



Video Interviews for Longitudinal Studies During the COVID-19 Pandemic

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English Longitudinal Study of Ageing (ELSA)

- People aged 50+ and their partners
- Looks at: health, living standards, wellbeing, financial situation
- Collaboration between: NatCen, University College London, Institute for Fiscal Studies, University of Manchester, University of East Anglia



Effect of COVID-19 on Fieldwork

- Wave 10 due to launch in April 2020
- Face-to-face fieldwork on hold
- Explore alternative modes of data collection



Computer-Assisted Video Interviewing (CAVI)

- Increased use of video calling tools during pandemic
- 1970 British Cohort Study (BCS70) CAVI Pilot
- 60 cohort members and 6 interviewers
- 73% response rate



Features of CAVI

- Microsoft Teams
- Video call interview training for interviewers
- Remote contact and limited tracing activities
- Exclusion of those with no telephone number or email



ELSA Wave 10 CAVI Pilot

- May to June 2021
- Feasibility of video interviews
- 317 respondents issued
- Interviewer and respondent feedback questionnaire



Adaptations to ELSA for CAVI

- Showcards shared on screen
- Verbal data linkage consent
- Paper self-completion sent in advance and sent back by respondent
- No nurse visit or measurements module



CAVI Fieldwork

- Advance mailing sent from office
- Initial telephone contact by interviewer
- MS Teams invite emailed to respondent
- Self-completion questionnaire sent by interviewer
- Reminder telephone call
- CAVI Interview
- Post-interview documents sent from office



Lessons Learned from CAVI Pilot

- Respondents pleased to be offered video interview
- High engagement
- Allowed greater flexibility



Lessons Learned from CAVI Pilot

- Debrief revealed issues with approach
- Technical issues
- Length of interviews
- Interviewer CAVI training and technical skills
- Low response rates (31%)



Refinements for Mainstage

- MS Teams invite amended
- Advise respondents not to use smartphone
- Identified and fixed cause of extended lag-time in program
- Additional guidance on technical issues



Response Rates

- 29% for mainstage fieldwork (so far)
- Response rates lower for CAVI interviews
- Due to ELSA sample?



Length of Video Interviews

- ELSA interviews are long
- 90 mins for individual interviews, 120 mins for concurrent
- Increased interview length with CAVI
- Pilot: 111 mins for individual interviews, 162 mins for concurrent
- Due to technical issues?



General learning from CAVI-first approach

- Video interviews are technically feasible
- Response rates may be lower
- CAVI interviews may be longer
- Interviewers require technical training
- Some interview components are not possible



Next Steps For ELSA

- Tranche 3
- Face-to-face with a CAVI opt-in approach
- Measurement effects?



Thank you!

- Any questions?

