

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

**QUEST workshop 2011,
April 27-29, Granada (Spain)**

Sophia Nebel

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

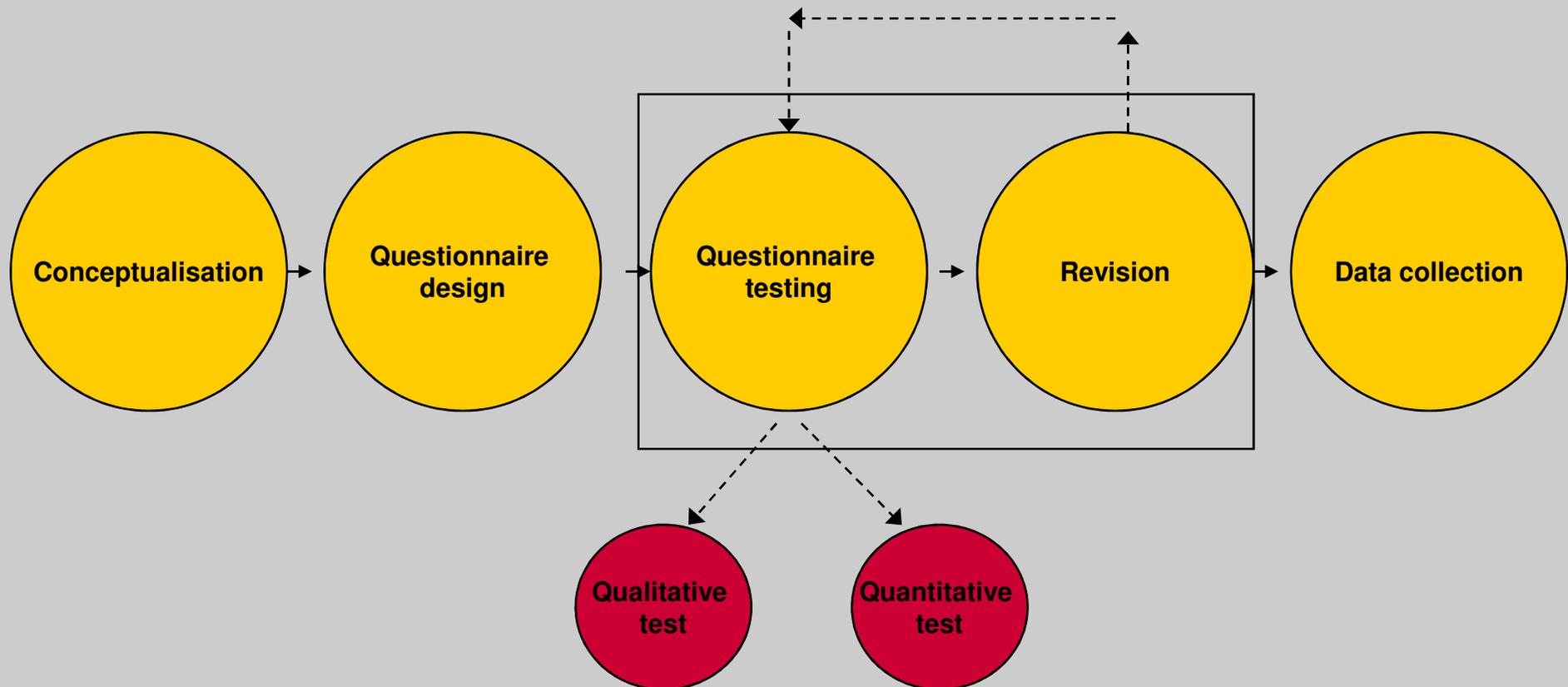
- **Corroboration (Triangulation):**
 - **Confirming or disproving results of methods**

- **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?



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.



Sophia Nebel, sophia.nebel@destatis.de