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Video interviewing in survey research: findings, implications and future prospects

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Gabriele Durrant, Helena Koerber, Marc Asensio, Sebastian Kocar

Survey Futures International Conference

17-18 June 2026



University of Essex



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Background

- Video interviewing is a relatively new mode for data collection
- Use accelerated rapidly during the pandemic across major studies (e.g. **NCDS, BCS70, ESS**)
- Limited evidence existed on **data quality, nonresponse bias, inclusivity, optimal design, and fieldwork implications**
- This research strand examined whether video interviewing has a **post-pandemic role**, and **when and how it can be used to maximise quality**

Outputs



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METHODS COLLABORATION



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Working Paper 1:

Live Video Interviewing: Evidence of Opportunities and Challenges Across Seven Major UK Social Surveys

Gabriele Durrant¹, Sebastian Kocar², Matt Brown², Tim Hanson³, Carole Sanchez², Martin Wood⁴, Kate Taylor⁴, Maria Tsantani⁴ and Tom Huskinson⁵

¹University of Southampton; ²University College London; ³City, University of London; ⁴National Centre for Social Research; ⁵Ipsos

May 2024

www.surveyfutures.net



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Working Paper 11:

Measurement Mode Effects in Live Video Interviewing: Evidence from a Mixed-Mode Quasi-Experimental Survey

Sebastian Kocar¹, Matt Brown², Carole Sanchez², George B. Ploubidis², Gabriele Durrant³

¹University of Queensland, ²University College London, ³University of Southampton

December 2025

www.surveyfutures.net

Working Paper 2:

Live Video Interviewing as a Complementary Mode to In-Person Interviews: Evidence from the European Social Survey

Tim Hanson, City, University of London
Roberto Briceno-Rosas, GESIS
Mare Ainsaar, University of Tartu
Hanna Kerstina Kartau, University of Tartu

July 2024

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Working Paper 16:

Video interviewing in the European Social Survey: A post-pandemic view

Helena Koerber¹, Tim Hanson², Matt Brown¹

¹ Centre for Longitudinal Studies, UCL
² City St George's, University of London

April 2026

www.surveyfutures.net

Working Paper 8:

Assessing the impact of video interviewing on measurement quality: Evidence from an experimental study on mode effects

Marc Asensio¹, Matt Brown², Richard Silverwood², Tim Hanson³ & Gabriele Durrant⁴

¹University of Lausanne; ²University College London; ³City St. George's, University of London; ⁴University of Southampton

November 2025

www.surveyfutures.net



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Survey Practice Guide 4: Video Interviewing

Matt Brown¹, Tim Hanson², Marc Asensio¹, Carina Cornesse³, Martin Wood⁴, Samantha Spencer⁴, Carole Sanchez¹, Helena Koerber¹, Gabriele Durrant⁵

¹University College London ²City St. George's, University of London ³GESIS - Leibniz Institute for the Social Sciences ⁴National Centre for Social Research ⁵University of Southampton

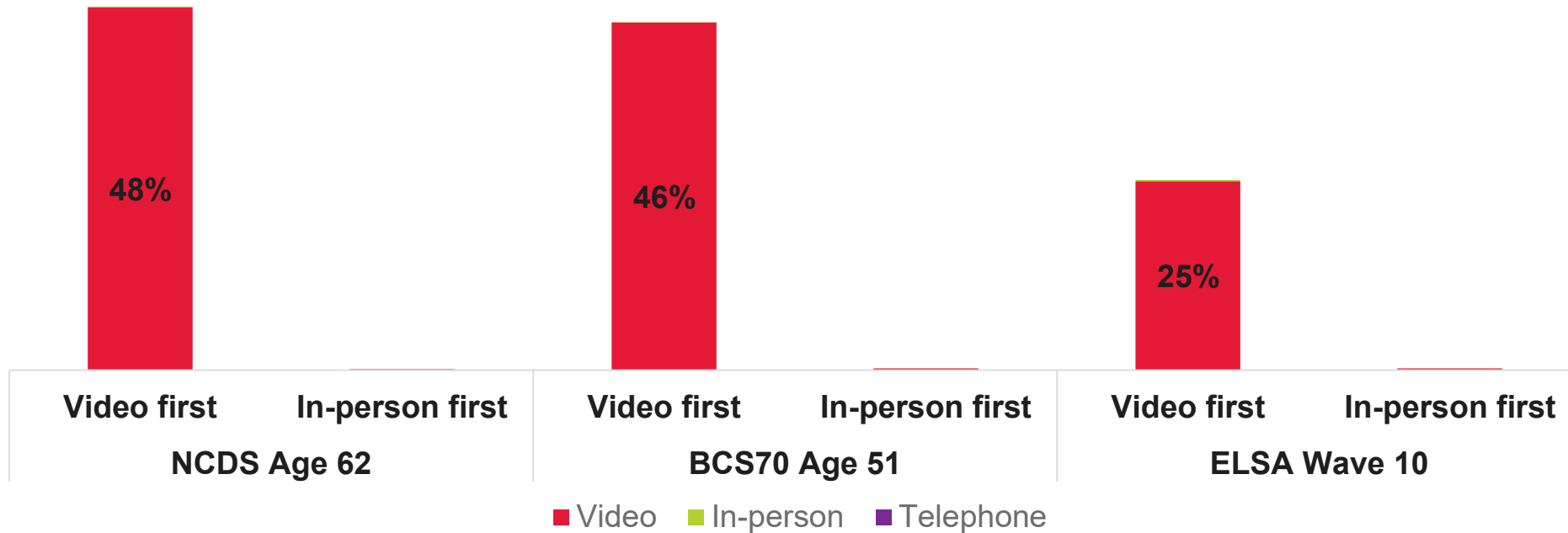
November 2025

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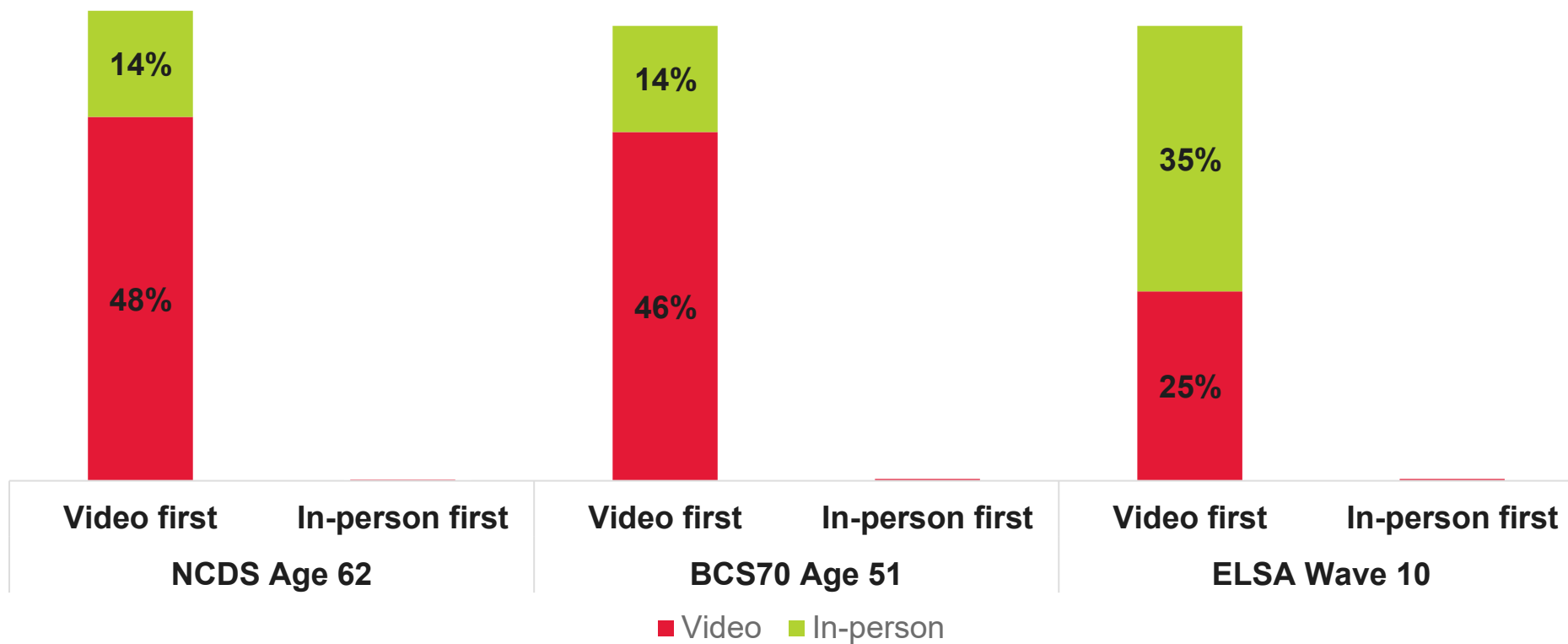
Uptake and response rates

- When offered as an option in mixed-mode designs, **uptake of video is generally low**
- Examples
 - ESS Round 10 (UK) – 5%
 - Next Steps Age 32 – 0.1%

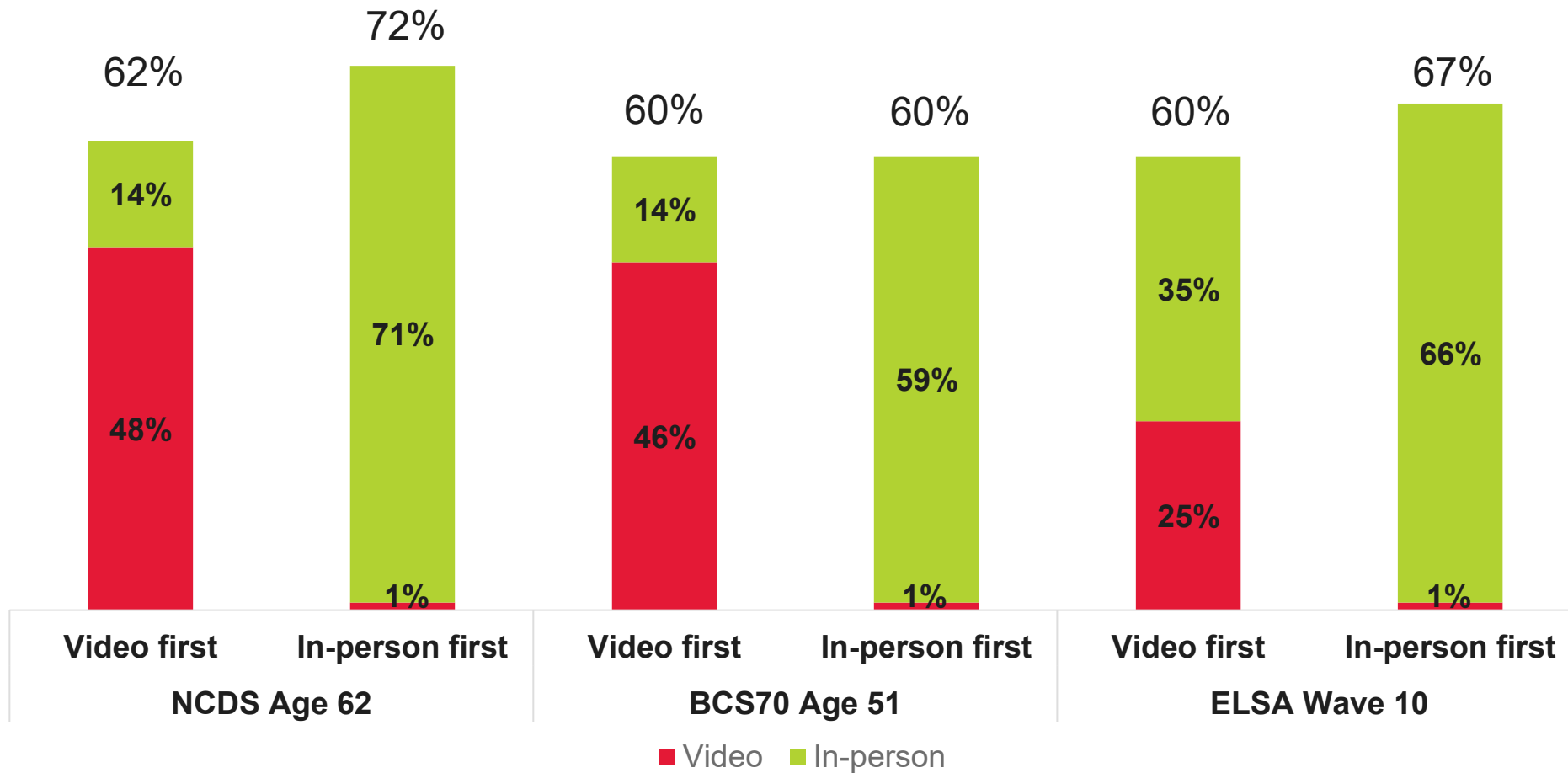
Response Rates



Response Rates



Response Rates



Who responds via video (Representation)

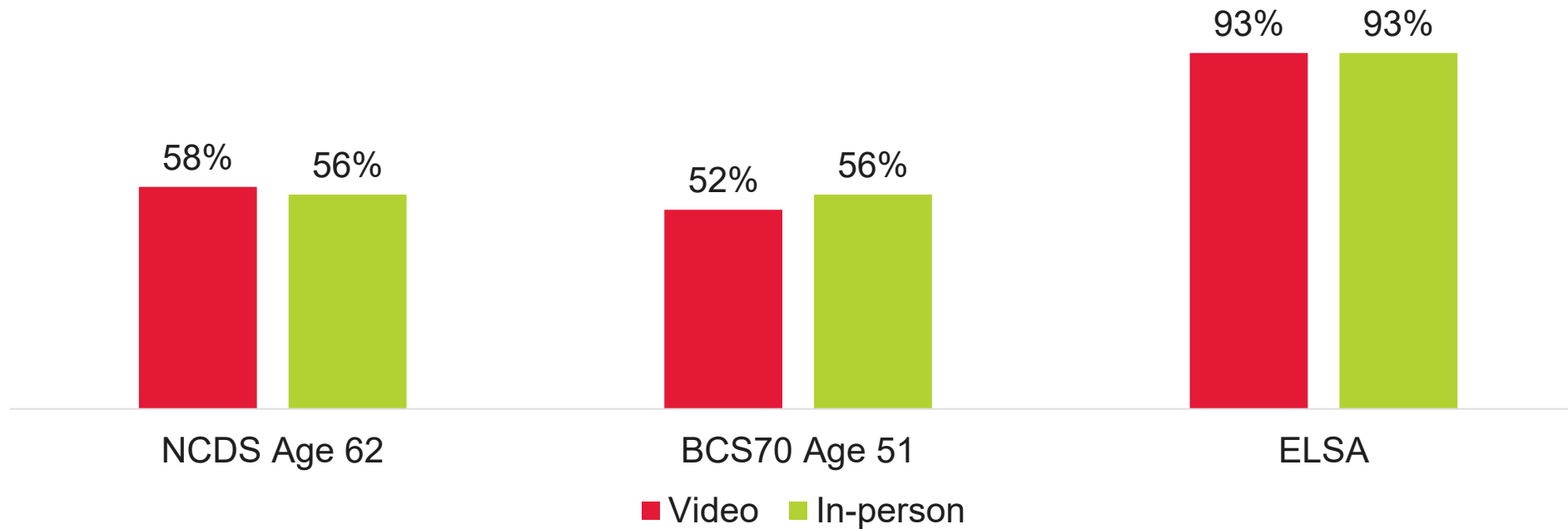
- Video respondents are **systematically selective**
- More likely to be:
 - Younger
 - More highly educated
 - Economically active
 - Prior wave participants (in panels)
- ESS evidence suggests increase in selectivity post-pandemic

Impact on measurement and data quality

- Minimal evidence of mode effects on measurement between in-person and video (BCS70, CLS experiment)
- Video respondents may be more candid on sensitive items – reduced social desirability bias due to remote interviewer?
- Item non-response and satisficing (straightlining) very similar – or slightly better via video (ESS, CLS experiment)
- Interviewer assessments of respondent engagement (understanding, willingness to answer, effort) were near-identical across modes (ESS-11)
- Interviewer effects (on survey responses) were broadly comparable across modes and where differences did occur, interviewer effects tended to be smaller in video interviews than in-person (ESS-10)
- Data collected by video more closely resembles data collected in-person than data collected via web (CLS experiment)

Complex tasks – Data Linkage

Average data linkage consent rate



Complex tasks – Cognitive Tests

- Test completion rates broadly comparable across modes (NCDS, BCS70, ELSA, CLS experiment)
- Interviewer administered assessments (BCS70) – Higher scores achieved by video (after controlling for selection — including prior cognitive scores)
 - Reduced performance anxiety?
 - Use of external aids?
- Self-completed assessments (CLS experiment) – no mode differences in mean scores achieved between video, web or in-person (though higher top scores in web and video than in-person)

Key findings

- Overall, video interviewing results in data of comparable quality to in-person
- But – take-up can be limited and selective
- So what are the future prospects?

Potential future use of live video interviewing

- In what contexts can live video interviewing be most effective?
 - As a standalone survey mode? **No**
 - As part of a mixed-mode approach for a *cross-sectional* survey? **Probably not – at least in UK context**
 - As part of a mixed-mode approach for a *longitudinal* survey? **Most potential? But not currently planned...**
- Future role of live video interviewing therefore uncertain – but limited?
- But consider growth of mixed-mode surveys – video now part of our toolkit – may not come out often, but useful to have access to when needed
- Possible uses to be refined over time – may include...
 - To support survey accessibility?
 - For specific populations?
 - For geographically spread samples?
 - (*In response to another pandemic?*)

Refining live video interviewing approaches

Managing scheduling
and starting interviews

Who should carry out
the interviews and how
to resource this

Complexity / limitations
with Zoom/Teams –
whether more bespoke
packages needed

Collecting and
analysing more
paradata to inform
future approaches

Where to go next

- Accessibility challenges associated with move to self-completion surveys
- Can pre-recorded video interviewing play a role here?
- Could incorporate into web surveys – listen/watch interviewer reading questions, option to respond by voice
- See potential there – but need to assess current barriers and wishes before developing technical solutions
- Or look a stage further – and beyond ‘traditional’ video technology
- Scope for AI / LLMs to create interviewing agents that allow two-way communication within a web survey
- Useful for more complex studies or parts of questionnaires where clarification and probing/prompting may be needed (e.g. employment questions) – could mimic role of face-to-face interviewer but in more controlled way

Thank you



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