

Use of paradata derived from vocal properties of interviewers and respondents in researching survey participation

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In their decisions to participate in a telephone survey, potential respondents likely take into consideration how the conversation with the interviewer might look like. During the recruitment phase respondents experience a sample of such conversation and gather information on the interviewers speech pattern, sound, and their interaction with the respondent. Using a total of 1380 survey invitations from five different surveys conducted at the Survey Research Center at the University of Michigan, Conrad et al. show that interviewer speech rate and pauses do indeed affect participation. This paper expands this work, by examining if interviewers' adaptation to the respondents vocal characteristics does increase willingness to participate. We found a positive association between convergences in rate of speech and participation, though not for convergence in pause duration. Increasing synchrony in vocal pitch also increased the chance of agreement.