

Cognitive Interviewing

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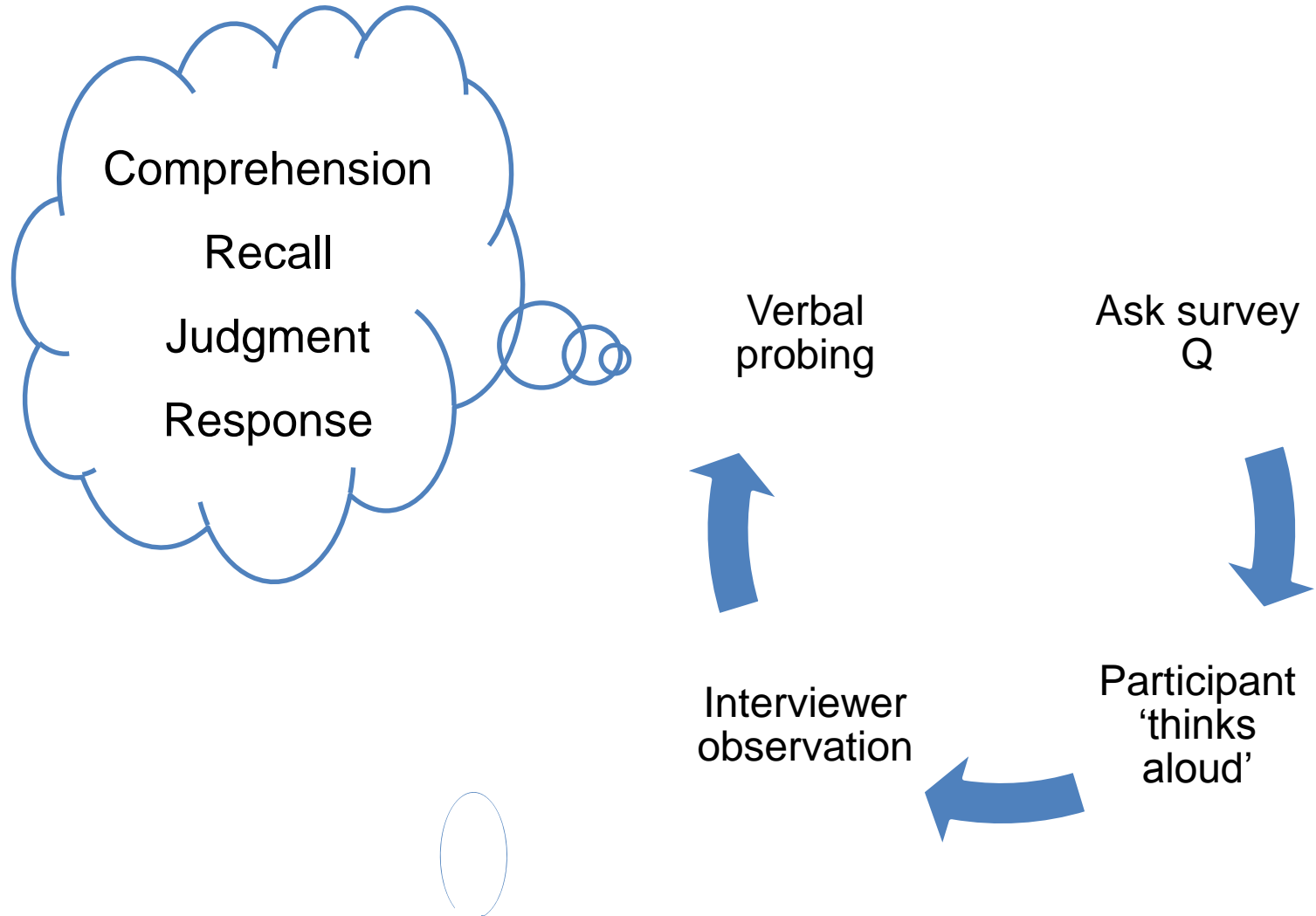
What is cognitive interviewing?



Cognitive interviewing techniques

- Think aloud
- Probing
- Observation
- Response latency
- Vignettes/ card sorts

Cognitive Interviewing Process





Think aloud



Training respondents to think aloud

- Explain format of the interview
 - Interviewer will ask a survey question/ ask respondent to attempt to fill in a questionnaire
 - Respondent is asked to verbalise thought processes
- Practice thinking aloud
 - Interviewer demonstrates
 - Respondent has a go

Windows example

- **ADD ANIMATION**



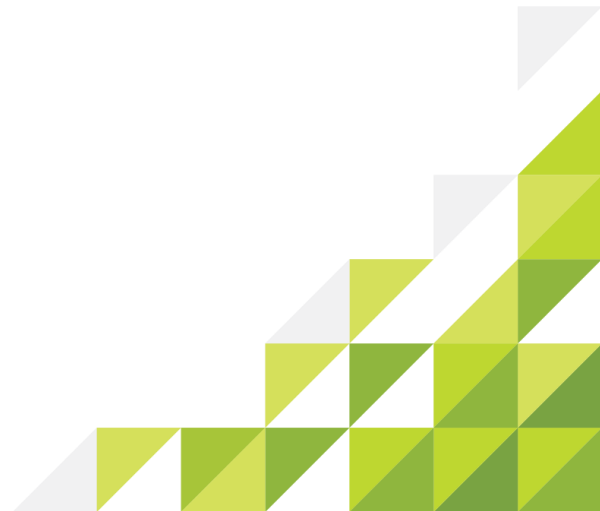
How many windows are there in your home?

As you count the windows, tell me what you
are thinking

Think aloud

- Uses non-directive, open probing:
 - ‘tell me more about what you’re thinking’
 - ‘keep talking’
 - ‘can you say more about that’

Probing



Verbal probing

- Uses directive, open questions
 - 'what does the term X mean to you?'
 - 'why did you choose that answer?'
 - 'how did you remember that?'
 - 'can you tell me, in your own words, what that question is asking?'
- 'Concurrent' or 'retrospective'

Concurrent and retrospective probing

- What do you think are the pros and cons?

Example of probing

Test survey Q

In the last two weeks, how many days have you spent outside?

Example of probing

Example probes

- How did you go about answering this question?
- What did you understand by the term outside when answering this question?

Practical issues



Recording



Number of questions to test

- Cognitive interview is usually no more than 1 hour
- Need to allow time for
 - Introduction
 - Asking test survey questions
 - Think aloud
 - Probing
- May only be able to test 15-20 survey questions

Number of test participants



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