
Developing a quality framework for cognitive interviewing

Subtitle

Debbie Collins





What is quality?



“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

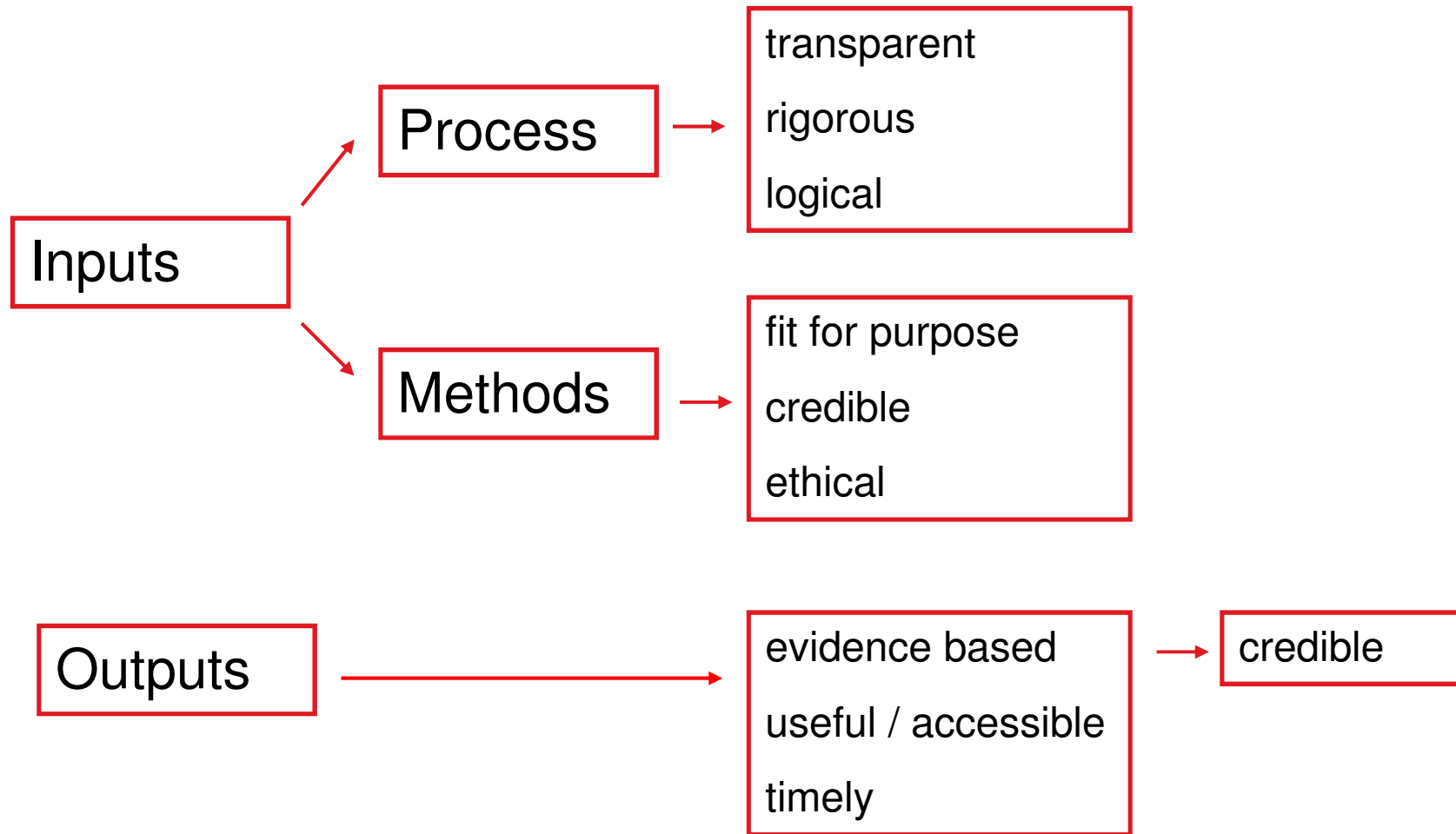
Surveys

- accuracy
- timeliness
- accessibility/availability
- comparability
- relevance

Qualitative research

- robustness
- rigour
- transparency
- relevance

What do we mean by quality for CI?



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?

	Appraisal Qs	Quality Indicators	Notes
1. Findings			
2. Design			
3. Sampling			
4. Data Collection			
5. Analysis			
6. Reporting			
7. Reflexivity & neutrality			
8. Ethics			
9. Auditability			

Spencer et al (2003) Quality in Qualitative Evaluation: a framework for assessing research evidence. A Quality Framework. Government Chief Social Researcher's Office

Proposed modifications

		Appraisal Qs	Quality Indicators
Process	Design		
	Reflexivity & neutrality		
	Auditability		
Methods	Sampling		
	Data collection		
	Analysis & interpretation		
	Ethics		
Outputs	Findings & recommendations		
	Reporting		

Possible quality indicators - design

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

www.natcen.ac.uk

