

The use of Telephone Interview in Malaysia: Exploring Response Rate

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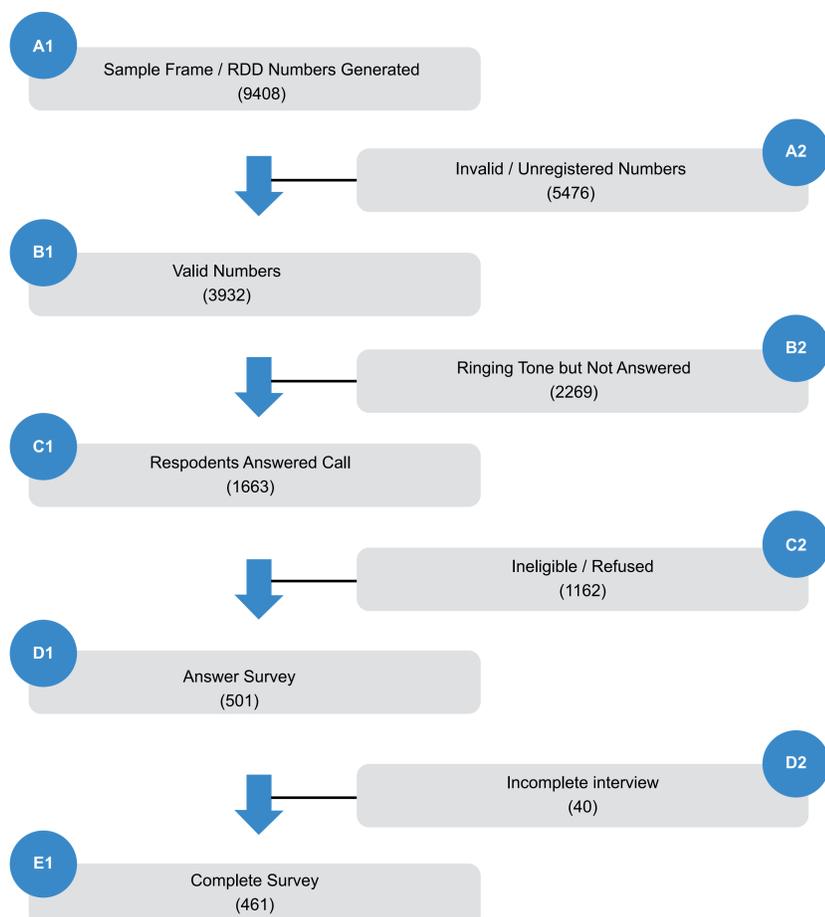
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Introduction

Telephone interviewing is a widely adopted method for data collection in various research fields. Computer-Assisted Telephone Interviewing (CATI) has emerged as an advanced technology with advantages such as wide reach, cost-effectiveness, and efficient data collection. Ensuring the validity of collected data requires an understanding of the response rate in population-based surveys. This study aims to explore the response rate in population-based surveys conducted through CATI in Malaysia.

Results

A total of 9,408 random numbers were generated for the survey, with 3,932 identified as valid and eligible for the study. Among the contacted individuals, 1,663 respondents answered the call. However, 1,162 individuals refused to participate or were deemed ineligible, and 40 respondents had incomplete interviews. The response rate was 4.9%, the cooperation rate was 28%, the refusal rate was 12.3%, and the contact rate was 18%.



Response Rate (E1 / A1) - 4.9%
Cooperation Rate (E1 / C1) - 28%
Refusal Rate (C2 / A1) - 12.3%
Contact Rate (C1 / A1) 18%

Methods

The survey was conducted in August 2022 and targeted all Malaysian citizens aged 18 and above. Microsoft Excel was utilized to generate random numbers for the prefixes of local mobile providers. The response rate was calculated using nine disposition codes, following the guidelines set by the American Association for Public Opinion Research (AAPOR).

Conclusion

These findings shed light on the challenges of conducting telephone surveys through CATI in Malaysia. The results emphasize the importance of addressing refusal and eligibility issues to enhance the representativeness and reliability of future population-based surveys. By understanding the response rate and potential biases, researchers can employ appropriate strategies to improve data collection and ensure the validity of findings in public health studies.

Keywords

CATI, AAPOR, Response Rate

References

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