Linking different testing methods using the example of Census Household Survey 2011. The added value of combination.

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Overview

- Why and how are methods combined?
- Case study: Census Household Survey 2011
  - Methodology: Two step approach
- Conclusion: theory and practice
Gain of knowledge by combination

- Corroboration (Triangulation):
  - Confirming or disproving results of methods

- Elaboration:
  - Providing more details for a deeper analysis and better understanding

- Development:
  - Preparing and implementing further methods more efficiently

Source: Rossman/Wilson (1994)
How to combine different pretesting methods?

Conceptualisation → Questionnaire design → Questionnaire testing → Revision → Data collection

Qualitative test
Quantitative test

Source: QDET handbook (2006)
Case Study: Census Household Survey 2011

Two step approach

- First step: qualitative pretesting
  - testing methods: observation and cognitive interviewing (N=20)
  - test objectives: visual design, terminology, questions on specific topics (for example Migration, Education)

→ revision of the questionnaire
Case Study: Census Household Survey 2011

- Second Step: quantitative pretesting
  - Testing methods:
    - field test (N=8,191): face-to-face interviews and self-administered questionnaires
    - afterwards follow-up-protocols (N=94)
    - interviewer-debriefings: 7 focus groups about 6 to 10 interviewers each
  - test objectives: evaluation of the entire survey design and fieldwork administration, revelation of the answering process
Conclusion: theory and practice

- Corroboration: comprehension problems confirmed by different methods
- Elaboration: interpreting field data with results of interviewer-debriefing provides deeper insights
- Development: results of cognitive interviewing helped to implement interviewer-debriefing more efficiently
Thank you for your attention.

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