

Photographing Respondents in a National In-Home Panel Study: Factors Associated with Compliance, Protocol Development, and Qualitative Exploration of Respondent-Interviewer Interaction

Kenneth D. Croes, Kerryann DiLoreto, Jennifer Dykema, and
Nora Cate Schaeffer

University of Wisconsin Survey Center
University of Wisconsin – Madison

Dana Garbarski
Department of Sociology, Loyola University Chicago

International Field Directors & Technologies Conference
New Orleans, May 22, 2017

© 2017. Materials may not be reproduced without permission of the author.

Presentation Overview

- Overview of Wisconsin Longitudinal Study and objectives of photos
- Review of protocol decisions regarding the photo task and lessons learned
- Results of qualitative analysis of transcripts of the photo task
- Results of analysis of factors associated with non-compliance with the photo task

WISCONSIN



**LONGITUDINAL
STUDY**

Overview of Study Design

April 1957

School survey

1964

Parent survey (post card)

1975

Telephone survey

1992

Telephone & mail survey

2003

Telephone & mail survey

2007

Saliva collection

2011

In-person survey

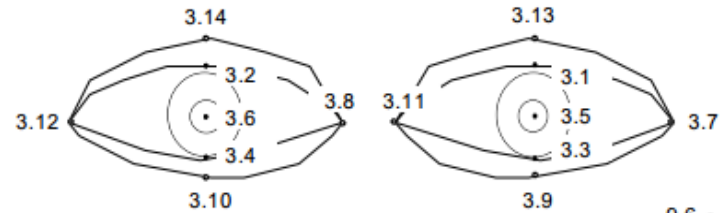
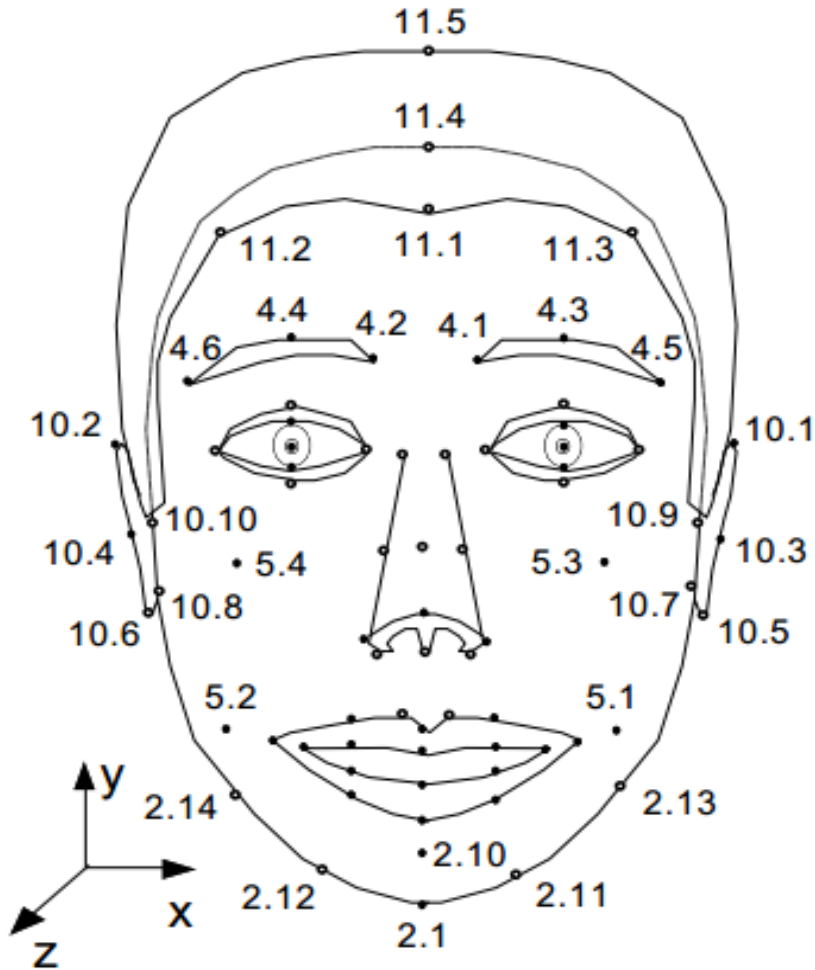
Objectives of Photographs

- Objective: to facilitate research on associations between appearance and life outcomes



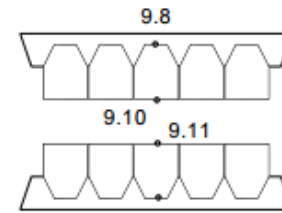
Photo source: Christensen, Kaare, Lise Bathum, and Lene Christensen. 2007. "Biological Indicators and Genetic Information in Danish Twin and Oldest-Old Surveys." Pp. 15-41 in *Biosocial Surveys*. Washington, DC: The National Academies Press.

Objectives of Photographs

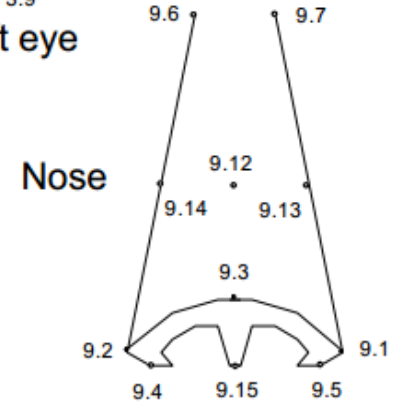


Right eye

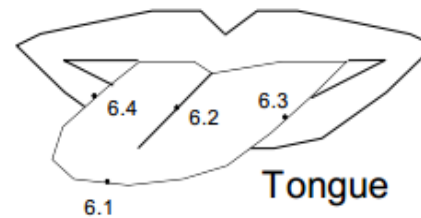
Left eye



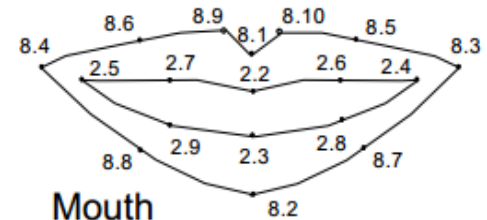
Teeth



Nose



Tongue



Mouth

Objectives of Photographs



Presentation Overview

- Overview of Wisconsin Longitudinal Study and objectives of photos
- **Review of protocol decisions regarding the photo task and lessons learned**
- Results of qualitative analysis of transcripts of the photo task
- Results of analysis of factors associated with non-compliance with the photo task

Protocol Decisions and Lessons Learned

- Question 1: When to take the photos in the course of a 2-3 hour interview?
- Protocol decision: Took photos amid a series of physical measurements (e.g., height, weight, grip strength, etc.)
- Outcome: 97.6% (5,637/5,777) compliance with the photo request
- Next time: No changes to placement of photo task

Protocol Decisions and Lessons Learned

- Question 2: What to use as a backdrop to the photos?
- Protocol decision: Find a neutral backdrop and position the respondent 3-5 feet away from it
- Outcome: The lack of a uniform backdrop caused problems for the face mapping software
- Next time: Provide interviewers with standard backdrop

Protocol Decisions and Lessons Learned

- Question 3: Where to place interviewer-photographers in relation to respondents?
- Protocol decision: Used zoom feature
- Outcome: Zoom (i.e., magnification) introduced differences in photo image quality
- Next time: Standardize distance and use no-zoom cameras

Protocol Decisions and Lessons Learned

- Question 4: Should respondents remove eyeglasses, and should respondents smile or not?
- Protocol decision: Let respondents decide
- Outcome: Face mapping software interpreted eyeglasses as eyebrows and preferred neutral expression over smiling
- Next time: Ask respondents to remove eyeglasses and have neutral expression

Protocol Decisions and Lessons Learned

- Final lesson learned was from the literature, also post-field
 - Ask respondents to hold a measuring frame around the face

Protocol Decisions and Lessons Learned

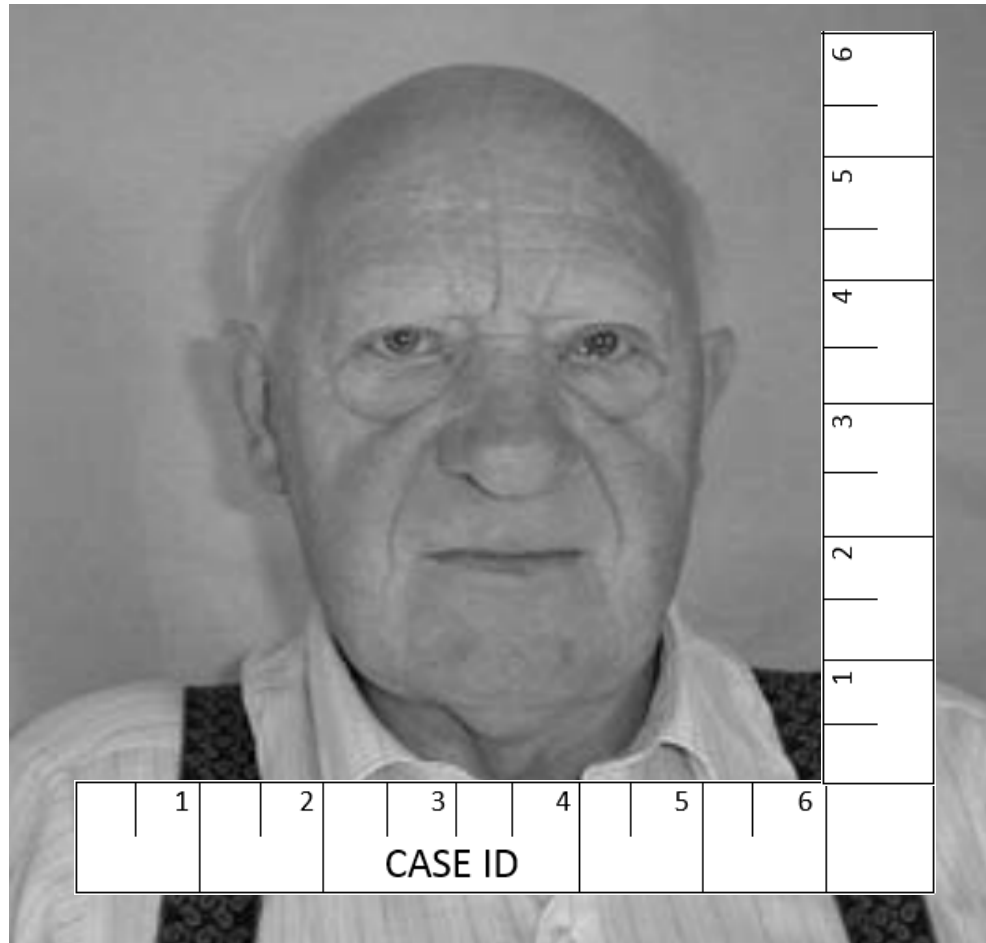


Photo source: Christensen, Kaare, Lise Bathum, and Lene Christensen. 2007. "Biological Indicators and Genetic Information in Danish Twin and Oldest-Old Surveys." Pp. 15-41 in *Biosocial Surveys*. Washington, DC: The National Academies Press.

Presentation Overview

- Overview of Wisconsin Longitudinal Study and objectives of photos
- Review of protocol decisions regarding the photo task and lessons learned
- **Results of qualitative analysis of transcripts of the photo task**
- Results of analysis of factors associated with non-compliance with the photo task

Qualitative Analysis of Photo Task

- 78 cases randomly sampled out of 5,777 completes (1.4%)
 - Cases selected to get respondents from a range of health statuses
- Transcripts were made from audio recordings
- Transcripts were examined with the objective of improving protocols for the next wave or for application in other studies

Qualitative Analysis of Photo Task

- The photo request:

“We are interested in the way that people's appearance changes as they age so we would like to take two pictures of you. The photos will be stored completely separately from any other information that you have ever provided in order to protect your privacy. The information that we learn from the photos will be completely secure. May I take your picture?”

Qualitative Analysis of Photo Task

- Finding 1: Jokes and halting consents to the photo request:

*R: That isn't fair – I don't have my hair done!
[laughter]*

R: Ok, mhmm ok mhmm yes.

Qualitative Analysis of Photo Task

- Finding 2: Some interviewers counted to prepare the respondent for the photo:

INTERVIEWER: I'll take the photo on three: one, two, three

Qualitative Analysis of Photo Task

- Finding 3: Time spent arranging a backdrop:

INTERVIEWER: Let me see...I'm looking for a plain wall and then I think that, maybe if I could have you...how about the door over here?

RESPONDENT: Oh, ok.

INTERVIEWER: And I'm just gonna move the chair...and if you could stand right about here.

Presentation Overview

- Overview of Wisconsin Longitudinal Study and objectives of photos
- Review of protocol decisions regarding the photo task and lessons learned
- Results of qualitative analysis of transcripts of the photo task
- **Results of analysis of factors associated with non-compliance with the photo task**

Photo Non-Compliance by Respondent Gender

$\chi^2 = 11.49, p < .05$

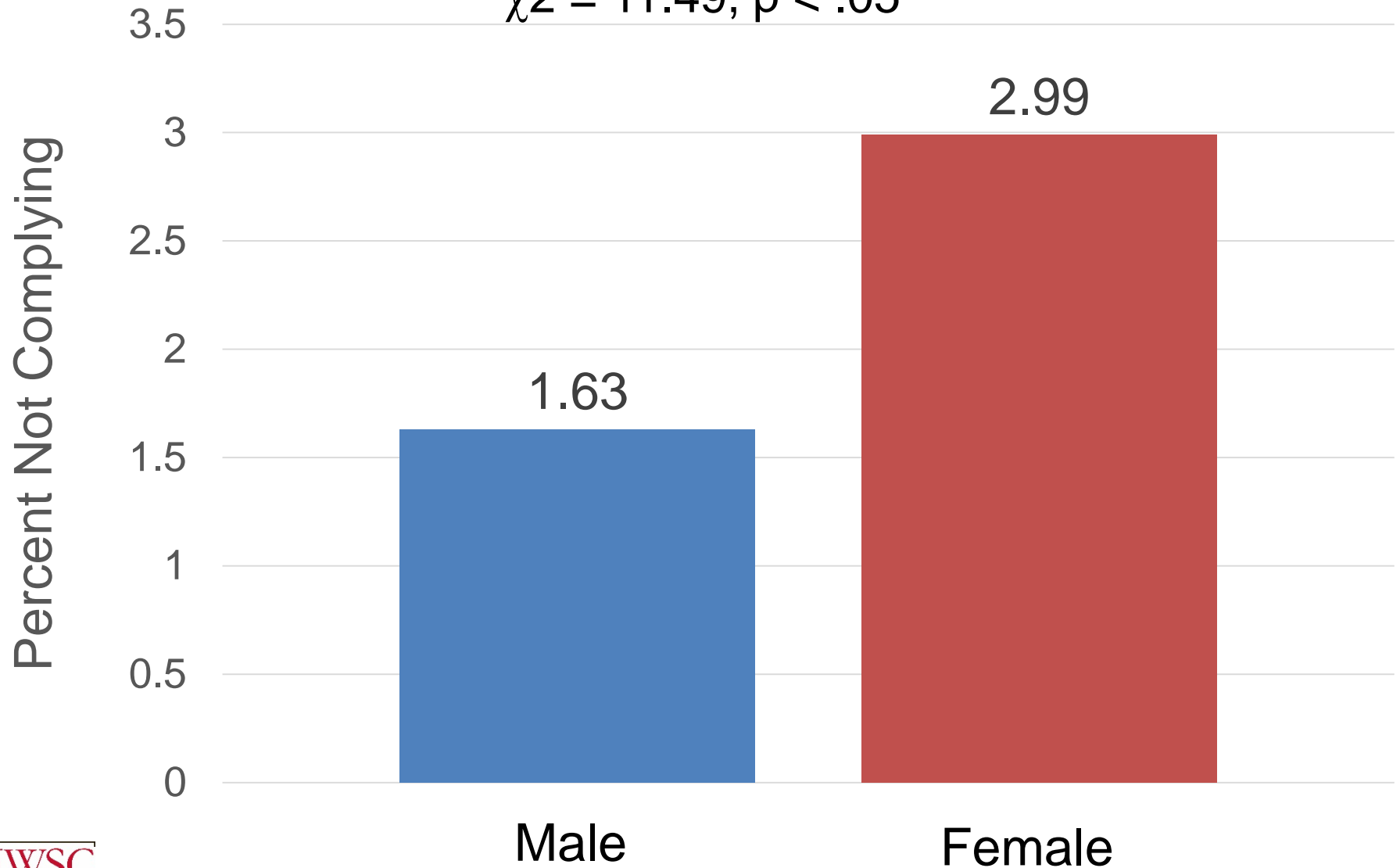


Photo Non-Compliance by Whether Respondent Lives Alone

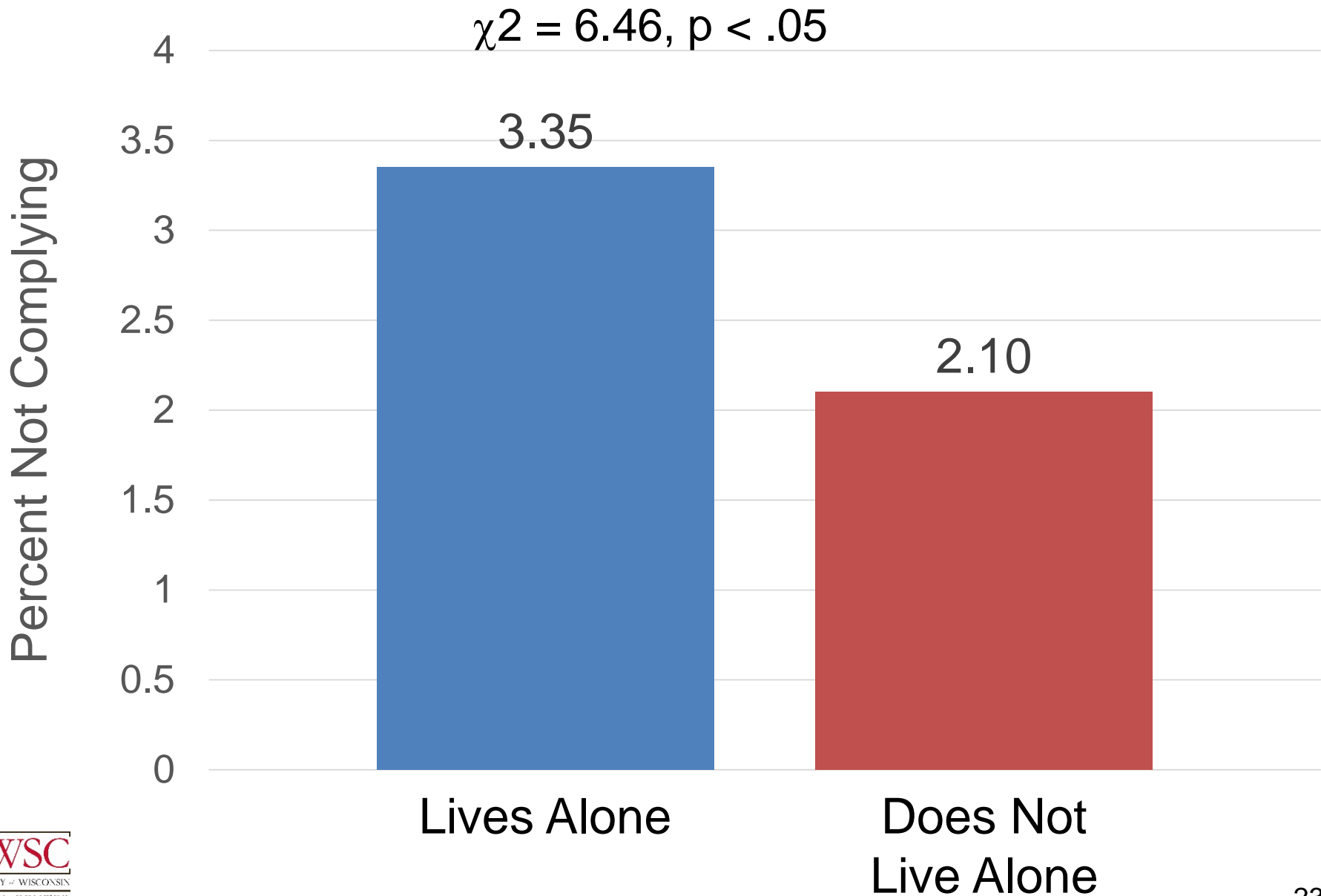


Photo Non-Compliance by Interviewer's Assessment of Respondent's Attractiveness

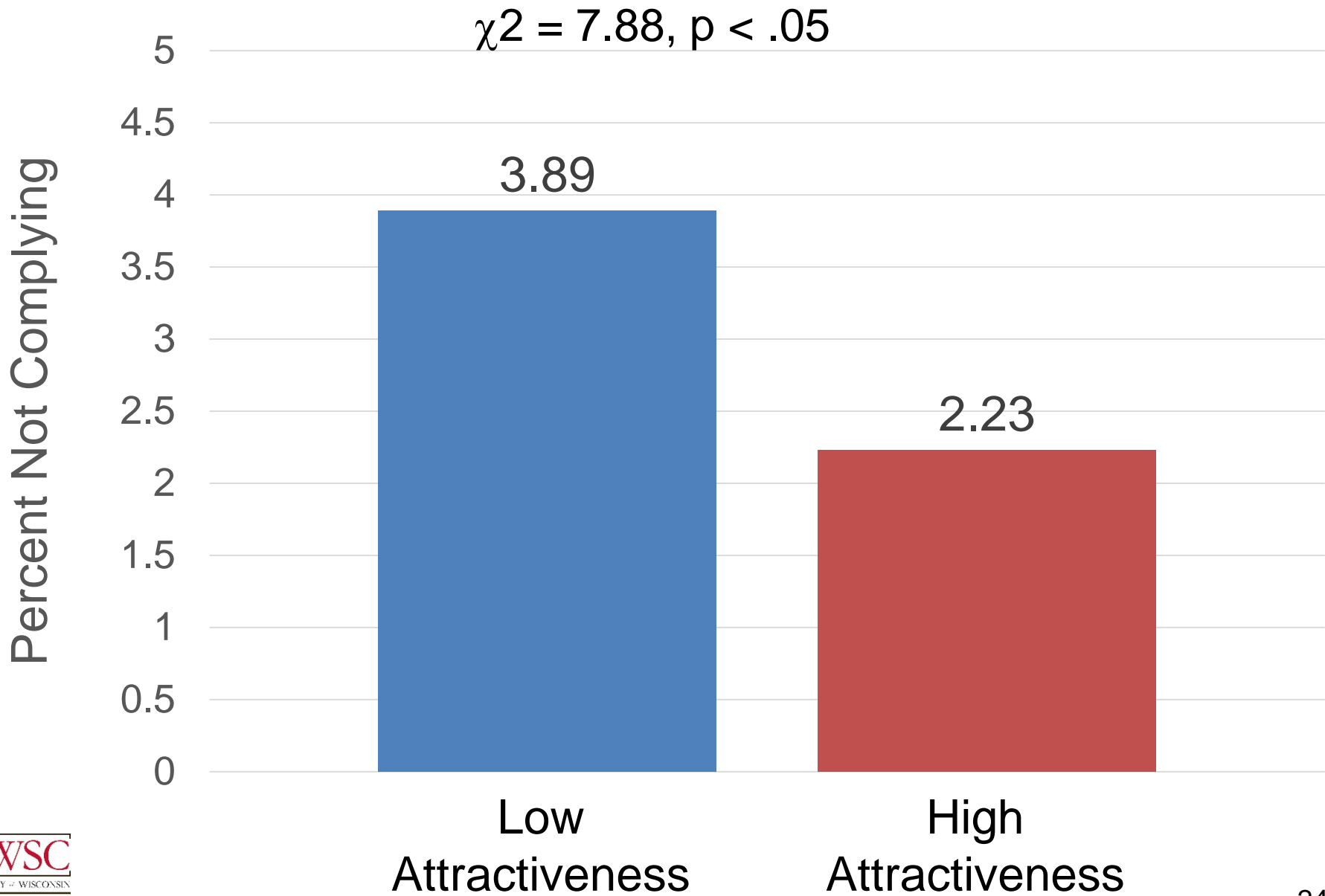
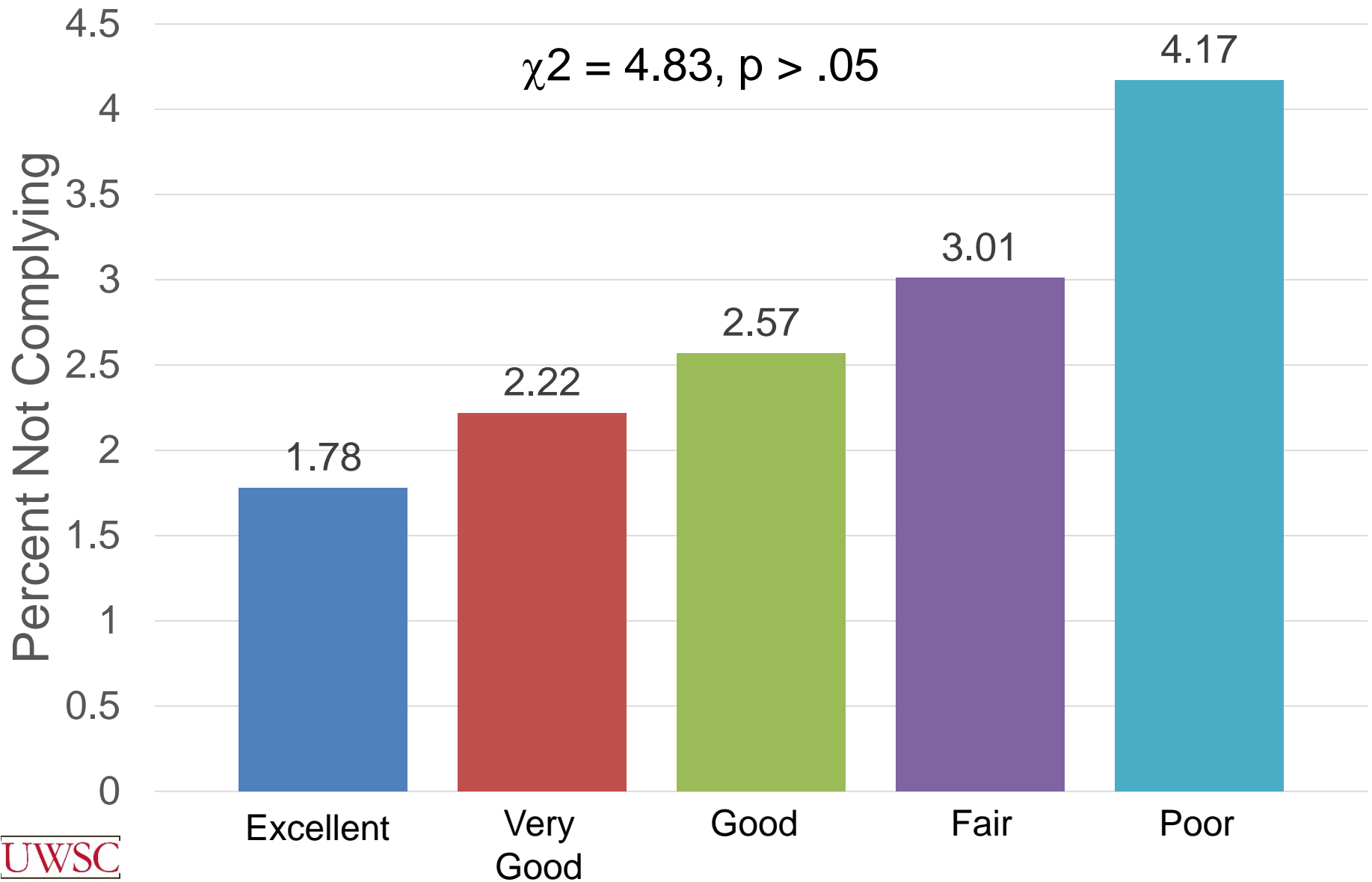


Photo Non-Compliance by Respondent's Self-Rated Health Status



Summary

- Increase standardization
 - Use a standard backdrop and a fixed distance between interviewers and respondents
 - Have respondents remove eyeglasses, assume a neutral expression rather than smiling, and hold a measuring frame
 - Train all interviewers to count out loud to prepare respondents for photo
- Compliance varied in systematic ways – by gender, attractiveness, and possibly by health
 - Interviewers may need more training in these areas

Limitations

- High compliance with photo request reflects high compliance with WLS generally – around 80% participation. Compliance with a photo request in other studies may differ.
- Average age of WLS cohort is 77. Attitudes toward photos may differ generationally.

Acknowledgments

- Nadia Assad
- Joe Savard
- Kamil Sicinski

Thank you!

For copies of this presentation or more information, contact:

Ken Croes
kcroes@ssc.wisc.edu

Please visit us at:
www.uwsc.wisc.edu