

Chapter 11

Face-To-Face Interviews

Geert Loosveldt
Katholieke Universiteit Leuven

SUGGESTIONS FOR FURTHER READING

Classics

Some of the older publications of the Survey Research Institute of the University of Michigan, Ann Arbor, are still worth reading and inspiring: Interviewer's Manual revised edition (1976) and A Technique for Evaluating Interviewer Performance (1975).

Fowler, F.J. and Mangione, T.W. (1990). Standardized survey interviewing: Minimizing interviewer-related error. Beverly Hills, CA: Sage Publications.

Interviewers and quality

A recent overview of methods of behavior coding of survey interviews can be found in Ongena, Y. (2005). Interviewer and respondent interaction in survey interviews. Amsterdam: Vrije Universiteit.

A good overview of state-of-the art methodological research related to interview surveys and the role of the interviewer is given by Jappec, L. (2005). Quality issues in interview surveys. Stocholm: Stockholm University

INTERNET RESOURCES

A good example of an international face-to-face interview can be found at <http://www.europeansocialsurvey.org/>

Practical considerations for fieldwork, including ethics and interviewer safety, can be found on the pages of the British Market Research Society MRS at <http://www.mrs.org.uk/standards/guidelines.htm>

In German: ZUMA: How-to-Reihe # 11 on conducting standardized interviews. Prueffer & Stiegler (2002) at http://www.gesis.org/Publikationen/Berichte/ZUMA_How_to/