

# COGNITIVE INTERVIEWING METHODOLOGY IN 2018:

## Current Trends and Recent Challenges

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# THANKS

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# COMMON UNDERSTANDINGS

- Cognitive interviewing methodology is a qualitative method
- Pulling in the body of qualitative literature is a good thing
- Cognitive interviews produce data that need to be analyzed
- More interviews are better; more diversity is better
- Question interpretation comes from social context
- There are multiple reasons for doing a cognitive interviewing study
- There is variation in how cognitive interviewing projects are conducted

# REASONS FOR COGNITIVE INTERVIEWING

- New survey questions are developed
- Changes are made to existing survey questions
- Survey mode changes
- Another respondent group/language is added
- Feasibility of asking a question
- Assessment of validity and comparability

# THEN AND NOW

## OUT (LESS THAN IT WAS)

- Sample Size
- To record or not to record?
- Recruiter Characteristics
- Scripted vs Unscripted
- Usability Testing vs Cog Interviewing
- Respondents' Opinions
- Question Problems

## IN (MORE THAN IT WAS)

- Sample Diversity
- In what medium to record?
- Recruitment Data
- Probability vs Nonprobability
- Incorporation of Usability Techniques
- Respondents' Experiences
- Question Constructs

# STANDARDS FOR COGNITIVE INTERVIEWING STUDIES

**Standard 1:** Methodological plan

**Standard 2:** Sample

**Standard 3:** Protocol for interview

**Standard 4:** Analysis

**Standard 5:** Transparency

**Standard 6:** Reporting

**Standard 7:** Public accessibility

# COGNITIVE INTERVIEWING GUIDELINES

- Establish a common understanding of principles
- Acknowledges different levels of quality
- Allows for continued discussion and revising

# DEBATES AND ONGOING DISCUSSIONS

- What constitutes cognitive interviewing methodology? What are the criteria?
- How do you manage the practical challenges presented when conducting a real-life research project?
  - What and how much can be compromised so that the project can be successfully conducted?



## COMMON CHALLENGES

- Interviewer limitations
- Respondent limitations
- Scheduling problems
- Inconsistent data quality
- Deficit understanding of qualitative principles within a statistical arena

## ONGOING DISCUSSIONS

- How detailed do the interviews need to be?
- Given the need for outside interviewers, can there be some scripted-ness?
- How detailed do reports need to be?
- How 'saturated' do the categories need to be? How many interviews? How much regional and demographic diversity?
- Can interviews be conducted without being in-person?
- How flexible do we need to be when incorporating other languages? Other modes?

# ADVANCEMENTS

- Analytic method for examining multi-cultural, socio-economic comparability
- Web technology—skype interviews
- Q-notes, online-shared data entry
- Recruitment data collection
- Web panel and non-probability surveys

# FUTURE CONSIDERATIONS

- Role of cognitive interviewing in the age of “big data” (Beatty)
- Self-evaluation of cog interviewing (Willis)
  - Are we accurately diagnosing question “problems”?
  - Are we accurately portraying what a question “captures”?
- Improvement of respondent recruitment
- Assess value of non-probability surveys
- Management of cog interviewing labs/staff and workload