Cognitive Testing in New Environments
Session outline

- To consider ways that surveying environment is becoming more complex (using examples of multiple-mode and multiple-language surveying)
- To ask some questions about ways cognitive testing may need to adapt to respond to these changes
- To consider opportunities presented by new technologies and ways that these could be used to enhance our cognitive testing practises
- To learn about new approaches being used in other agencies
Changing environment

- Growing reluctance to take part in surveys
  - Busier lifestyles
  - People are harder to access (security concerns, caller ID, etc)
  - Greater number of survey requests

- Growing willingness to “do it yourself”
  - Greater computer literacy
  - Supermarkets, petrol stations, banks, etc

- Changes in the way we communicate
  - Txt, smartphones, desktop videoing, social media
Changing environment SNZ

- Increased demand for statistics
- Tight fiscal environment
- Growing collection costs
- Pressure from data suppliers (particularly business) to reduce burden
- Large number of stand-alone, aging systems making it difficult to respond quickly to new demands
SNZ’s Collection Strategy

- Aims to transform our collection processes
- Strong focus on collecting data via internet and using a multiple-mode approach
- Aims to have all business surveys using internet collection within the next two years
- Initiated programme of work to move labour force survey and some other social surveys to internet
- Included aim of improved ‘respondent experience’ and continuous improvement (new technologies).
Organisational changes

- Stats 20/20 recognised the importance of questionnaire design in achieving organisational goals
- Recentralised questionnaire design group (Questionnaire Methodology and Development)
- Repositioned questionnaire design as specialist skill (versus generalist)
- Facilitated efforts to build and expand the skill base of our questionnaire designers
SNZ testing methods

- Traditional cognitive testing
- Usability testing
- Eye-gaze
- Follow-up methods (behaviour coding, debriefing, etc)
- Expert review
Best practise approaches to designing questionnaires for multiple mode

- **Unimode** (Dillman 2000)
  - Proposes designing at the outset for multiple modes
  - Designing questions that will be the same in any mode
- **Primary mode** (Biemer & Lyberg 2003)
  - Optimise designs for each mode separately
- **Generalised Design** (de Leeuw 2008)
  - Optimising for primary mode
  - Adapting questions in auxiliary modes to be ‘comparable’
Implications for cognitive testing

- What works in one mode, might not work in another
- If we change the questionnaire in one mode, do we also make changes in other modes?
- How do we integrate results across modes?
- How can we identify mode effects?
Conclusions

- Increasing complexity in the survey environment
- Questionnaire design becoming more specialised
- Identifying and using standardised, proven formats becomes increasingly important
- Need to identify ways our traditional cognitive testing practices could be enhanced to deal with new complexities