THE METHODOLOGY OF QUALITY CHECK ACTIVITIES VIA CATI

The Purpose of Quality Check Operations

The process of quality check operations of field surveys via CATI is simply based on the control of whether the data collected from field by field interviewer are the same with the data collected via check operations on the phone by operator for the same reference respondent and time. Main purpose of quality control is to monitor, to measure and to raise the quality level of field interviewers and surveys using the data collected with CATI technology. These operations contribute to both supporting to produce higher quality data and presenting more reliable information to users.

The Reasons of Choosing CATI as Data Collection Mode for Quality Checks

At the stage of data collection of statistical production process, among the most important reasons of choosing CATI mode for the reason of measuring quality of data collected by interviewers; gathering control results very fast and easily with a low cost, need for relatively less workers, controlling the whole process from one center and providing more standardized data.

The Stages of Data Quality Check

In data quality check firstly, preliminary analyses of the survey of which quality check is planned, the etude of feasibility and if it is convenient then the election is done. Then consulting with relevant departments, structure of data collection and quality check is designed. After that, the questions that will be checked are determined. If the work load of the project is very high, then sampling is done. After choosing the project and questions that will checked, the types and weights of inconsistencies are determined. Preparing operation flow, the programme of practice is developed. For the reason of a quality check, sample information in convenient format is sent by relevant departments. Sample information loaded to system. These loaded information can either automatically or manually however wanted can be distributed to quality check operators. In order to check the surveys in a good way, operators are educated. Distributed records comes to operators' monitors respectively. Automatic call is done by means of computers. In interviews, the consistency of data collected during control is checked. Quality check operators, unless there is inconsistency, without seeing the value gathered from the field, completes the interview after asking check questions. The interviews under the quality check work is tried to limited to about 5 minutes taking respondent burden into consideration.

Types of the Characteristics to Be Questioned

The characteristics to be questioned in the course of quality check operations can be grouped under two main headings. First; standard questions which are asked in each project in the same way. Second; survey questions which are convenient for CATI mode and picked out of related survey in order to be checked for consistency. Among standard questions, as well as general impression of the field interviewer and the survey itself also identity and contact information of respondent are questioned. As for survey questions, these are composed of key importance questions selected

through from main survey questions in terms of CATI technique in accordance with the selection criteria.

Mode Effect

While evaluating the questions that are asked for quality check, the other important point is that minimizing the mode effect. Asking the same questions by different modes (by phones, face to face, net or post), results in getting different answers from the same person, this is called mode effect. In terms of methodological perspective, one of the biggest difficulties is whether mode effect is accepted by researcher or minimizing those at the stage of designing survey in research cycle. It is inevitable to have mode effects while making quality check of questions that are asked face to face but controlled by phone. It is impossible to avoid these mode effects completely but it should be tried to minimize them at the quality check questionnaire-design stage of the survey cycle.

Measurement of Inconsistencies

After completing quality check operations, gathered data is compared with the data gathered in field by interviewers and inconsistency analyze is done. If in those two gathered set there are differences of given answers for the same characteristic, there occurs an inconsistency. Uncertain and doubtful cases aren't evaluated as in consistency. During the control, the negative answers given to standard questions (for example interviewers' impression on responder) preferably, can be evaluated as inconsistency or just can be shared with relevants just as information during reporting.

Quality Check Reports

Quality check reports are formed by using the results of analyses being done after surveys' quality check operations. These reports are prepared at the level of regional offices, interviewers and qualifications of interviewers at current period and cumulatively and reported to relevant departments and top management.

Conclusion

Quality check work which is carried out by CATI, is designed not only for detecting inconsistencies but also for finding the results of these inconsistencies and warning the relevant departments and taking precautions to avoid repetition of similar mistakes. Quality check operations lessens the inconsistencies in data collection, also when the knowledge of a quality check operation of a survey is heard, there occurs a positive sense of quality of data collection on interviewers who will make surveys.

The main goal of quality check operations in TurkStat, to observe, to report and to size the inconsistency values of statistics gathered in field work that is a part of production process. Thus with the feedback in the process and problems will be able to lessened. The other goal is to find and to recover the statistics published by TurkStat, statistical production process, the methods and, if there are, weakness with the participation of departments. In this respect quality check with CATI is an inevitable part of statistical process in TurkStat.