



## Workshop Program

**Tuesday, 9 April**

**8:00 – 8:50 REGISTRATION**

**8:50 – 9:00 *Welcome: Local Organizing Committee: Jennifer Edgar (Bureau of Labor Statistics) & Kristen Miller (National Center for Health Statistics, CDC)***

**9:00 – 9:10 *Introduction of QUEST 2013: Nat Schenker, NCHS/CDC***

**9:10 – 9:20 *A Very Brief History of QUEST: Gordon Willis, National Cancer Institute, NIH***

***Note: Only presenting authors of papers are listed***

### **Session 1: Challenges in Questionnaire Evaluation**

**9:20-9:30 (1) Questionnaire Development and Testing in the 21st Century: What are the Challenges?**

Debbie Collins, NatCen Social Research, United Kingdom

**9:30-9:40 (2) Questionnaire Evaluation and Decisions on Field Implementation: When is a Questionnaire Good Enough?**

Paul Kelly, Statistics Canada, Canada

**9:40-9:50 (3) I'm Also a Client: Cognitive Interviewing from User and Practitioner Perspectives**

Paul Beatty, National Center for Health Statistics, USA

**9:50 – 10:10 (4) Cognitive Testing in New Environments**

Amanda Wilmot, RTI International, USA

Lyn Kaye, Statistics New Zealand, New Zealand

**10:10-10:20 (5) Pretesting at FSO: Steps to More Efficiency**

Karen Blanke, Federal Statistical Office, Germany

**10:20-10:30 (6) Initiative for Cognitive Studies in Statistics Korea**

Hyun-Jung Park, Statistics Korea, South Korea

**10:30 – 10:45 BREAK**

**10:45 - 11:45 SESSION 1 DISCUSSION**

**11:45 – 1:00 LUNCH**

## **Session 2: Best Practices**

- 1:00 – 1:10 (1) US Question Evaluation Subcommittee Best Practices**  
Jennifer Edgar, Bureau of Labor Statistics, USA
- 1:10 – 1:20 (2) What Do We Mean When We Say We Are Evaluating Cognitive Interviewing?**  
Gordon Willis, National Cancer Institute/National Institutes of Health, USA
- 1:20 - 1:30 (3) Cognitive Interviewing as a Study of Validity**  
Kristen Miller, National Center for Health Statistics, USA
- 1:30 – 1:40 (4) Disentangling Close Concepts in Attitudinal Surveys: Privacy, Confidentiality, and the Federal Statistical System Public Opinion Monitoring Survey (FSS POMS)**  
Paul Scanlon, National Center for Health Statistics, USA
- 1:40 – 2:30 SESSION 2 DISCUSSION**
- 2:30 – 2:45 BREAK**

## **Session 3: Methodological Developments**

- 2:45 – 2:55 (1) Cognitive Interviewing in the Context of Evaluating Questionnaires with a Flexible Personal Interview Mode of Administration**  
Stephanie Willson, National Center for Health Statistics, USA
- 2:55 – 3:05 (2) The Benefits of Social Constructionism and Life Course Analysis in Question Design and Evaluation: A Case Study of Transgender Identity in Survey Response**  
J. Michael Ryan, National Center for Health Statistics, USA
- 3:05 – 3:15 (3) Frequently-Asked-Questions: Developing FAQs for Survey Respondents and Data Users**  
Shawna Waugh, Energy Information Administration (DOE), USA
- 3:15 – 3:25 (4) Observations on an Expert Review Program for Questionnaire Evaluation**  
Carl Ramirez, U.S. Government Accountability Office, USA
- 3:25 – 3:35 (5) Strategies for Recruiting Target Respondents for Exploratory Interviews Prior to Questionnaire Design**  
Herman Alvarado, Census Bureau, USA
- 3:35 – 3:45 (6) From Concept to Question: Using Early-Stage Scoping Interviews to Develop Effective Establishment Survey Questions to Measure Innovation**  
Alfred Tuttle, Census Bureau, USA
- 3:45 – 4:00 BREAK**
- 4:00 – 4:50 SESSION 3 DISCUSSION**

## **DAY 2: Wednesday, 10 April**

**8:50 – 9:00** Welcome/Announcements

### **Session 4: Specific Populations**

**9:00 – 9:10** (1) **The Challenges in Exporting Cognitive Interviewing**  
Jennifer Kelley, University of Michigan, USA

**9:10 – 9:20** (2) **Beyond Cognitive Testing: Moving Forward with Implementation and Evaluation of Results in the Cognitive Testing of Spanish Translations**  
Patricia Goerman, Census Bureau, USA

**9:20 – 9:30** (3) **From Constructs to Questions in Mumbai**  
Elena de Palma, ISTAT, Italy

**9:30 – 9:40** (4) **Cognitive Testing of a Question on Sexual Identity for Government Social Surveys**  
Peter Betts, Office for National Statistics, United Kingdom

**9:40 – 10:15** **SESSION 4 DISCUSSION (Part 1)**

**10:15 – 10:30** **BREAK**

**10:30 – 10:40** (5) **How do Adolescents Conceptualize Health-Related Quality of Life Constructs in Survey Questions: A Cognitive Test**  
Alisu Schoua-Glusberg, Research Support Services, USA

**10:40 - 10:50** (6) **Lessons Learned From Conducting Cognitive Interviews with Youth**  
Martha Stapleton, Westat, USA

**10:50 – 11:00** (7) **Cognitive Aspects of Surveys on Children**  
Fredrik Scheffer, Statistics Sweden, Sweden

**11:00 – 11:10** (8) **What are the Human Subjects Challenges When Conducting Cognitive Interviews with Children?**  
Kerry Levin, Westat, USA

**11:10 – 11:45** **SESSION 4 DISCUSSION (Part 2)**

**11:45 – 1:00** **LUNCH**

### **Session 5: Mixed Methods /Administration Mode**

- 1:00 – 1:10 (1) Some Doubts About If Cognitive Interviewing Findings Improve Survey Estimates? Do Mixed-Methods Research**  
Jose-Luis Padilla, University of Granada, Spain
- 1:10 – 1:20 (2) Supplementing Cognitive Interviewing by Eye Tracking to Pretest Survey Questions**  
Cornelia Neuert, GESIS - Leibniz-Institute for the Social Sciences, Germany
- 1:20 – 1:30 (3) Lessons Learned in Redesigning CATI Surveys for Self-Administered Paper Mode**  
Jennifer Crafts, Westat, USA
- 1:30 – 1:40 (4) Using Small-Scale Iterative Testing to Address Measurement Error in Federal Surveys**  
Joanne Pascale, Census Bureau, USA
- 1:40 – 2:25 SESSION 5 DISCUSSION**
- 2:25 – 2:40 BREAK**

### **Session 6 – Analysis and Reporting**

- 2:40 – 2:50 (1) 1 An Approach to Systematically Analyzing Cognitive Testing Results**  
Jack Fowler, Center for Survey Research, UMass Boston, USA
- 2:50 – 3:00 (2) Yes - But Will it Work in Real Life? Using Cognitive Testing to Evaluate the Validity of Question Answers**  
Carol Cosenza, Center for Survey Research UMass Boston, USA
- 3:00 – 3:10 (3) Using the Cognitive Interviewing Reporting Framework (CIRF) at StatsNeth**  
Rachel Vis-Visschers, Statistics Netherlands, Netherlands
- 3:10 – 3:20 (4)Development of a Standard Topic List or Protocol to conduct Cognitive Interviews/Pre-Tests**  
Vivian Meertens, Statistics Netherlands, Netherlands
- 3:20 – 3:30 (5) OneNote as a Tool for Cognitive Testing Management and Analysis**  
Jocelyn Newsome, Westat, USA
- 3:30 – 3:40 (6) The Development of Well-Being Questions in the UK: Lessons Learnt and Observations**  
Jayne Olney, UK Office for National Statistics, United Kingdom
- 3:40 – 3:55 BREAK**
- 3:55 – 4:45 SESSION 6 DISCUSSION**
- Evening (Time and place to be determined): QUEST DINNER EVENT**

## **DAY 3: Thursday 11 April**

**8:50 – 9:00 Welcome/Announcements**

### **Session 7- Technology**

**9:00 – 9:10 (1) Usability and Accessibility Guidelines for Web Sites and Web Surveys**  
Kathleen Ashenfelter, Census Bureau, USA

**9:10 – 9:20 (2) Bringing usability to pretesting of Business Survey Web Forms**  
Jussi Rouhunkoski, Statistics Finland, Finland

**9:20 – 9:30 (3) Recent Experiences with Electronic Questionnaire Testing at Statistics Canada**  
David Lawrence, Statistics Canada, Canada

**9:30 - 9:40 (4) Improved dialogue features in business web surveys**  
Kari-Anne Lund, Statistics Norway, Norway

**9:40 – 9:50 (5) Using Technology to Conduct Questionnaire Evaluations with Hard to Reach Populations**  
Heather Ridolfo, National Agricultural Statistics Service, USA

**9:50 – 10:00 (6) Using Web Ex to Conduct Usability Testing of an On-Line Survey Instrument**  
Kristin Stettler, Census Bureau, US

**10:00 – 10:15 BREAK**

**10:15 – 11:00 SESSION 7 DISCUSSION**

**11:00 – 11:10 SPECIAL ANNOUNCEMENT: Amanda Wilmot & Lyn Kaye**

**11:10 - 12:00 GENERAL DISCUSSION**

**12:00 Adjourn**