

NORC at the University of Chicago

NORC at the University of Chicago is an objective, non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since our founding in 1941, when we surveyed public attitudes about the U.S.'s potential entry into World War II, NORC's trustworthy data and insights have informed society's most important decision.

Field Interviewer Position Key Details

NORC is seeking driven, self-motivated individuals who are passionate about making meaningful contributions through work that impacts communities and the nation. In this role, you will engage with individuals from diverse backgrounds, collecting data on their attitudes and behaviors to support important research initiatives.

Field Interviewers are detail-oriented professionals who ensure all data is accurately and thoroughly recorded, providing researchers with high-quality, up-to-date information for analysis. While Field Interviewers work independently in the field, they are an essential part of the project team – committed to meeting weekly hour requirements and submitting administrative tasks on time.

Successful Field Interviewers are skilled at connecting with people face-to-face, often through unannounced visits. They are knowledgeable about the study and able to confidently and respectfully invite individuals to participate in interviews. They are focused on the details of study protocols and individual households while keeping the big picture of their work assignment in mind.

Project Information

This project is a combination of 3 different projects, with 3 overlapping periods:

1. AmeriSpeak Recruitment & DASH Spring 2026: March, 2026 – June, 2026
2. GSS: May, 2026 – November, 2026
3. AmeriSpeak Recruitment & DASH Fall 2026: September, 2026 – November, 2026

For in-person data collection for the AmeriSpeak Recruitment 2026 project (both Spring and Fall), Field Interviewers will be traveling to field locations, contacting, gaining cooperation, and completing in person interviews with respondents. Field Interviewers will be calling and visiting households to get them to join the AmeriSpeak Panel.

AmeriSpeak panel members may receive 2-3 invitations per month to complete surveys online or via phone on a variety of topics such as health, education, politics, and many more. Members receive AmeriPoints as a reward which can be exchanged for Mastercard Reward Card or a variety of gift cards.

Field Interviewers will also be asked to complete a 2nd survey (DASH survey) with the panel member after they complete their enrollment. This 2nd survey is a client survey about household media consumption on streaming devices.

The General Social Survey (GSS) is a nationally representative survey of adults in the United States and has been conducted since 1972. The GSS collects data on contemporary American society to identify and explain trends in opinions, attitudes, and behaviors. Field interviewers on the GSS will be expected to conduct in person and phone interviews with randomly selected clustered area samples, with some FIs needed as travelers. The first sample released to interviewers consists of non-respondents who were previously invited to the web survey by mail.

FIs will be expected to gain cooperation with households, household contacts, and respondents to complete interviews with the selected respondents. FIs will attempt to complete the respondent selection and in-person interviews upon first visit as much as possible, and the in-person interview is anticipated to take approximately 90 minutes. While the priority is given to completing in person interviews, GSS FIs will also be expected to prompt respondents to complete by web if an in person or phone interview is refused. FIs will be expected to complete observations of households and respondents where prompted by the interview questionnaire.

What will you be asked to do as a Field Interviewer?

Interviewers will be assigned cases to work after having successfully completed training and received certification. Assignments may vary based on the number of respondents in specified locations. We attempt to cluster assignments geographically, but it may be necessary to travel longer distances in some situations. In most cases, overnight travel is not required. There are many similarities in your assignment based on the particular survey you are conducting – AmeriSpeak, DASH, or GSS. However, there are some differences between each that you will also be expected to understand.

AmeriSpeak

Field Interviewers will be visiting households to get 1 adult household member to join the AmeriSpeak Panel. AmeriSpeak members may receive 2-3 invitations per month to complete surveys online or via phone on a variety of topics such as health, education, politics, and many more. Members receive AmeriPoints as a reward which can be exchanged for Mastercard Reward Card or a variety of gift cards.

A respondent is considered to have joined AmeriSpeak when they have completed their first AmeriSpeak survey, which FIs will administer on the NORC tablet. This first AmeriSpeak survey gathers contact information, demographic information, and household information. Field Interviewers will also be asked to complete a 2nd survey with the panel member after they complete their enrollment. This 2nd survey is a client survey about household media consumption on streaming devices.

GSS

Interviewers will make in-person contact to households to conduct an initial screener to determine household eligibility if this hasn't already been completed online by the household. Once eligibility is established/confirmed, interviewers will invite the scientifically selected respondent to participate in the GSS. The interviewer will conduct the interview via computer assisted personal interview facilitated by a tablet. Once the interview is complete, the interviewer will be expected to complete all post-interview activities, including processing the incentive selected by the respondent, recruiting the respondent to participate in the AmeriSpeak survey, and documentation and completion of debriefing questionnaires following study protocol.

Field Interviewers must be willing and able to travel extensively as part of their role. This includes:

- Driving 50-100 miles or more one way from their home or metro area to reach assigned interview locations.
- Visiting multiple locations on a single trip, often across different communities and counties.
- Working in various weather conditions, including heat, rain, or cold, while maintaining professionalism and reliability.
- Managing flexible schedules to accommodate travel demands, including evenings and weekends as needed.
- Lifting and carrying up to 10 lbs., including materials or equipment, up and down stairs as needed for fieldwork or setup.

This level of mobility is essential to ensure comprehensive and representative data collection across diverse populations and geographic areas. All Field Interviewers are required to complete a structured training program to ensure readiness and consistency in the field. This includes:

AmeriSpeak & DASH

- Online self-study modules to build foundational knowledge of the project and protocols.
- A 9-hour live virtual project training conducted via Zoom over a period of 3 days, which includes:
 - Interactive sessions with trainers.
 - Practice Interviews (mocks).
 - A final certification process, including mock interviews to demonstrate proficiency.

GSS

- Online self-study modules to build foundational knowledge of the project and protocols.
- A multi-day series of live virtual training conducted via remote training, which includes:
 - Interactive sessions with trainers.
 - Practice Interviews (mocks).
 - A final certification process, including mock interviews to demonstrate proficiency.

Successful completion of all training components is mandatory before beginning fieldwork for each project.

The training will consist of completing self-paced modules, participating in at least two remote scheduled training calls during regular business hours, attending a scheduled call for remote questionnaire certification, and completing a separate gaining cooperation certification activity. Successful completion of all training components is mandatory before beginning fieldwork. In addition to this training requirement, new hires will be asked to attend and participate in an additional training call once they have started work in the field, scheduled about two weeks after the start of data collection. If interviewers cannot participate in any of the four pre-scheduled cohort timeframes, additional training times will not be offered.

Interviewers will be responsible for documenting all contacts and activity as instructed in training. They will maintain regular communication with their Field manager and have timely submission of timesheets, expense reports, respondent fee reports, review field interviewer memos, and other admin

tasks. Interviewers will also be expected to attend booster training calls for additional, targeted training and protocol review.

Completed casework is validated throughout the field period, and performance feedback is given to the interviewer from their Field Manager. Interviewers will be required to meet project goals and standards. In return, Interviewers can expect to receive consistent performance evaluations based on metrics accumulated over the course of the assignment. These evaluations will serve as a barometer for opportunities to work on future projects.

Work Schedule

Interviewers must be willing to work at least 20-25 hours/week with a mix of daytime, evenings, weekdays and weekends. At the beginning of the data collection period and if they have enough cases to support these hours, interviewers are expected to work 4-6 hours each time they go into the field.

Interviewers must be willing to drive 50-100 miles or more, one way, to contact area respondents as needed, often unannounced without appointment. Interviewers must be willing to travel to multiple locations in one trip. During the travel sessions, interviewers are required to make repeated attempts to gain cooperation with respondents and complete interviews according to project needs.

Assignments are temporary, with the length of assignment determined by the number of cases assigned to work as well as each interviewer on the job performance. In very busy weeks of data collection or during travel weeks, interviewers may be able to work more than 25 hours in a week. We expect most staff will work around 20 hours per week for the duration of their assignment. However, interviewers in some locations may receive fewer cases and see their hours decrease over time as their caseloads diminish.

Interviewers will be assigned cases to work after having successfully completed training and required background checks. If training is not completed successfully during the remote project training dates, further work cannot be completed, and employment will be terminated.

Project Schedule

Once selected to work a project, NORC field interviewers are required to attend full general and project specific training to ensure they are expert in all project procedures and questionnaire administration.

Field Interviewers will be first trained on the AmeriSpeak & DASH projects. The AmeriSpeak & DASH training will be remote, beginning **March 2nd, 2026**, and will continue through **March 10th, 2026**. Field Interviewer must certify before beginning data collection. The last day for certification is March 13th. Interviewers unable to certify by March 13th, will not be staffed on AmeriSpeak. In-Person data collection will begin immediately upon completing training certification starting on **March 12th, 2026**, and is expected to continue through **June 2026**.

In May, Field Interviewers will be trained for the GSS project. Project training will be conducted remotely via Zoom. The training will consist of four separate cohorts, with a mix of new and GSS experienced interviewers attending the sessions. Interviewers will be assigned to one of four sessions. The sessions

are scheduled between May 18, 2026 through June 19, 2026. Each cohort will complete training over an 8 to 11 day period, depending on whether or not the interviewer needs to complete general training.

Data collection will begin the final week of May, 2026. Interviewers certified after this date will immediately start work upon completing training certification. Interviewers certified prior to this date will start work in the final week of May, 2026. Following the start of GSS data collection, all 'new to NORC' interviewers will be expected to complete an additional four-hour remote training call that focuses on gaining cooperation with households and their experiences in the field.

In September, the AmeriSpeak & DASH team will release another 5,750 new cases. Field Interviewers are expected to implement similar strategies as in the Spring to these new cases. They will be working on these cases alongside the GSS cases.

Compensation and Benefits

Field Interviewers are paid by the hour. Compensation will include time spent training, traveling to and from their cases, contacting respondents, speaking with their Field Manager, and for other approved activities.

Field Interviewers will also receive reimbursement for mileage to and from their cases, which will also help defray personal automobile gas and other maintenance expenses that may be incurred while working on official NORC business. The current mileage reimbursement rate is \$0.70/mile.

Interviewers will also be reimbursed for tolls, parking, and other approved expenses.

Field Interviewers will have an opportunity to qualify for NORC retirement fund contributions to a TIAA-CREF 403b account once the employee has worked at least 1,000 hours. Field Interviewers can make voluntary contributions into the retirement account immediately.

A Field Interviewer who performs up to high standards will be eligible for annual raises, performance bonuses, or other incentives. Many of our current managers started as Field Interviewers, and NORC encourages Field Interviewers to apply for field management positions when they are posted.

Automobile Insurance Requirement

If selected for hire, you will be required to pass a background and Motor Vehicle Report check and comply with any additional project specific requirements. You must provide proof of automobile insurance that meets or exceeds current state minimum requirements where you reside. Employees need to maintain this coverage for the duration of the time while driving for NORC.