
BRADY WEST, University of Michigan

New Methodologies for the Study and Decomposition of Interviewer Effects in Surveys

Methodological studies of the effects that human interviewers can have on the quality of survey data have long been limited by two critical assumptions: that interviewers in a given survey are assigned random subsets of the larger overall sample that is being studied (also known as interpenetrated assignment), and interviewer effects arise entirely from measurement difficulties, rather than selection effects due to differential sample assignments or nonresponse. In this presentation, we will introduce two new ideas for overcoming a lack of interpenetrated assignment when estimating interviewer effects, and discuss an approach using multilevel modeling and multiple imputation to decompose interviewer effects. Selected methods will be illustrated using data from the 2012 Behavioral Risk Factor Surveillance System (BRFSS).