

Feelings after the Interview

Gerardo A. Sandoval¹, Josefina Mar¹, Linda Luz Guerrero¹

¹Social Weather Stations (SWS)

Social Weather Stations (SWS, www.sws.org.ph), established in 1985, is a private, non-stock, non-profit and non-partisan social research institution engaged in public opinion polling in the Philippines. SWS conducts omnibus national surveys of the general Filipino public, initially semi-annually from 1986, and quarterly since 1992. Called the Social Weather Report (SWR) Surveys, these nationally representative surveys regularly cover quality of life, poverty and hunger, satisfaction with governance, corruption, elections, crime victimization, the state and quality of democracy and opinion on contemporary issues.

With the aim of generating data on social, political and economic issues of contemporary importance, the SWR survey questionnaires are getting longer. Beginning in year 2000, SWS included a question on respondent's feelings after the interview as a means of ending the interview with the respondents in a positive way. Implemented using the face-to-face mode as the very last question before the interview ends, the interviewer shows a card containing 12 different facial expressions and respondents choose the facial expression that matches their feeling after the interview.

Grouping the responses into three major categories (generally happy, generally neutral and generally unhappy) this paper examines the trend in feelings after the interview from 2000 to 2018. Results will be analyzed across time, by the length of the interview and by demographic variables such as urban-rural residence, socio-economic class, sex, age and educational attainment of respondents.