



Are video interviews for everyone? A comparison of CAVI 'Stayers' and 'Adopters' in a longitudinal household survey

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Agenda

- Video Interviews (CAVI) Background
- Video interviews for MEPS
- Research Questions
- Methods: Data and Analysis
- Results
- Discussion



Video Interviews (CAVI) Background

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- Literature is relatively recent, especially prompted by COVID
- Practical design considerations for video interviewing (Schober, Conrad, Hupp, Larsen, Ong, & West, 2020).
- Comparable data quality between video and in-person modes relative to online survey. (Endres, Hillygus, DeBell, Iyengar 2020)
- Minimal interviewer effects in comparison to pre-recorded video interviews (West, Ong, Conrad, Schober, Larsen, Hupp, 2021)
- Lower breakoff rates but higher missing rates on sensitive items (Larsen, Conrad, Hupp, Schober, Ong, West, Wang, 2021; Conrad, Schober, Hupp, West, Larsen, Ong, Want, 2021)

Video Interviews (CAVI) Background

- Predictors of willingness to participate in survey interviews conducted by live video (Schober, et. Al, 2023)
 - Online panel, cross-sectional observational study
 - “...no evidence that age, gender, education, race, or Hispanic ethnicity predict willingness to participate in a live video interview”
- No known literature on CAVI respondent characteristics for full-production, longitudinal survey



Video interviews for MEPS

Video interviews for MEPS

- The Medical Expenditure Panel Survey (MEPS) implemented video interviews starting Spring 2022 as a response to the COVID-19 pandemic to ensure the production of high-quality data
- CAVI was designed and pilot tested during 2021
- Rolled into production in Spring 2022 with aggressive training for 300+ field interviewers
- Fully implemented in Fall 2022 and in consecutive data collection periods



Research Questions

Research questions

- An initial analysis of respondents' demographics indicated that video respondents differed significantly from CAPI and CATI respondents regarding age, education, marital status, race/ethnicity, interview language, and household size composition.
- Unclear if those initially adopting CAVI would use it again for subsequent rounds or if they would switch to a different, preferred mode.
- In two consecutive rounds of longitudinal data collection:
 - What type of respondents are staying with CAVI across both field periods in comparison to other modes of data collection? (Stayers vs Leavers)
 - What type of respondents are moving to CAVI from another mode compared to those who selected CAPI or CATI for both field periods? (Adopters)



Method: Data and Analysis

Methods: Data

- MEPS-HC data
- Fall 2022 data collection period (July – December 2022)
- Spring 2023 data collection period (January – July 2023)
 - Does not include new MEPS households
- All field interviewers were trained in CAVI and when appropriate, conducted the interview in-person, or by video or telephone

Methods: Data

- Counts and percentages for interviews by mode

Interview Mode	Fall 2022 – Counts	Fall 2022 – Percentage	Spring 2023 – Counts	Spring 2023 – Percentage
CAVI	2,553	20.80%	3,638	32.02%
CATI	2,249	18.30%	3,582	31.53%
CAPI	7,478	60.90%	4,141	36.45%

Method: Analysis

- Series of Rao-Scott Chi-Square tests used to determine significant associations for mode and respondent characteristics
- Characteristics included:
 - Age
 - Sex
 - Education
 - Marital Status
 - Race/Ethnicity
 - Language of the interview
 - Household Size

Method: Analysis

- Stayed with CAVI
 - Analyzed characteristics of respondents who completed in CAVI for both Fall 22 and Spring 23
- Adopted CAVI
 - Analyzed characteristics of respondent who completed in either CAPI or CATI in Fall 22, but moved to CAVI in Spring 23



Results

Results: CAVI vs other modes, overall

- In comparison to other modes, CAVI respondents tend to be more:
 - Young and middle-aged (18-54)
 - College educated (Bachelor's degree or more)
 - Either married or never married
 - NH white
 - English-speaking
 - Not living in single-person HHs (2-4 members)
- No differences regarding the respondent's sex

Results: CAVI Stayers vs Leavers

- Respondents that continued to use CAVI after Fall 22 (Stayers), in comparison to those who switched modes in Spring 23 (Leavers), tend to be:
 - Young (25-34)
 - College educated (Bachelor's degree or more)
 - Married
 - NH white
 - English-speaking
- No differences regarding household size, nor respondent's sex.

Results: CAVI Adopters

- Respondents that moved to CAVI in Spring 23 from another mode in Fall 22 tend to be:
 - Young and middle-aged (18-54) in greater numbers
 - College educated (Bachelor's degree or more)
 - Married or never married
 - NH white
 - English-speaking
 - Not living in single-person HHs (2-4 members)
- No differences regarding respondent's sex
- There were no differences if the respondents used either CAPI or CATI previously



Discussion

Discussion

- Limitations
 - Mode was not randomly assigned
 - Assignment of mode followed criteria regarding the round of data collection (early-round vs late-round respondents)
- Trend on video interviews users
 - Young and middle-aged
 - College educated
 - Married
- Findings can help to figure out “where” to put more effort amidst the data collection process

Discussion

- Although CAVI is not to “replace” any mode, we are also seeing a trend where:
 - In comparison to CATI respondents, CAVI users tend to report having more records, which is correlated with high quality responses on MEPS
 - Allocate efforts to ensure respondents adopt CAPI or CAVI
- Next steps:
 - Dig more into data quality and estimates for CAVI in comparison to other modes

Thank you

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Photos are for illustrative purposes only. All persons depicted, unless otherwise stated, are models.

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