



SRA Training Programme

Cognitive Methods for Testing Survey Questions

Date: Wednesday 23rd July 2008

**Venue: Institute of Family Therapy, 24-32 Stephenson London NW1 2HX
(2 mins Euston)**

Course Aims and Learning Outcomes

This course is designed to familiarise participants with a powerful and efficient method of testing survey questions called Cognitive Interviewing. Cognitive interviewing itself encompasses a range of methods. The most popular ones include think-alouds, probing, and observation. Other techniques include paraphrasing, rating tasks, response latency measurement and card sort classification tasks. Each of these methods will be discussed in the course as well as current trends and issues in cognitive interviewing methodology. The course will include practical information on how to implement the various methods as well as “hands-on” sessions where participants will have the chance to practice the major methods. Social Researchers who have some knowledge of questionnaire design will benefit most from the day.

Contributor biography

Pamela Campanelli is a Survey Methods Consultant and U.K. Chartered Statistician. She received her Ph.D. in statistics from the London School of Economics, and an M.A. in applied social research and B.A. in psychology from the University of Michigan. Prior to becoming an independent consultant, she was a Research Associate at the Office of Educational Research and Resources at the University of Michigan, a Survey Statistician at the Center for Survey Methods Research at the U.S. Bureau of the Census, Chief Research Officer at the UK Institute for Social and Economic Research at the University of Essex, and Research Director at the Survey Methods Centre at the National Centre for Social Research, London. Her main interests and publications are in the study of survey error and data quality issues, with a special emphasis on questionnaire design, question testing strategies, interviewing techniques, survey non-

response, and survey sampling. She regularly teaches short courses in these subjects at the University of Michigan Summer Institute (linked to the Joint Program in Survey Methodology), the University of North Carolina, the University of Hong Kong, the University of Neuchâtel, the University of Essex, the University of Southampton and the Swiss Summer School well as for various other institutions and private businesses (see www.thesurveycoach.com).

SRA Training Day: Cognitive Methods for Testing Survey Questions

9.30 am – 4.45 pm Wednesday 23rd July 2008

Venue: Institute of Family Therapy 24-32 Stephenson Way, London NW1 2HX

Programme

- 9.30** *Registration and Refreshments*
- 10.0** **Introduction and problems with a standard field pilot**
- 10.25** **Cognitive Interviewing Techniques**
- What is cognitive interviewing?
 - 'Hours worked' example
 - An overview of the different techniques core vs. non-core
 - Cognitive interviewing vs. qualitative interviewing
- 11.15** *Refreshment Break*
- 11.30** **Using think aloud techniques and probes**
- Theoretical basis of thinking aloud
 - Types of probes used, examples
 - Think aloud vs probing, concurrent vs retrospective
 - Using combinations
 - Structuring and conducting the cognitive interview
- 12.45** *Lunch*
- 1.15** **Practical Interviewing session**
- Work in triads as interviewer/observer/interviewee
 - Feedback in small groups during the session
- 3.15** *Refreshment Break*
- 3.30** **Analysis and reporting of cognitive data**
- 1 Overview of how to analyse cognitive data
 - 2 Walk through of analysis process

4.00

Selecting and recruiting respondents

- Deciding who to interview
- Setting quotas
- Recruitment methods/Use of incentives

4.15

Current Issues in cognitive interviewing

4.35

Questions and wrap up

4.45

Close