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Class #9:
CATI interviewer bias:

Lesson #1: Reasons and Impact for CATI interviewer bias

Bias #1 – it's a real person. It is helpful to get more feedback, but feedback is also moderated und will be **less extreme and explicit**.

Bias #2 – transcription bias

- In most call centers the interview is manually categorizing in real-time the answer.

- They work under time pressure that significantly reduce failures

- If manual transcribed – it will be a simplified interpretation of the true feedback

- Its nearly impossible to keep the coding among many interviewers consistent, even with good training.

Result:

Largely biased and simplified feedback

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Lesson #2: How to avoid CATI interviewer bias

Use the power of **human active listening** (interviewer that affirm and clarify "what do you mean?")

- Standardize active listening question to avoid bias

Replace manual transcription with

- AI-powered **transcription** (available as API-based cloud services)
- AI-powered **categorization** (available as API-based cloud services)

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Summary Class #9

- **CATI very important**

- **Open Ends have huge bias**

- **Instead combine manual active listening with machine-made transscripten and coding**

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