
Gender of Interviewer Effects in video-enhanced Web surveys

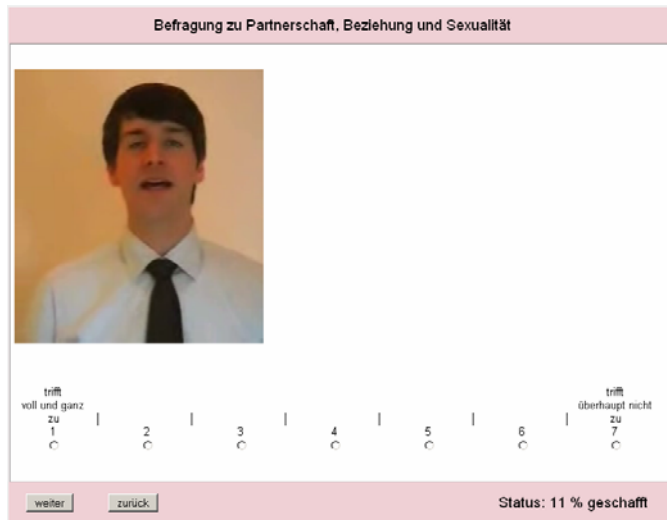
Results from field-experiment

Marek Fuchs

University of Kassel, Germany

Introduction

Befragung zu Partnerschaft, Beziehung und Sexualität



trifft voll und ganz zu 1 | 2 | 3 | 4 | 5 | 6 | 7 | trifft überhaupt nicht zu

weiter zurück Status: 11 % geschafft

Befragung zu Partnerschaft, Beziehung und Sexualität

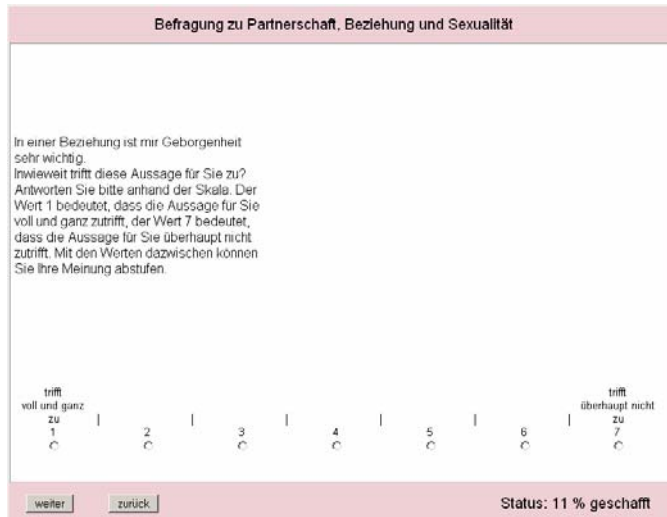


trifft voll und ganz zu 1 | 2 | 3 | 4 | 5 | 6 | 7 | trifft überhaupt nicht zu

weiter zurück Status: 13 % geschafft

Befragung zu Partnerschaft, Beziehung und Sexualität

In einer Beziehung ist mir Geborgenheit sehr wichtig.
Inwieweit trifft diese Aussage für Sie zu?
Antworten Sie bitte anhand der Skala. Der Wert 1 bedeutet, dass die Aussage für Sie voll und ganz zutrifft, der Wert 7 bedeutet, dass die Aussage für Sie überhaupt nicht zutrifft. Mit den Worten dazwischen können Sie Ihre Meinung abstufen.



trifft voll und ganz zu 1 | 2 | 3 | 4 | 5 | 6 | 7 | trifft überhaupt nicht zu

weiter zurück Status: 11 % geschafft

- Layout kept constant
- Same location for text and video
- Response scale identical
- Same size

Theory

- The video-enhanced Web survey condition introduces a humanizing factor into the self-administered setting
 - Increase of social presence
 - Increase social desirability distortion
 - Lower reported frequencies for sensitive behaviors

Theory

- Gender of interviewer effects
 - Well documented for face-to-face interviews (e. g. Huddy et al. 1997)
 - Especially for sensitive items (e. g. Catania et al. 1996; Frankel et al. 2006)
 - Interviewer-respondent gender match recommended
 - Self-administration as a means of reducing effects (CASI, Web, AV-CASI)
 - Respondents do not react to the humanizing elements in Web surveys of AV-CASI (Tourangeau et al. 2001)

Hypothesis



- Respondents will react to the presence of the interviewer
 - Larger degree of social presence and social desirability
 - Fewer sensitive behaviors reported
- Respondents react to the gender of the interviewer
 - Higher reported frequency of sensitive behaviors in interviews with matched gender

Methods

- Universe
 - Student Online panel at the University of Kassel, Germany

- Sample
 - N = 1.148 (880 for this experiment)
 - Response rate (within the panel): 49%

- Field work
 - Summer 2007, invitation and 2 reminders
 - Incentive (lottery drawing of book vouchers)

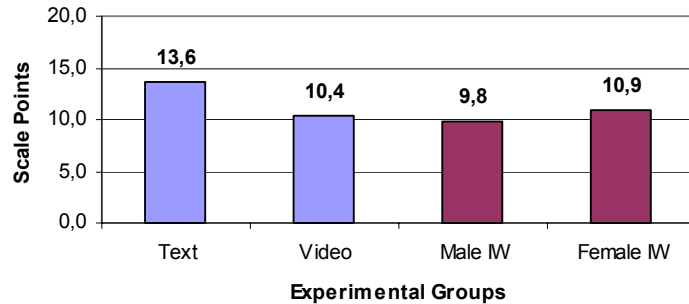
- Experiment
 - Text vs. video/male vs. female
 - Between subject design

- Fuchs/Funke 2007, 2008

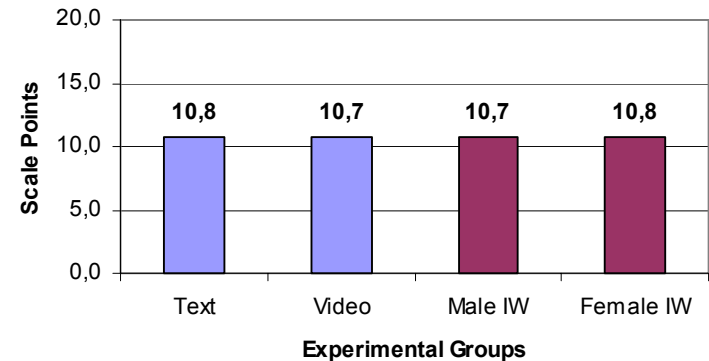
Version	Part 1 of questionnaire			Part 2 of questionnaire		
1		Male	+			+
2	Video	Male	-	Text		-
3		Female	+			+
4		Female	-			-
5			+			Male
6	Text		-	Video	Male	-
7			+		Female	+
8			-		Female	-
9			+			Male
10	Video	Male	-	Video	Male	-
11		Female	+		Female	+
12		Female	-		Female	-
13			+			
14	Text		-	Text		-

Results 1

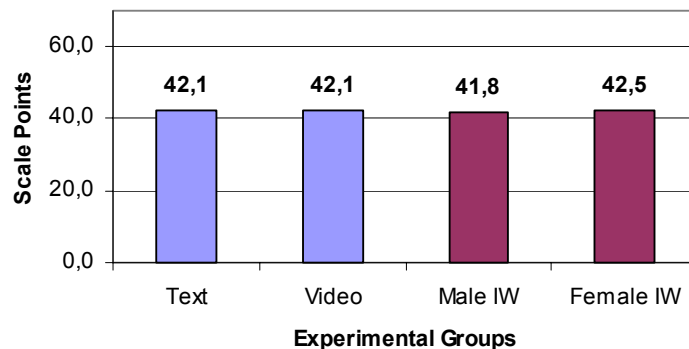
Social Co-Presence



Perceived Message Understanding



Social Desirability Scale



- Social co-presence higher in text mode
- perceived message understanding does not differ
- No difference for social desirability

Results 2

■ Sensitive behaviors by gender of interviewer

	Video version			Text version	Total	
	Male IW	Female IW	Total			
Sexual behaviors						
Homoerotic fantasies	60%	64%	62%	64%	63%	n. s.
Porn material	92%	91%	91%	94%	93%	+
Imagined someone other than the person you were having sex with	63%	60%	61%	62%	62%	n. s.
Masturbation	94%	95%	95%	94%	94%	n. s.
Oral sex (active)	89%	88%	89%	85%	87%	n. s.
Anal sex	36%	37%	37%	39%	38%	n. s.
Sex with more than one partner at a time	8%	9%	9%	11%	10%	n. s.
Frotteurismus	12%	12%	12%	15%	13%	n. s.
Other sensitive items						
Ever had STD	13%	17%	15%	17%	16%	n. s.
Number of lifetime sex partners	8,5	8,1	8,3	8,5	8,4	n. s.
Never had sex	5%	8%	6%	7%	7%	n. s.

+ p < 0,10.

Results 3

- Percent “ever had sexually transmitted disease (STD)”

	Video male IW	Video female IW	Text based
Male R	7	2	9
Female R	17	26	22

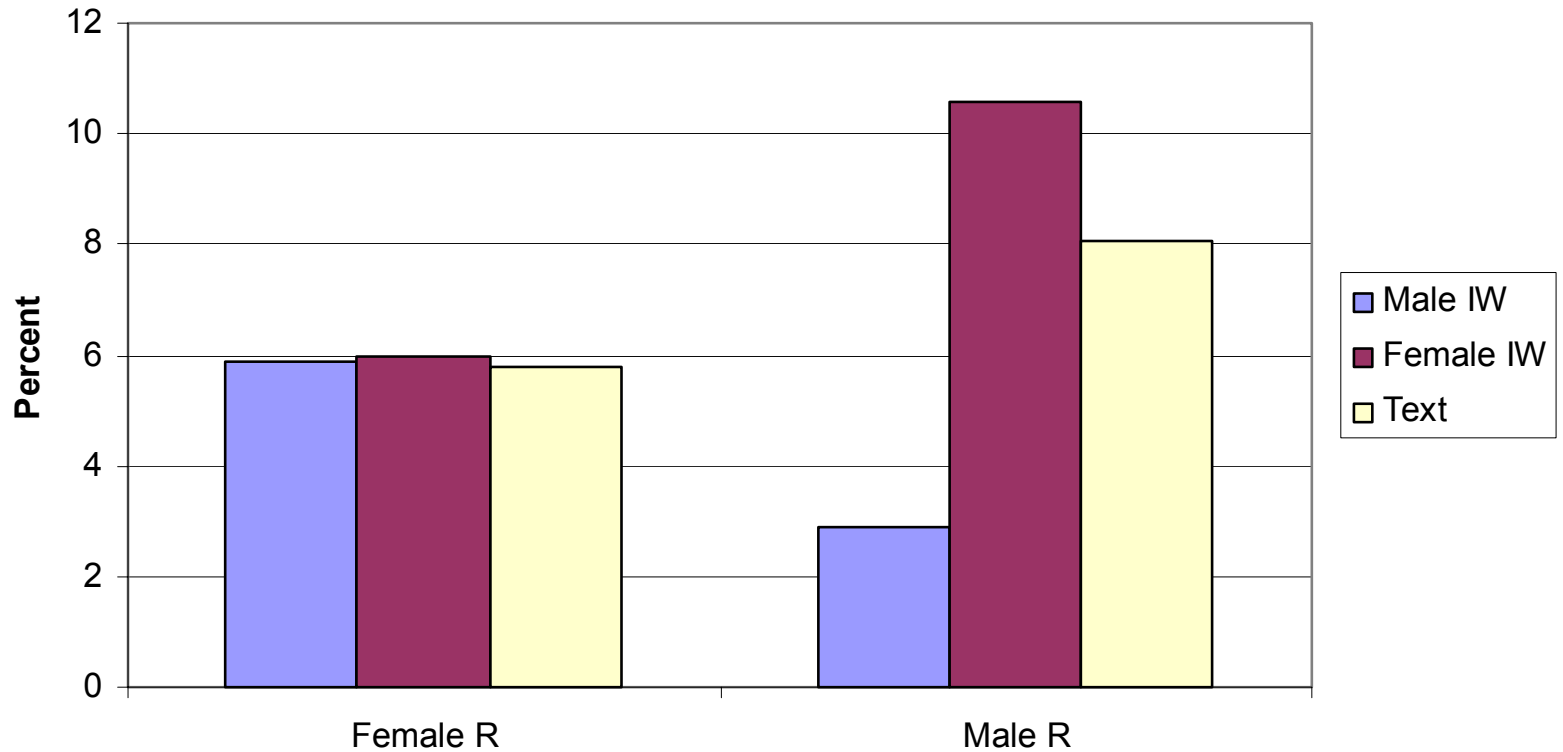
Results 4

- Percent “ever did frotteurismus” [= sexual behavior]

	Video male IW	Video female IW	Text based
Male R	21	12	20
Female R	4	12	12

Results 5

Percent of Respondents who "Never Had Sex"



Summary

- Video version vs. text version
 - Social presence presumably not the driving factor
 - Social desirability does not differ
- Gender of interviewer effect
 - Usually “opposite gender” effect
 - Video-enhanced Web survey yields response error similar to face-to-face interviews
- Caveats
 - Student population restricts generalization

End

Thank you!

Marek Fuchs
University of Kassel, Germany

marek.fuchs@uni-kassel.de