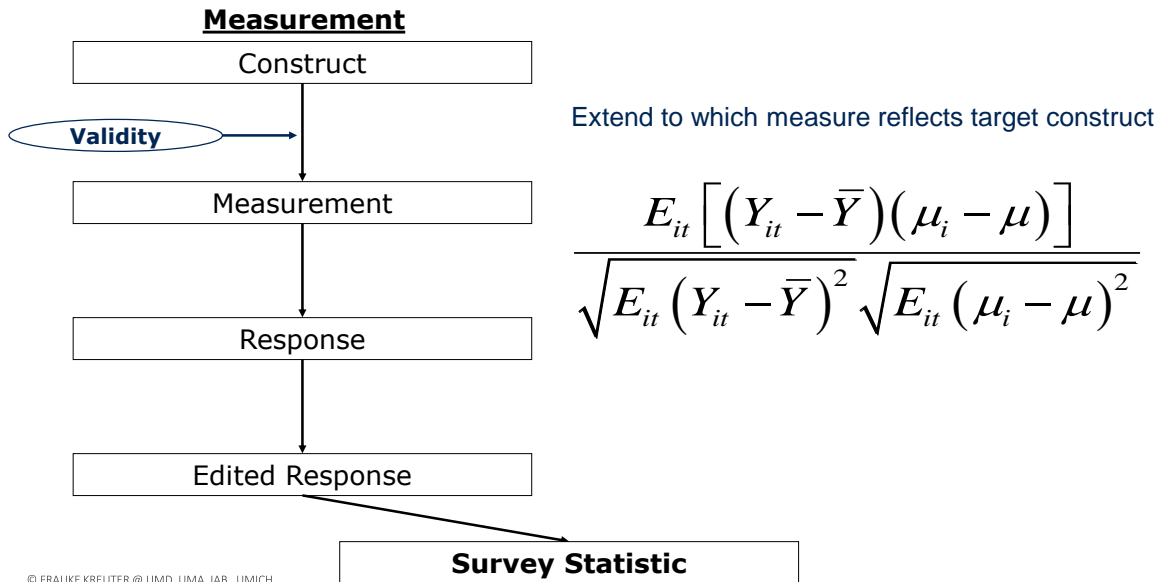
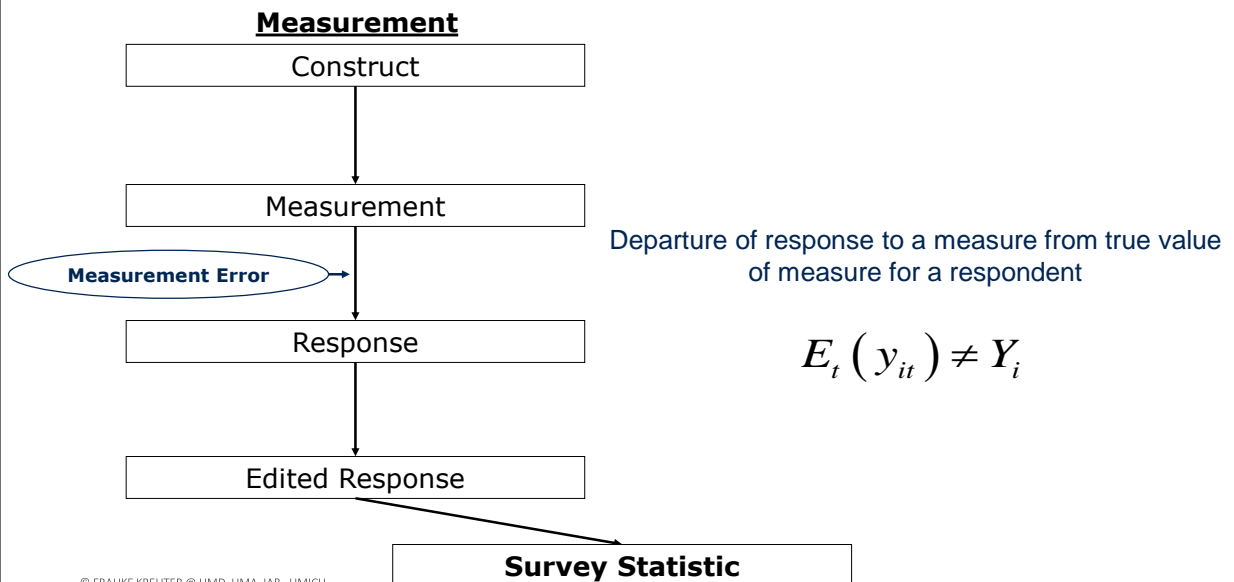


Survey Lifecycle from a Quality Perspective



Survey Lifecycle from a Quality Perspective



Interviewer Variance vs. Interviewer Bias

Interviewer variance:

- Variation in values of survey statistic arises from different interviewers collecting different data, despite same training procedures, supervisory procedures, and workloads
- E.g., mean respondent health rating is high for some interviewers and low for others despite similar sub-samples of respondents

Interviewer bias

All interviewers collecting similar but incorrect data

E.g., consistent underestimation of discouraged workers because of failures to probe in looking for work questions

Other sources of measurement error:

- Respondent, questionnaire, mode of data collection

Survey Lifecycle from a Quality Perspective

