

Training for public statistics interviewers

The Statistical Office in Łódź has been conducting training for interviewers since 2002. Over the years, their organization and thematic scopes have changed.

Until 2019, the training took place at statistical offices or at the Statistical Education Center in Jachranka. In 2020, there was a change in the training method (from in-person to remote training). The introduction of the telephone interview method led to the development of a new training, which focused mainly on the specifics of phone conversations.

The results of such training included, among others:

- making interviewers aware of the specifics of telephone conversations,
- the ability to build rapport with respondents,
- creating a positive conversation atmosphere,
- coping with difficulties.

The thematic scope also covered elements related to the quality of speaking, such as:

- proper diction,
- accent,
- speech pace.

The training also provided knowledge about the individual stages of conducting telephone surveys and handling situations that disrupt communication during phone conversations. These elements are still present in the training system carried out since 2023.

Training for new interviewers

The training provides selected knowledge on:

- the legal basis of public statistics surveys (Public Statistics Act, Personal Data Protection Act, GDPR),
- representative methods (with particular focus on the impact of refusals and missing data on the quality of collected information),
- the structure of the survey interview,
- difficult situations in the interviewer's work,

- issues related to fieldwork safety.

Training for experienced interviewers

Training for experienced interviewers is also conducted online. It is aimed at interviewers who have been working for at least 2 years. The goal of the training is to improve professional qualifications of interviewers.

The aim of the training is to improve the professional skills of interviewers in terms of interpersonal abilities.

The topics covered include:

- the social importance of public statistics surveys,
- building the image of a professional interviewer,
- issues that can disrupt the telephone survey process,
- unconventional communication methods (including analyzing the communication process using an example of an unsuccessful recruitment).