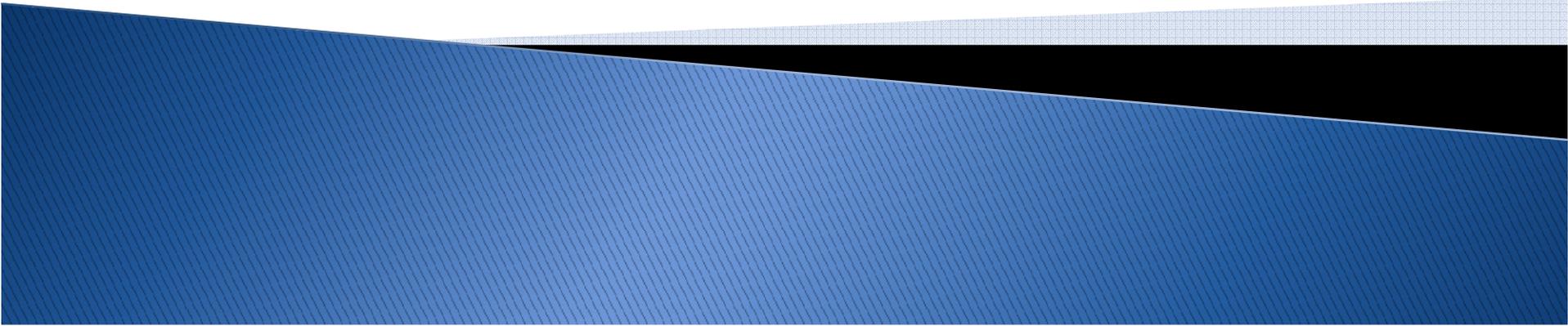


Best Practices for Writing Cognitive Interview Reports

Heather Ridolfo, PhD

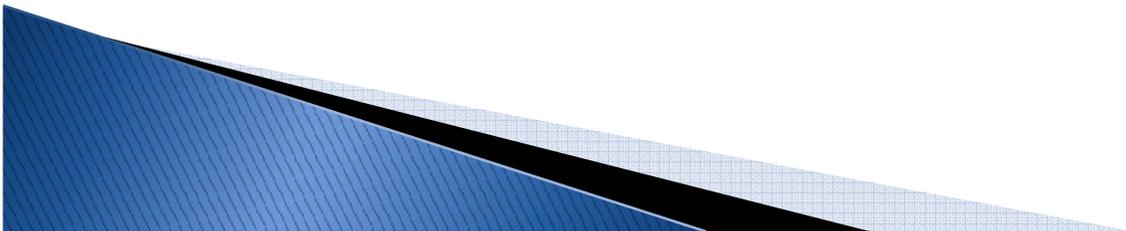
Stephanie Willson, PhD

National Center for Health Statistics



Current Practices

- ▶ Limited discussion of standards for cognitive test reports
- ▶ Variation in cognitive interviewing procedures, data analysis, & dissemination of findings
- ▶ Contradictory cognitive test findings



Content of Q-Bank Reports

Table 1. Information Contained in the Method Sections of the Question Evaluation Reports in Q-Bank

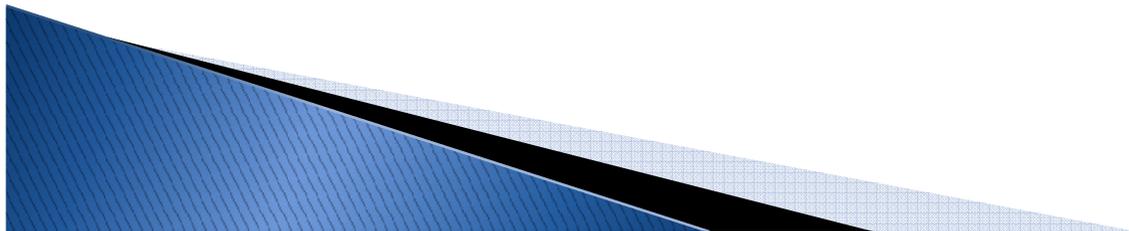
Content	No		Yes		Total	
	%	N	%	N	%	N
Sample information						
Sample size	0	0	100	42	100	42
Respondent demographics	7.1	3	92.9	39	100	42
Recruitment	21.4	9	78.6	33	100	42
Remuneration	52.4	22	47.6	20	100	42
Interviewing/analysis techniques						
Interviewing method ^a	21.4	9	78.6	33	100	42
Probing methods	31	13	69	29	100	42
Think-aloud usage	71.4	30	28.6	12	100	42
Debriefing	88.1	37	11.9	5	100	42
Vignette usage	90.5	38	9.5	4	100	42
Analysis methods	71.4	30	28.6	12	100	42
Interview documentation	21.4	9	78.6	33	100	42
Evaluation characteristics						
Time and location of interviews	4.8	2	95.2	40	100	42

^a Interviewing methods are not mutually exclusive.

Source: Maitland, A., Ridolfo, H., and B.W. Ward. 2010. A Study of Accumulated Knowledge from Q-Bank Question Evaluation Reports to Learn about Survey Questions. Paper presented at the American Association for Public Opinion Research Annual Conference, Chicago, IL, Table 2

Best Practices: Where to begin

Cognitive interviewing = qualitative method

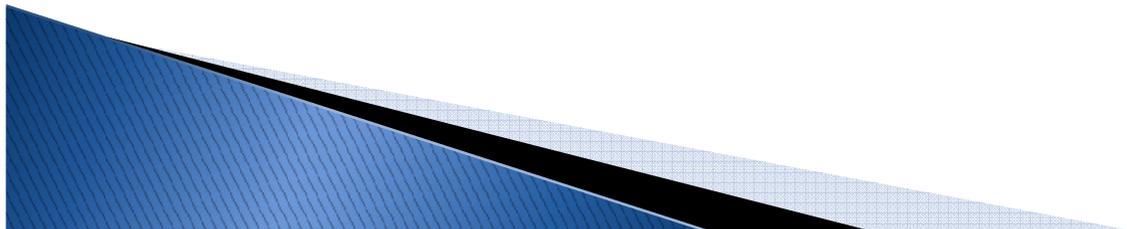


Validity vs. Credibility

- ▶ Different epistemologies drive quantitative & qualitative research

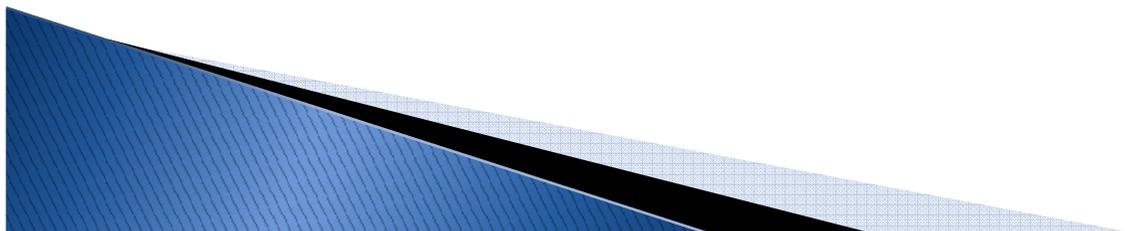
Quantitative → positivistic → validity

Qualitative → interpretive → credibility



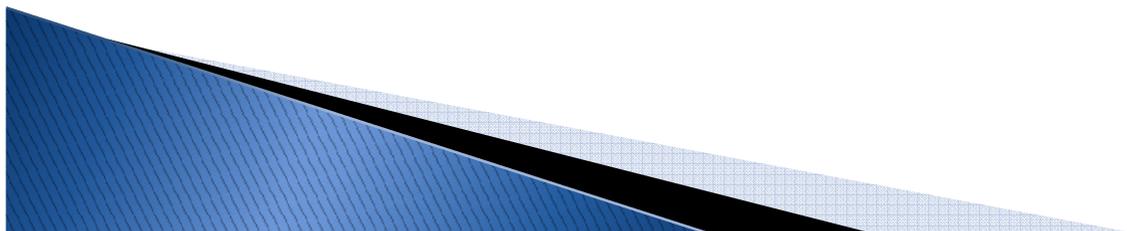
Qualitative Methodological Criteria

- ▶ Credibility
 - Transparency of research process
 - Communicability of findings
 - Trustworthiness of researcher



Best Practices for Writing Reports

- ▶ Recognize that cognitive interviewing is qualitative research
- ▶ Research process must be transparent
 - Data collection
 - Analysis
- ▶ Communicability of findings
- ▶ Trustworthiness



Questions?

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