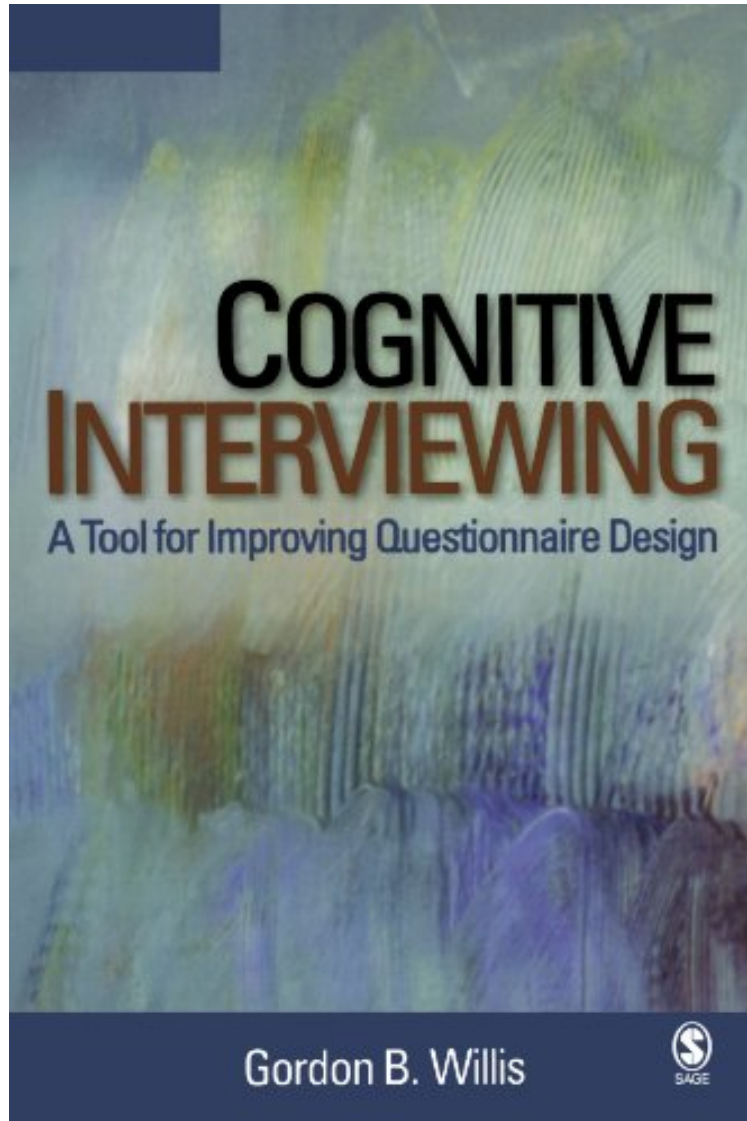


(Read ebook) Cognitive Interviewing: A Tool for Improving Questionnaire Design

Cognitive Interviewing: A Tool for Improving Questionnaire Design

Dr. Gordon B. Willis

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Dr. Gordon B. Willis : Cognitive Interviewing: A Tool for Improving Questionnaire Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Cognitive Interviewing: A Tool for Improving Questionnaire Design:

0 of 0 people found the following review helpful. Great, straightforward guideBy runcookplayThis is a great, go-to guide for cognitive interviewing. It's clearly written. It can be used as a reference - as needed - if you aren't inclined to read cover to cover.5 of 5 people found the following review helpful. The narrow definition of Cognitive

Interviewing - I found the book less useful than I personally expected. By D. Stuart The focus of this book is on using interviews to diagnose questionnaire design - making sure that ambiguities are removed and, ultimately, to make sure that what we think the respondent means is actually what they mean. This was not quite what I expected from the title or sub-head from the book (now isn't THAT ironic!) because another widely accepted definition of Cognitive Interviewing: that it revolves around a technique, often used by police, to work eye-witnesses forward and back as they retrieve their memory of "what they saw" using open enders, contextualisation, probes and repeated questioning to gradually assemble a detailed account. In short I was expecting the text to show how we can improve questionnaire design through the structuring and ordering of questions that help respondents recall more deeply those experiences we ask about in our surveys. I'm deeply interested in a more narrative style of written or online interview - a "what happened after that?" kind of approach, but this book didn't really address this. After reading the volume I went back into Google, typed in Cognitive Interviewing and reviewed what people mean by the term: a sanity check really because Willis pointedly stays clear of this widely accepted approach. He's certainly not alone, but the alternative meaning of CI is also richly present. (So for me the utter irony is that I totally read the title and blurb 'the other way.' In fact such misreadings are what Willis focuses on.) In this book, CI is a process we can use to find misunderstandings and ambiguities in the questionnaires we write. Simple example: An Alsatian dog has 7 puppies, a Collie dog has 5 puppies: which dog has more puppies? Answer: who knows? Maybe neither dog will have any more pups. Within these terms, Willis is very thorough, though his writing veers between the clear and the overly academic: some sections are quite hard going to read: but my feedback may simply be tempered by my underlying disappointment that what I thought I was buying is not what I bought. In terms of this book's core topic of improving survey questions, I'd sooner recommend *Improving Survey Questions: Design and Evaluation (Applied Social Research Methods)* a rather dry little 180pp manual that is nevertheless loaded with practical advice and an overarching plea for researchers to test, test and test again their surveys before they go to field. Fowler provides more usefully instructive material than Willis. I've given three stars. I knocked off one star because of the narrow definition of what Willis means by Cognitive Interviewing, and another star for the writing. I note the previous reviewer (and I like her review) gives this volume the full 5 stars. Fair enough: I guess it depends on which direction you're coming from as a researcher and as a reader. In some ways that's the point of the book. No matter how clearly we write, we run the risk of some respondent reading things in quite a different way. This book certainly shows how to unlock that basic cognitive puzzle. 7 of 7 people found the following review helpful. A practical guide By Cathryn McCormack After conducting over 100 cognitive interviews I came across this book. Some of the theory I'd read previously suggested I should have been much tighter with the interview protocol. Willis' book was both reassuring and challenging. He outlines the theoretical background to cognitive interviewing, and talks about the different styles of cognitive interviews that one could do. To my relief, I hadn't done mine wrong, I'd just used a less structured style. On the other hand, it was a challenge to read about how else I could have done them and whether I should be trying a more standardised format in future. What was best about this book was the practicality of it. Apart from information on the various styles of interviews and the various sorts of probing questions possible, I really appreciated the chapters on the skills a cognitive interviewer needs, how to train and supervise interviewers, how to recruit participants, and various ways to record individual interviews, and best of all how to report the findings from the interviews. If you actually need to do some cognitive interviews, rather than just write about the theory, this is definitely THE BOOK to have. I've read it from cover to cover, promoted it at a conference, and have referenced it in about four different reports in the last three months.

The design and evaluation of questionnaires and of other written and oral materials is a challenging endeavor, fraught with potential pitfalls. *Cognitive Interviewing: A Tool for Improving Questionnaire Design* describes a means of systematically developing survey questions through investigations that intensively probe the thought processes of individuals who are presented with those inquiries. The work provides general guidance about questionnaire design, development, and pre-testing sequence, with an emphasis on the cognitive interview. In particular, the book gives detailed instructions about the use of verbal probing techniques, and how one can elicit additional information from subjects about their thinking and about the manner in which they react to tested questions. These tools help researchers discover how well their questions are working, where they are failing, and determine what they can do to rectify the wide variety of problems that may surface while working with questionnaires.

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"The combination of theory and practical application will make this a useful book for students as well as professionals who want to learn how to incorporate cognitive interviewing into the questionnaire design process." -- Rachel Caspar
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It's a great reminder that people being surveyed may need more specific questions to provide an accurate response in the cognitive interview."--Rhonda Lunemann"Journal of the Society for Technical Communication" (06/09/2006)As both an academic instructor in questionnaire design and a research design methodologist for the federal government, I feel this book is very timely, useful for students and practitioners, and unique in its use of real world practical examples that most everyone can relate. --Terry Richardson"The combination of theory and practical application will make this a useful book for students as well as professionals who want to learn how to incorporate cognitive interviewing into the questionnaire design process. --Rachel Caspar" As both an academic instructor in questionnaire design and a research design methodologist for the federal government, I feel this book is very timely, useful for students and practitioners, and unique in its use of real world practical examples that most everyone can relate. --Terry Richardson" The combination of theory and practical application will make this a useful book for students as well as professionals who want to learn how to incorporate cognitive interviewing into the questionnaire design process. --Rachel Caspar""The book has definite strong points. 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Its a great reminder that people being surveyed may need more specific questions to provide an accurate response in the cognitive interview." (Rhonda Lunemann Journal of the Society for Technical Communication 2006-06-09)About the AuthorGordon B. Willis is a cognitive psychologist in the Applied Research Program, National Cancer Institute, National Institutes of Health; and lectures for the Joint Program for Survey Methodology (JPSM). Prior to that, he was a research methodologist at Research Triangle Institutes in Rockville, Maryland, where he established a cognitive laboratory facility. He also worked for over a decade in the Questionnaire Design Research Laboratory at the National Center for Health Statistics, CDC, developing and applying cognitive interviewing techniques. Dr. Willis attended Oberlin College, and received a Ph.D. in cognitive psychology from Northwestern University. He now works mainly on the development and evaluation of questionnaires that collect information on cancer risk factors. His main research interest is the evaluation of survey pretesting techniques, especially the cognitive interview. Dr. Willis is an authority on the use of cognitive interviewing, based on his work on developing and practicing these methods at three different organizations. He has personally conducted hundreds of cognitiv interviews and overseen the work of teams of interviewers. He has taught cognitive interviewing in short courses at survey conferences and in university lectures. Willis has also written extensively on the practice and theoretical and empirical evaluation of cognitive interviewing techniques.