

# SBC Monitoring Guidance

## Intercept Interviews

### What Are Intercept Surveys?

Intercept surveys rely on short, structured questionnaires designed to gather feedback directly, quickly, and immediately from participants of interest. These studies can be conducted through an in-person interview in a public setting or through an online intercept survey on an intervention or program’s website. For in-person intercept surveys, trained interviewers are strategically placed in or near a location of interest for the program or intervention. Then, the interviewers select participants based on pre-established inclusion criteria and screen them to verify that they fulfill the criteria, which could include any of the following: individuals who have participated in an intervention, individuals who have not taken part in or have not heard of an intervention, individuals who have achieved an intervention’s outcome of interest, individuals who have not achieved an intervention’s outcome of interest. If a potential participant qualifies, the interviewer will conduct the survey then and there.

For online intercept surveys, website users will be prompted with questions while interacting with the website, therefore allowing more accurate and immediate feedback. This is usually done through a pop-up window or question box. Because this method is conducted through the internet, intercept surveys will target all website users equally, thus ensuring that every segment of an intervention website’s user base has the same opportunity to participate in the survey. Questions could cover both participants’ perception of the website itself as well as participants’ perception of an overall intervention or program.

### When Should You Use an Intercept Survey?

An intercept survey is ideal when a team does not have the time or resources to recruit a desired sample population and field a more long-term, expensive survey, such as household surveys. Table 1 presents considerations when deciding between in-person intercept surveys and online intercept surveys.

**Table 1: Deciding what type of intercept survey to use**

IN-PERSON INTERCEPT SURVEY	ONLINE INTERCEPT SURVEY
<ul style="list-style-type: none"><li>When there is a physical location that most or all participants visit (e.g., a clinic) or where they congregate (e.g., an outdoor event)</li></ul>	<ul style="list-style-type: none"><li>When a website is a critical part of an intervention and there is high user traffic</li></ul>
<ul style="list-style-type: none"><li>When intervention website does not exist, is not a big part of an intervention, or has low user traffic</li></ul>	<ul style="list-style-type: none"><li>When there is no physical location where most or all participants congregate</li></ul>
	<ul style="list-style-type: none"><li>When the team is looking for the most cost-effective intercept survey</li></ul>





### STRENGTHS

- Can capture participants' immediate thoughts while still fresh in their minds. Helps clearly identify and determine the most significant values and outcomes of a program.
- In-person intercept surveys can usually generate a higher response rate than online intercept surveys.



### WEAKNESSES

- Self-selection bias; findings cannot be generalized to all users as people who choose to respond may not represent the entire user base.
- Surveys must be short as participants have likely not set aside time to answer many questions.

### Ethical Considerations

Ethical considerations for intercept interviews are similar to those for in-depth interviews. It is essential to obtain the consent of the participant to conduct and record interviews. Additionally, any information collected should be made unidentifiable. In contrast to in-depth interviews, intercept surveys do not necessarily require a private space as generally they are performed quickly in a public location. Because of this, it is important to ensure that survey questions are not personal, would not make participants feel uncomfortable, and would not put participants at risk if their responses were overheard. Participants should also be informed that they are not required to answer questions if they do not want to.

### Resources

#### [Mall Intercept Surveys](#)

This is an in-depth review of mall intercept surveys and related considerations that can be applied to other forms of in-person intercept surveys.

#### [A Street Intercept Survey to Assess HIV-testing Attitudes and Behaviors](#)

This journal article provides an example of how intercept surveys can be used to understand health-related attitudes and behaviors. This can be applied to monitoring if a team is interested in understanding how a program is affecting respective attitudes and behaviors.