

Whether Interviewer Gender Matters for Interaction Relationship between Interviewer and Respondent: Findings from a Longitudinal Survey of Taiwan

Ruoh-Rong Yu

Academia Sinica

Whether interviewer gender matters for the interaction relationship between interviewer and respondent is barely touched by survey researchers. In a longitudinal survey, the interaction relationship between a respondent and his/her interviewer is not only related to data quality of the complete interview, but is also associated with the likelihood of locating and interviewing the same respondent in the follow-up survey. In this study, whether interviewer-respondent gender matching affects the interaction relationship between interviewer and respondent is explored using the paradata of refreshment sample collected from a longitudinal household survey of Taiwan. The measures of perceived interaction quality between interviewer and respondent are constructed from two sources of paradata. One is the interviewer's self-administered questionnaire following each complete interview. After an interview is completed, the interviewer is asked to complete a questionnaire including questions on his/her subjective evaluation for the trustworthiness of the respondent's answers, degree of respondent's trust for the interviewer, additional efforts spent in explaining the questions or obtaining an answer, etc. The other source of paradata is the re-interview data. In the re-interview, the respondent is asked to evaluate the attitudes and behaviors of the interviewer in addition to providing answers to some survey questions for the second time. Based on these paradata, measures of the interviewer's and respondent's perceived interaction quality are constructed and used as dependent variables in the analysis. Random-effects models are adopted to analyze the interactive effects of interviewer and respondent gender, with other relevant interviewer- and respondent-level variables being controlled. Besides the above-mentioned effects, whether the interaction relationship perceived by the interviewer is significantly associated with that perceived by the respondent is also analyzed.