Developing a quality framework for cognitive interviewing

Subtitle

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What is quality?

“What the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.”

ISO8402 definition of survey quality
Dimensions of quality

Surveys
• accuracy
• timeliness
• accessibility/availability
• comparability
• relevance

Qualitative research
• robustness
• rigour
• transparency
• relevance
What do we mean by quality for CI?

Inputs

Process
- transparent
- rigorous
- logical

Methods
- fit for purpose
- credible
- ethical

Outputs
- evidence based
- useful / accessible
- timely
- credible
Why have a quality framework?

Benefits for practitioners
• Encourage reflection on practice & evaluate
• Help define practice(s)
• Identify variation
• Improve practice(s)
• Agree standards?

Benefits for sponsors
• Greater engagement
• CI meets client needs (better)
• Clearer expectations
• Greater confidence in findings
### A qualitative quality framework - could this work for CI?

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<th>Quality Indicators</th>
<th>Notes</th>
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### Proposed modifications

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How defensible is the research design? (AQ)

Quality indicators

• Rationale for the study design
  • Explanation of different stages/ methods/ rounds
  • Use of different data sources
  • How did the design contribute to the aims of the study

• Discussion of limitations of the design & implications
  • Constraints
  • Impact on interpretation
Possible quality indicators - sampling

How robust is the sampling & recruitment strategy? (AQ)

Quality indicators

- basis for sample design – number of interviews, with who, in which locations
- profile of characteristics of Rs
- strategies to maximise inclusion
- information on ‘refusers’
- recruitment
Possible quality indicators - findings

How credible are the findings/recommendations?
- supported by evidence
- internal logic
- evidence source attributed
- corroborated findings
- complete

Are original aims of testing addressed?
- overall & for each test Q
- measurement aims of test Qs stated (where known)
- in recommendations

Scope for drawing wider inference?
- generalisation to wider population?
- how findings relate to wider theory
- evidence
- limitations
Questions

• How do you quality assure CI work in your organisations?
• Would a CI quality framework be useful?
• Should we have an international framework (that can be modified to suit country/organisational needs)?
• Would you use it?
Thank you

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