

Recordings of prior refusals: Do they improve later conversion attempts?

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Outline

- Experiment introduction
- Introduction to Wisconsin Longitudinal Study (WLS)
- WLS refusal protocols and training
- Outline of Experiment
- Hypothesis
- Mechanics
- Results
- Discussion

Experiment introduction

- In addition to reading call notes of the prior refusal will listening to an audio recording of the refusal improve our conversion rate?
- Implemented in CATI study
- Study utilizes coversheets (paper record of all info needed to call case) for call history notes

Introduction

- WLS (Wisconsin Longitudinal Study)
 - Started in 1957 with a one page survey of all Seniors in WI high schools N~30,000
 - Subsequent waves of data collection
 - 1975 Wave 1 Follow-up Phone Interview with random 1/3 of these original Graduates N~10,000
 - 1977 Phone interview with randomly selected Sibling of Graduates
 - 1992 Wave 2 Phone interview of Graduate Sample
 - 1994 Wave 2 Phone interview of Sibling Sample

Introduction

- WLS (Wisconsin Longitudinal Study)
 - Current Wave
 - 2004 Wave 3 Phone interview of Graduate Sample
 - 2004 Phone interview with Spouses of Graduate Sample
 - **2005 Wave 3 Phone interview of Sibling Sample (Still in Field)**
 - 2005 Phone Interview with Spouses of Sibling Sample (Still in Field)



Introduction

- Previous Response Rates
 - '75 Graduate 89%
 - '77 Sibling 86%

 - '92 Graduate 87%
 - '94 Sibling 80%

 - '04 Graduate 88%

Sibling Sample

- Current Response Rate
 - 66%
- Current Conversion Rate (excluding Exp cases)
 - 14%
- Total Number of Cases in WLS Sibling Sample
 - 5612

Field Procedures of WLS Sibling

- All Respondents
 - Receive advance letter and magnet with WLS logo and toll-free number
- First refusals
 - Receive brochure and are contacted again to attempt interview
- Second refusals
 - Receive incentive and are contacted again to attempt interview (yet to be fielded)
- All interviewer-respondent interactions are digitally recorded, including refusals

Refusal Specialist Interviewers

- Refusals in the WLS are called by a select group of interviewers
- Experienced callers specifically trained on converting respondents in this study
- Additional training for this experiment
 - Describe the experiment
 - Introduce callers to audio playback system
 - Reinforce sensitivity and confidentiality

The Experiment

- Cases randomly assigned:
 - **Control Group** – a refusal brochure is mailed and a refusal specialist attempts interview after one week
 - **Experiment Group** – in addition, the interviewer is provided with digital audio recording of the first refusal
- Cases stratified by age, gender and IQ scores
 - Propensity to refuse or participate may be correlated with these respondent characteristics



Hypothesis

- Allowing interviewers to listen to the recording of the refusals will help improve their chances at converting a non-participant into a participant.

Important Variables

- Interviewer
 - Characteristics including rates and tenure
- Case Outcome
 - Complete, resolved other, second refusal
- Time spent in case
 - Time spent reading call history
 - Time spent listening to audio

Listening to Refusals

- Microsoft media player
 - Need visual display to pause, stop, and re-listen
 - Simple
- .wav files
 - Format of audio for other analysis
- Audio files were edited to be as short as possible
- Average length of edited audio file is ~ 2 mins

Time Spent Reading Call History

```
c:\ Sib E-inst - sibprac
Caseid: 106053d
Item: read_cs

INTERVIEWER: PLEASE ENTER '1' BELOW WHEN YOU START READING COVERSHEET
NOTES. THIS WILL START A TIMER. PLEASE TAKE AS MUCH TIME AS YOU NEED.
UWSC WOULD JUST LIKE AN ACCURATE COUNT OF THE TIME SPENT READING
PREVIOUS CALL NOTES.

<1>  STARTED READING COVERSHEET NOTES

█
```



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Time Spent Reading Call History

```
c:\ Sib E-inst - sibprac
Caseid: 106053d
Item: stop_cs

INTERVIEWER: PLEASE ENTER '2' BELOW WHEN YOU FINISH READING
COVERSHEET NOTES. THIS WILL STOP THE TIMER.

<2> STOPPED READING COVERSHEET NOTES

█
```

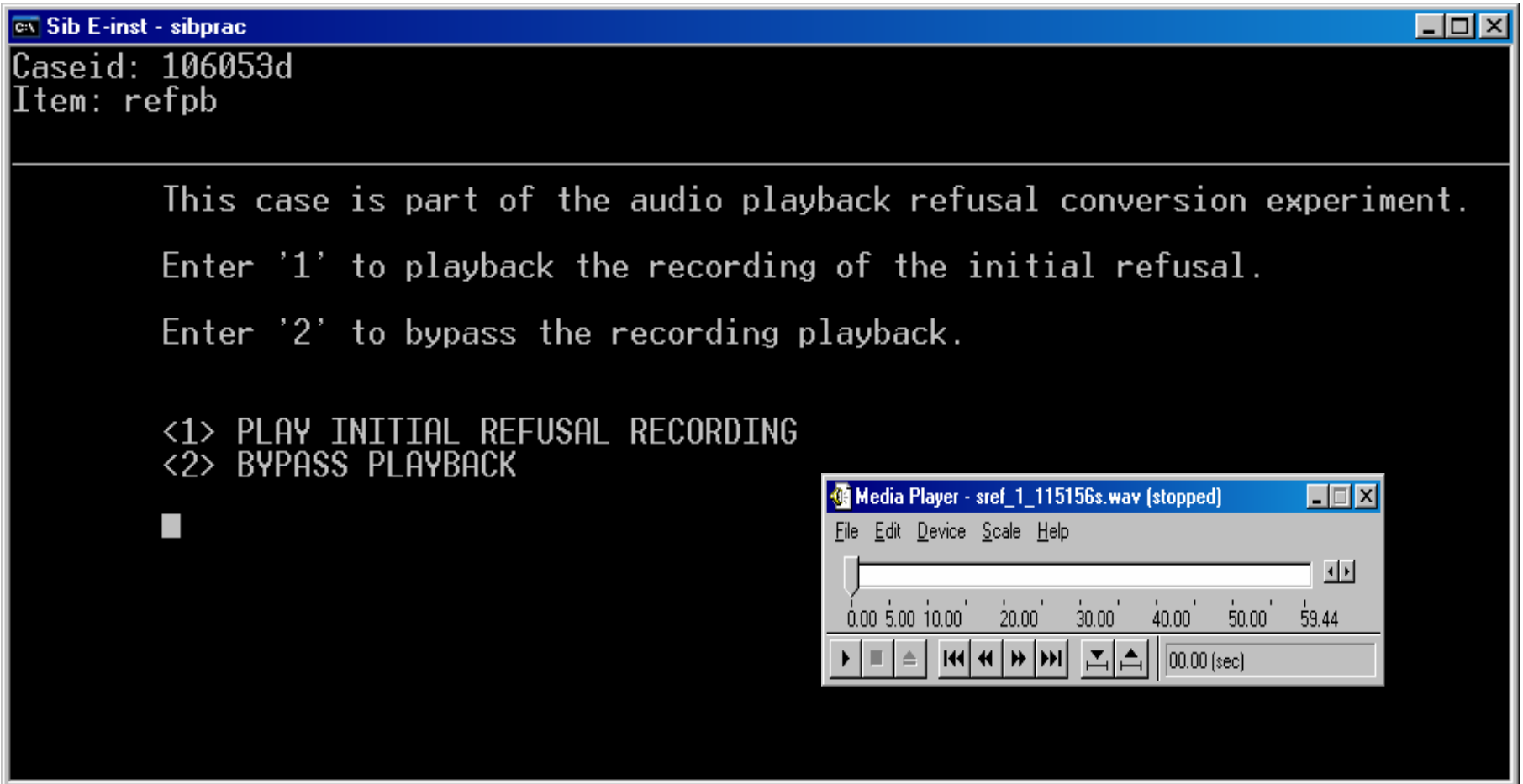


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Accessing Audio Files



The image shows a terminal window titled "Sib E-inst - sibprac" with a black background and white text. The text in the terminal reads: "Caseid: 106053d", "Item: refpb", "This case is part of the audio playback refusal conversion experiment.", "Enter '1' to playback the recording of the initial refusal.", "Enter '2' to bypass the recording playback.", and a menu with options "<1> PLAY INITIAL REFUSAL RECORDING" and "<2> BYPASS PLAYBACK". A small grey square is visible below the menu. Overlaid on the bottom right of the terminal window is a "Media Player" window titled "Media Player - sref_1_115156s.wav (stopped)". The media player shows a progress bar from 0.00 to 59.44 seconds, with the current time at 00.00 (sec). The media player has a menu bar with "File", "Edit", "Device", "Scale", and "Help".

```
Sib E-inst - sibprac
Caseid: 106053d
Item: refpb

This case is part of the audio playback refusal conversion experiment.
Enter '1' to playback the recording of the initial refusal.
Enter '2' to bypass the recording playback.

<1> PLAY INITIAL REFUSAL RECORDING
<2> BYPASS PLAYBACK

■
```



Preliminary Results

- Listening to audio has no effect on success rates

	Audio	Control
Conversions, complete interview (Chi-Sq=0.35, p=0.56)	7.4% (14)	9.2% (15)
Conversions, partial interview (Chi-Sq=0.10, p=0.75)	3.7% (6)	3.1% (5)
Callback arranged (Chi-Sq=0.58, p=0.44)	18.5% (30)	15.3% (25)
2 nd Refusal (Chi-Sq=0.74, p=0.39)	48.2% (78)	42.9% (70)
Total Cases	162	163

Preliminary Results

- Listening to audio has no effect on time spent reading case history
- Time spent listening to audio is significantly shorter (28 seconds) than time spent reading call history (t-value=4.68, $p < 0.001$)

	Audio	Control
Time spent reading call history (t-value=0.53, $p=0.30$)	45 secs	41 secs
Time spent listening to audio	17 secs	---
Total Cases	162	163

Discussion

- Results are preliminary; study still in field
- Number of cases
 - Cases subject to experiment is small, so minimal effects are hard to find

Discussion

- Interviewer experience
 - Only the most experienced call this study; effects may appear on a less-experienced interviewers
- Listening to audio improves rates on all cases
 - It is possible the experiment makes interviewers more conscientious, regardless of what kind of case they are calling
- Respondent experience
 - Rs have been part of the WLS for 50 years; their predispositions towards the study may be firm



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