

The Granada Group Best Practice for cognitive interviewing in cross- cultural/national surveys

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Introduction (2)

- ▶ The Granada Group consists of representatives from 7 different nations led by Kristen Miller (National Center for Health Statistics, USA).
- ▶ 95 cognitive interviews were performed in 7 languages: English and Spanish (USA), French (France), Italian (Italy), German (Germany), Portuguese (Portugal), French (Switzerland), and Spanish (Spain).
- ▶ Methodological “tips”: Different recruitments procedures, committee–approach for translation, non structure probes but themes, analyses in Q–Notes, etc.

Introduction (3)

- ▶ Public bodies and private organization are working on best practice guidelines:
 - Cross-cultural Survey Guidelines (CSDI): 15 chapters to cover all aspects of the survey lifecycle;
 - The International Commission Guidelines on Adapting Test: 22 guidelines grouped into four categories: cultural context, “technicalities”, test administration and documentation.
 - The Standard for Educational and Psychological Testing (AERA, NCME, APA, 1999).

Lesson learned testing the WG communication domain: The questions

- ▶ **COM_SS**: Using your usual language, do you have difficulty communicating, for example understanding or being understood?

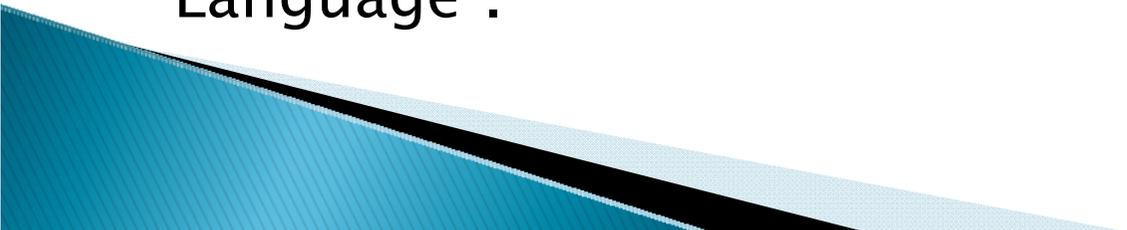
1. No difficulty 2. Some difficulty 3. A lot of difficulty 4. Cannot do at all/ Unable to do

- ▶ **COM_ES**: Do people have difficulty understanding you when you speak?

1. No difficulty 2. Some difficulty 3. A lot of difficulty 4. Cannot do at all/ Unable to do

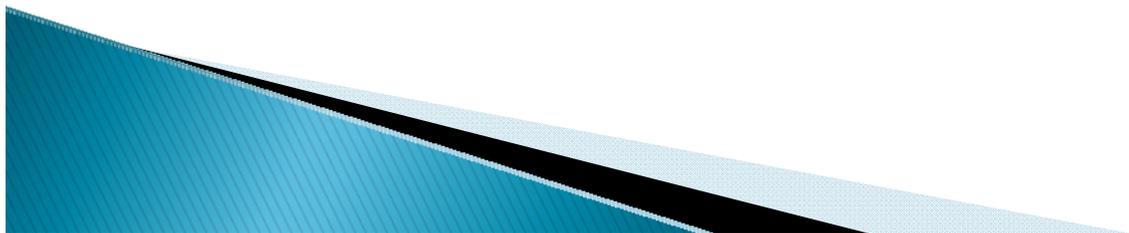


Lessons learned...: The “Communication” construct

- ▶ Which kinds of problems are **intended**?
 - Physical impairments: problems with the tongue or mouth.
 - Cognition–related problems: difficulties focusing on what other are saying or to speak
 - Hearing–related problems.
 - ▶ Which are “**out-of-scope**” problems?
 - Social or interactional difficulties: “Shyness”, “Fast talking”, “Interpersonal problems”, “Education” and “Language”.
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Lessons learned...: Aims of the cognitive testing

- ▶ To study how well questions tapped into the intended construct of communication
- ▶ To examine the questions' performance across countries to identify potential biases.



Lessons learned...: Cognitive testing findings

Table 3. Frequency of “intended” communication problems (Q1)

Country	General communication skills	Physical	Cognition	Hearing
France	6			
Germany				
Italy	10			
Portugal				
Spain	6	2		5
Switzerland	3			
USA (English)	4	3	1	
USA (Spanish)	2			

Lessons learned: Cognitive testing findings

Table 4. Frequency of “**out-of-scope**” communication problems (Q1)

Country	Social / Interactional				Language
	Shy	Fast-talking	Interpersonal	Education	
France	1		2	3	3
Germany					3
Italy	1		2	4	1
Portugal	1		3		
Spain		1	1	3	3
Switzerland	1		1	2	3
USA (E)		3	3	3	2
USA (S)				1	8

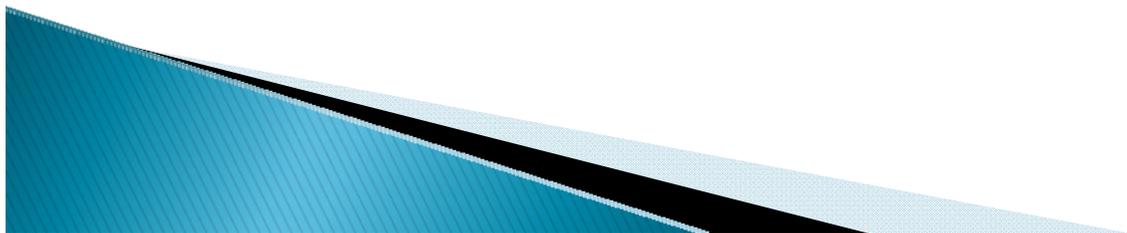
Cognitive testing findings: Comparing interpretations

Table 7. Comparison of responses for Q1 and Q2 (GG and ESCAP respondents)

CMM_ES	CMM_SS			
	ND	SD	ALD	UTD
ND	31 (FR: 6; GR: 1; IT: 8; PO: 3; SP: 6; USA: 6; USAS: 1)	10 (GR:1; PO: 1, SP: 3; SW: 1., US: 2, USAS: 2)	1 (SP: 1) //	1 USA
SD	14 (FR: 2; GR: 2; IT: 2; PO: 1; SP: 2; USA: 5;USAS:1)	21 (FR: 2; GR: 1; IT: 5, PO: 2; SP: 6, SW: 5)	0	1USA
ALD	0	0	1 USA //	0
UTD	1 SW	0	0	0

Lessons learned: Conclusions tapping the intended construct?

- ▶ Are both questions tapping the intended construct?
 - “Intended” problems (Hearing, Physical, and Cognition): 11%; General communication skills: 31%.
 - “Out-of-scope” problems (Social/Interactional): 36%; Language: 23%.
 - 80 of 84 gave the same response or the next one to both questions; and 56 of 77 respondents talked about the same themes when were asked of.
- ▶ Were there country biases?
 - Theme frecuencies and response distrubitions were also quite similar across countries.



Lessons learned: Which elements/aspects of the testing projects can undermine our conclusions?

- ▶ Is “Comparability” a “yes–non” issue? Should we talk of “degrees /levels” of comparability?
 - In the cross–cultural national testing, there is consensus about three main levels: “construct”, “structural”, and “item/question”.
 - We should have made a solid argument about how CI provide evidence on “construct equivalence” across countries.
- ▶ Do we truly share a common terminology?.
 - We worked talking about “construct”, “themes”, “interpretation patterns”..., and “follow–up probes”, “probes”, “questions”.
 - We need to clarify our terminology.



Lessons learned: Which elements/aspects of the testing projects can undermine our conclusions? (2)

- ▶ What about our “analytic strategy”? (Miller, 2011)
 - How analyses are conducted impacts what the findings will be.
 - Integral components of analysis is: examining data quality, making decisions about what data to use or the amount of influence, providing the evidence to justify the conclusions made as a result of the analysis.
 - We advocated for the multi-level approach to the analyses (Miller, 2009).
- ▶ Do we have shared standard of data quality? (Wilson, 2011)
 - Is there a “truth value”? What does “truth value” mean? It means confidence in the truth of a particular finding.
 - We need “Best Practice” of “Credibility” (Transparency, Audit Trail), and “Communicability”

Main topics in the proposal of Best Practice

▶ Pre-project processes

- Getting the questions ; understand a general idea of the concept/construct
- Aims and goals of the project
- Determine pre-determined themes (not probes) To examine the questions' performance across countries to identify potential biases.

▶ Translation

- Process; who should do it
- Documentation and what documentation should look like

▶ Sample

- Definition
 - Screening
 - Remuneration
 - Recruitment
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Main topics in the proposal of Best Practice

- ▶ Protocol Development
 - Get the complete narrative; what that looks like
 - Interview techniques (focus on listening as opposed to probing)
 - Get your team on board and up to speed which means briefed
 - Transcripts
- ▶ Analysis
 - Pyramid
 - Data Quality
 - Q-Notes
- ▶ Data quality
 - Transcripts
 - Transparency
 - Audit trail
 - Credibility
 - QNotes
- ▶ Final Report

Thanks for your attention

Don't hesitate to contact me for comments,
doubts, or suggestions.

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