The Telephone Interviewer's Handbook: How to Conduct Standardized Conversations
Patricia A. Gwartney

DESCRIPTION

"Survey organizations should make this handbook an integral part of their training of telephone interviewers. It covers in a clear and direct manner all aspects of the interviewing process and incorporates the latest knowledge about what makes effective interviewers in today’s challenging survey environment."

— David R. Johnson, professor of sociology, human development and family studies, and demography and former director of the Survey Research Center, Penn State University and the Bureau of Sociological Research, University of Nebraska-Lincoln

ABOUT THE AUTHOR

Patricia A. Gwartney, Ph.D., is professor of sociology at the University of Oregon, Eugene. An internationally known expert in the field of survey research, she was the founding director of the University of Oregon Survey Research Laboratory (OSRL).

FEATURES

This step-by-step approach to training telephone interviewers covers best practices and key methods applicable to all social research efforts.

It describes interviewers’ responsibilities, their key role in the survey process, and how to motivate them.
Topics include respondent selection procedures, addressing respondents’ concerns, how to read survey questions, feedback, how to recognize and avoid bias, and how to handle refusals.

The book reviews types of surveys, the interviewer’s role, research on survey research, ethics, laws that protect telephone interviewing, and respondents’ rights.