



DESIGNS



DATA



DECISIONS

Putting Yourself in Respondents' Shoes: Cognitive Testing for Cross-Cultural Interviewing

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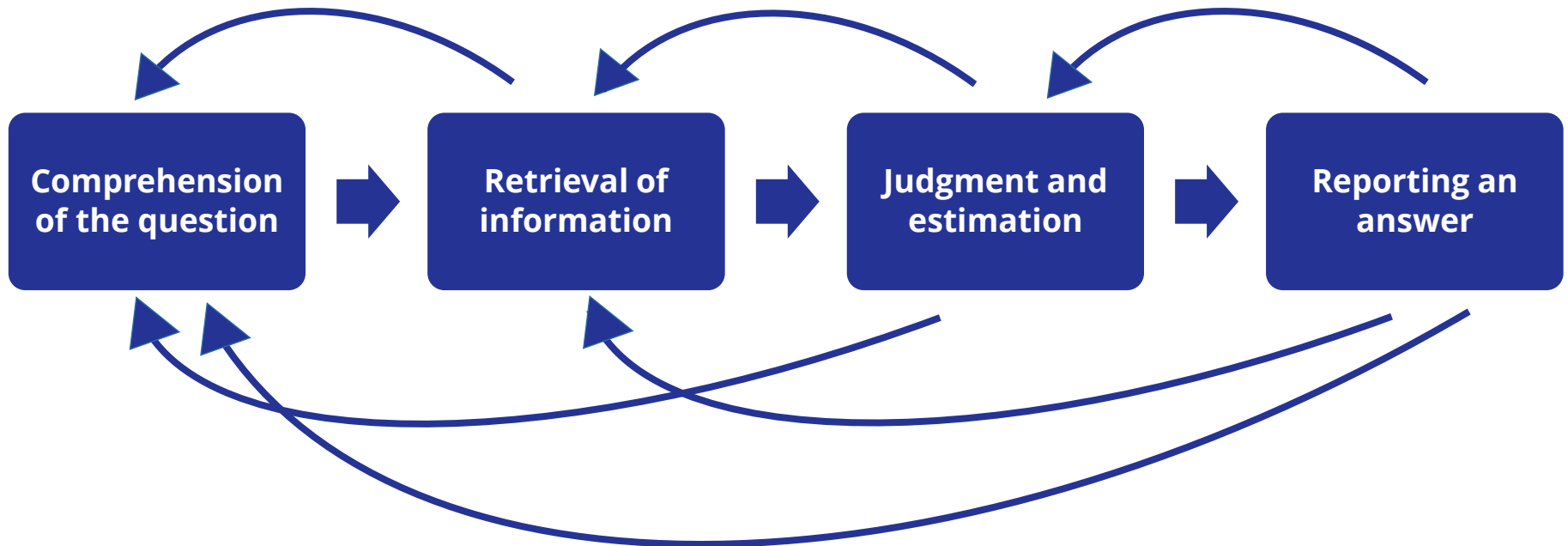
Agenda

- Respondent Cognition Process
- Retrieval and Memory
- Judgement in Attitude Questions
- Cognitive Interviewing



Respondent Cognition Process

Tourangeau's Cognitive Framework



How many Kit Kat bars have you eaten in the past 30 days?

Comprehension

- What type of candy is being asked about?
- What is the time frame?
- Does one package equal 1 bar or 4 bars?

Retrieval

- Do I regularly eat Kit Kat bars?
- Has there recently been a holiday or party where I ate a lot of candy?

Judgment

- If I usually eat 5 Kit Kat bars a week, I've probably eaten about 20 in the past 30 days.

Reporting

- Does the question provide response options?
- Do I want to admit that I ate 20 Kit Kat bars in the past 30 days?

SNL Census Skit

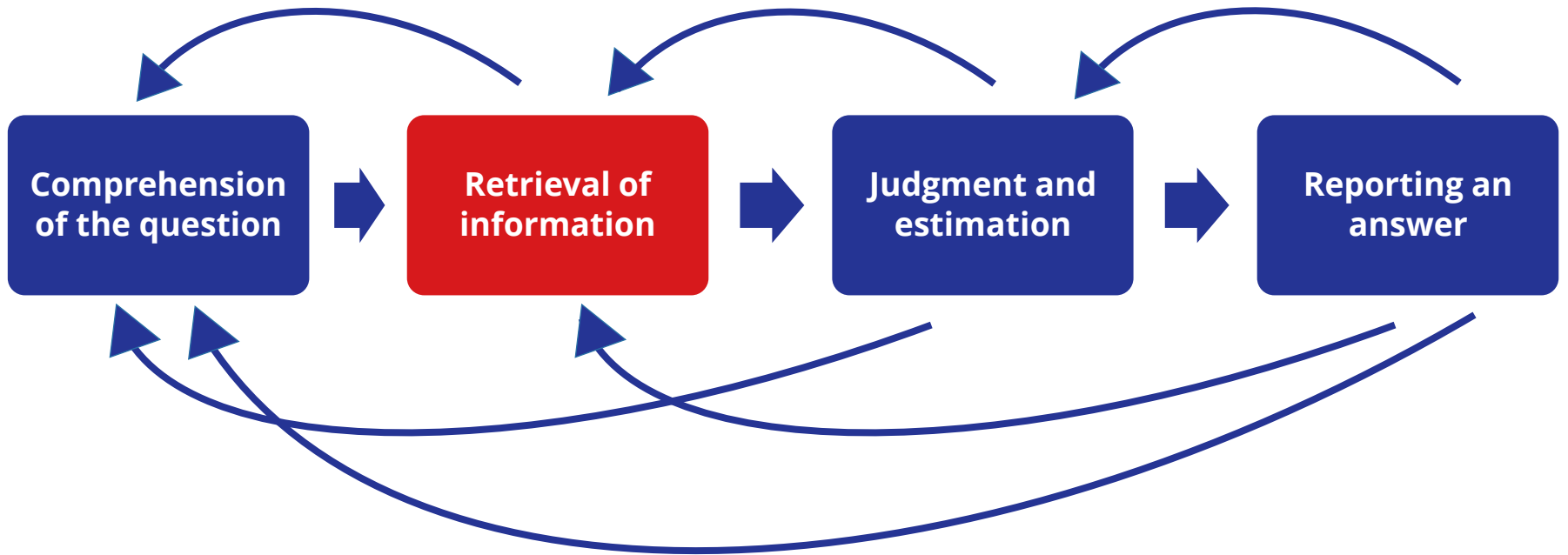


Where were the breakdowns?

- Comprehension
- Retrieval
- Judgement
- Reporting



Retrieval and Memory



Working Memory

Is $(10 \times 2) + 3 = 22$? ____ JUG

Working Memory

Is $(5 \times 3) + 4 = 17$? ____ **BOOK**

Is $(6 \times 2) - 3 = 8$? ____ **HOUSE**

Is $(4 \times 4) - 4 = 12$? ____ **JACKET**

Is $(3 \times 7) + 6 = 27$? ____ **CAT**

Is $(4 \times 8) - 2 = 31$? ____ **PEN**

Is $(9 \times 2) + 6 = 24$? ____ **WATER**

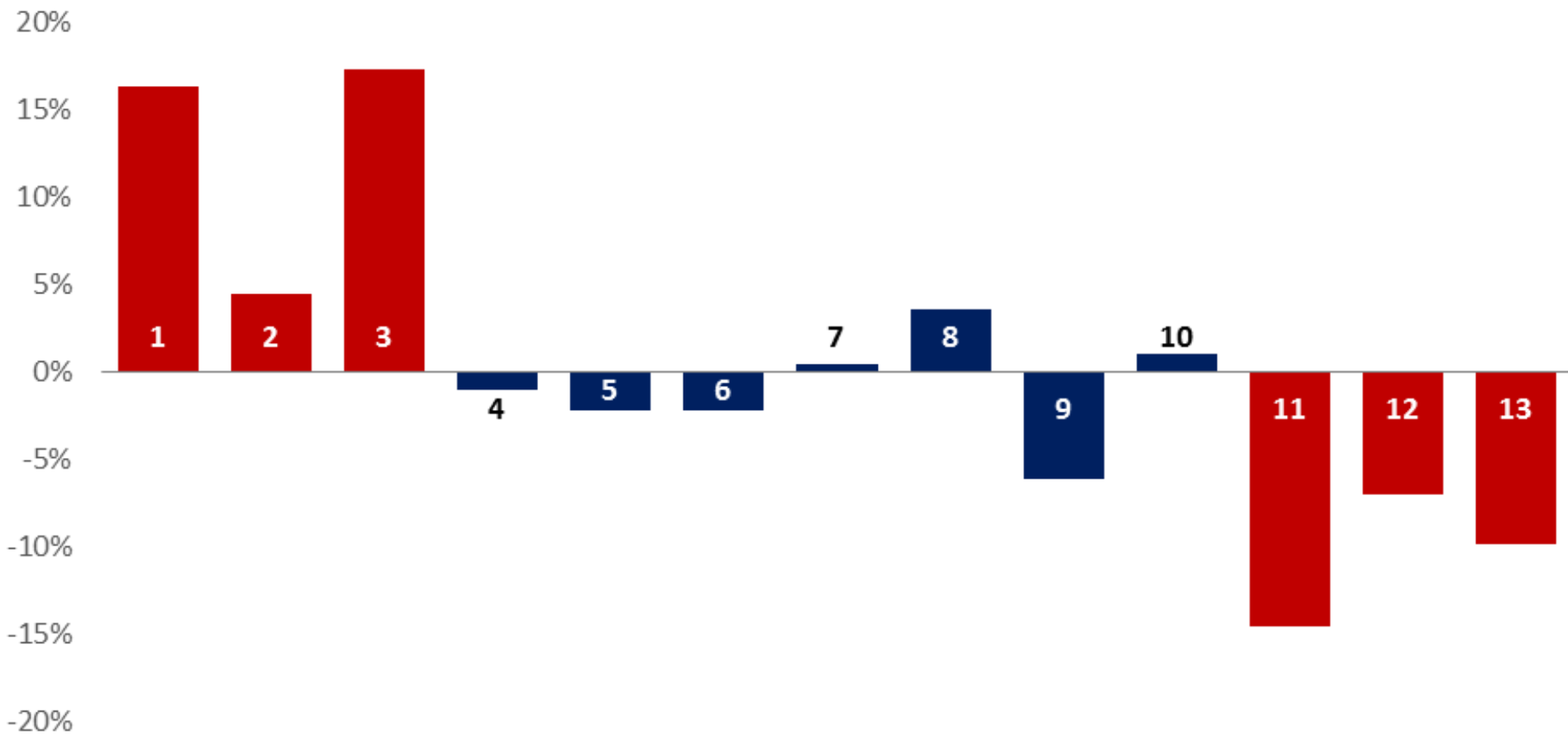
Working Memory and Satisficing

1. Manners
2. Success
3. Honest
4. Clean
5. Judgment
6. Self Control
7. Role
8. Amicable
9. Obey
10. Responsible
11. Considerate
12. Interested
13. Studious

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2. Interested
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4. Responsible
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8. Self Control
9. Judgment
10. Clean
11. Honest
12. Success
13. Manners



The order effect was largest for the first three and last three traits listed.



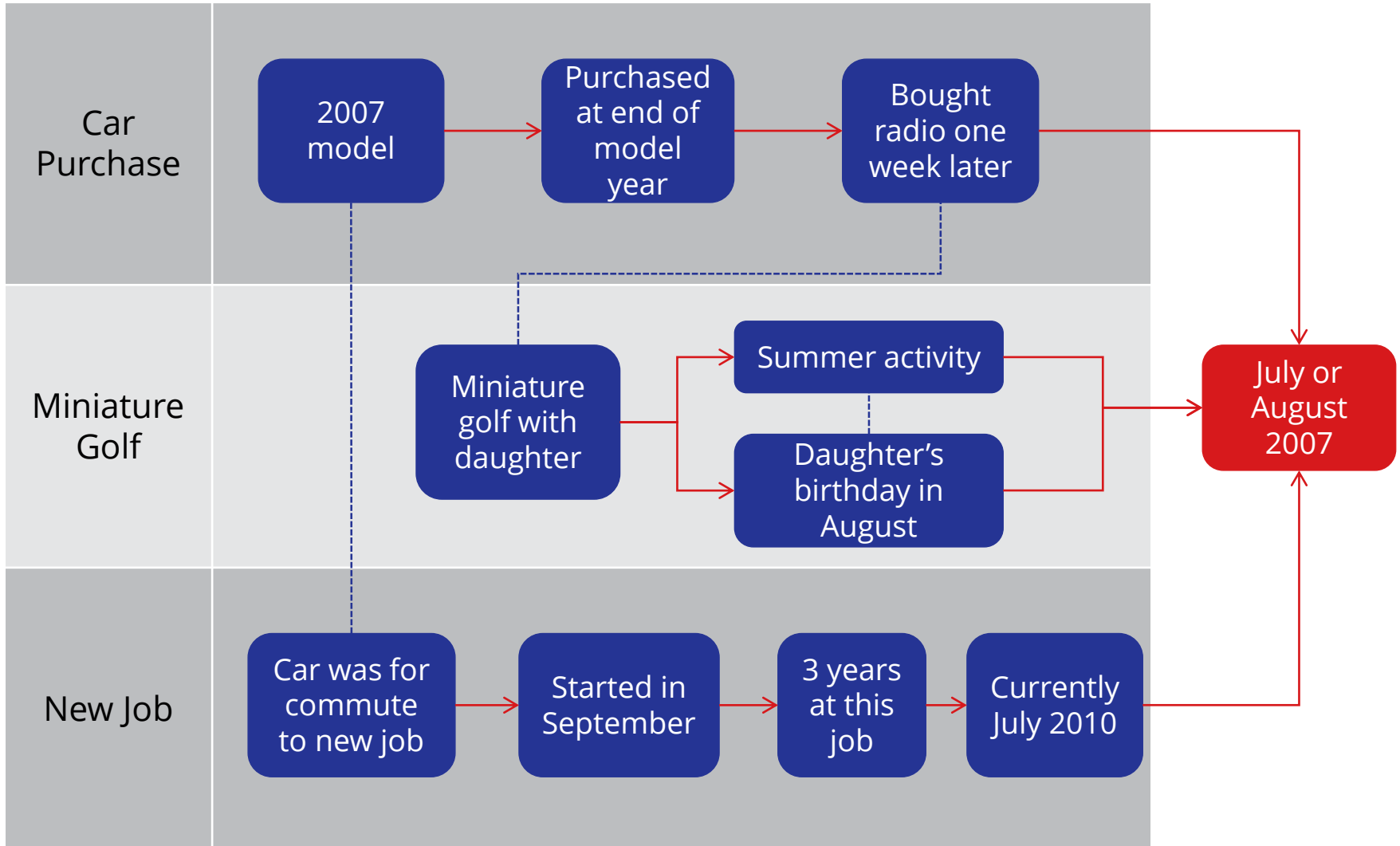
International Evaluation Considerations

- Be realistic about the working memory challenges of the questions you're asking
- Age and education level impact working memory capacity
 - Working memory capacity may differ across countries/cultures
- Different education systems may be better at fostering working memory than others

Long Term Memory

- Anecdotes or 'types'
 - Dietary pattern surveys
- Event-based memory storage and retrieval

When did you purchase your car radio?



Survey Applications

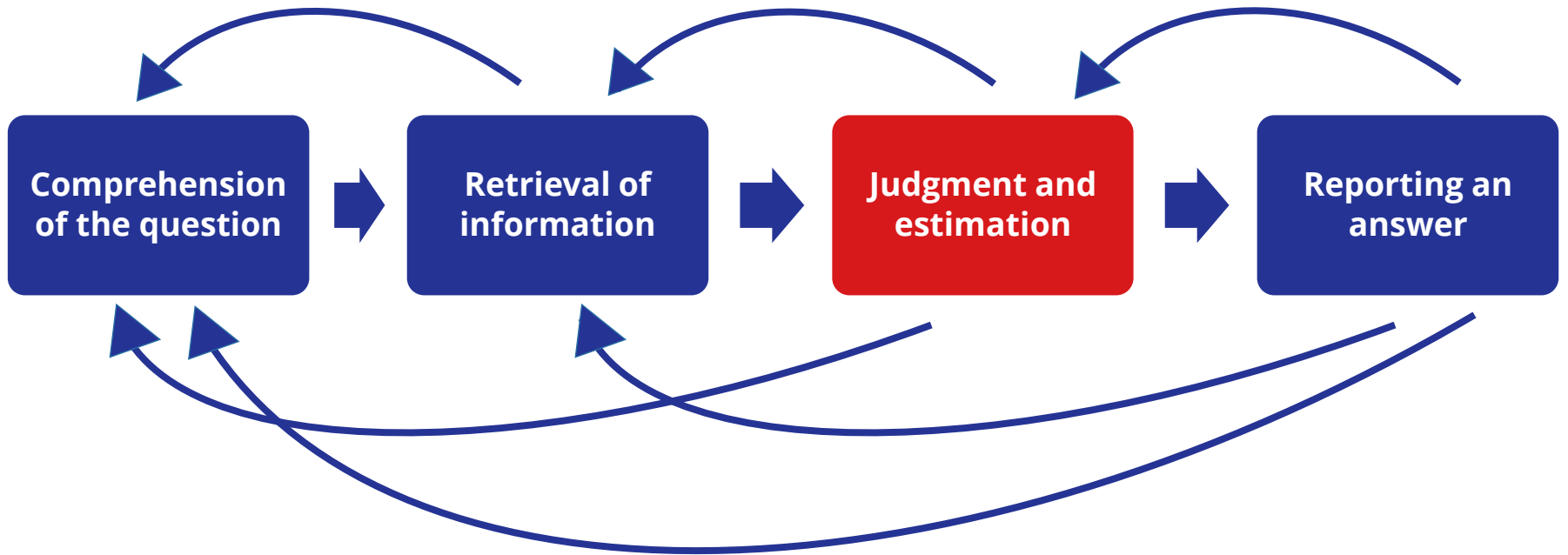
- Telescoping
- Using landmark events in recall
 - Citing commonly known events to bound a timeframe rather than a date
- Aided recall
 - Diaries
 - Available records
 - Descriptive paragraph

International Evaluation Considerations

- Awareness of key event 'types' in a culture and what they include
- Baseline to Endline- enough time passed to change what is 'usual'?
- Key salient events will differ from culture to culture
- Different conceptions of time and timekeeping



Judgment in Attitude Questions



Some people think that we should go onto daylight savings time all year round, that is, turning the clocks ahead one hour and leaving them there. Would you approve or disapprove of going onto daylight savings time all year round, or don't you care one way or the other?

1. Approve
2. Disapprove
3. Don't Care

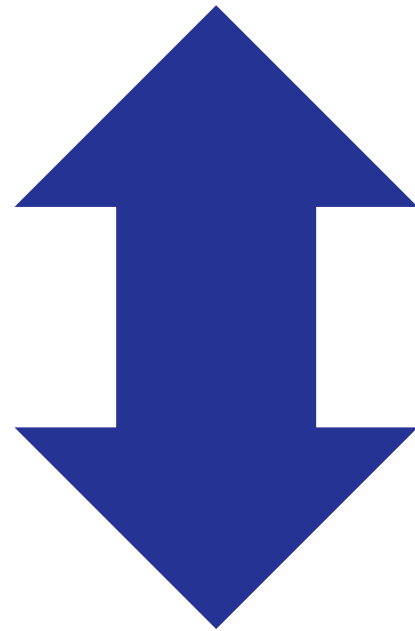
Cognition and Judgments

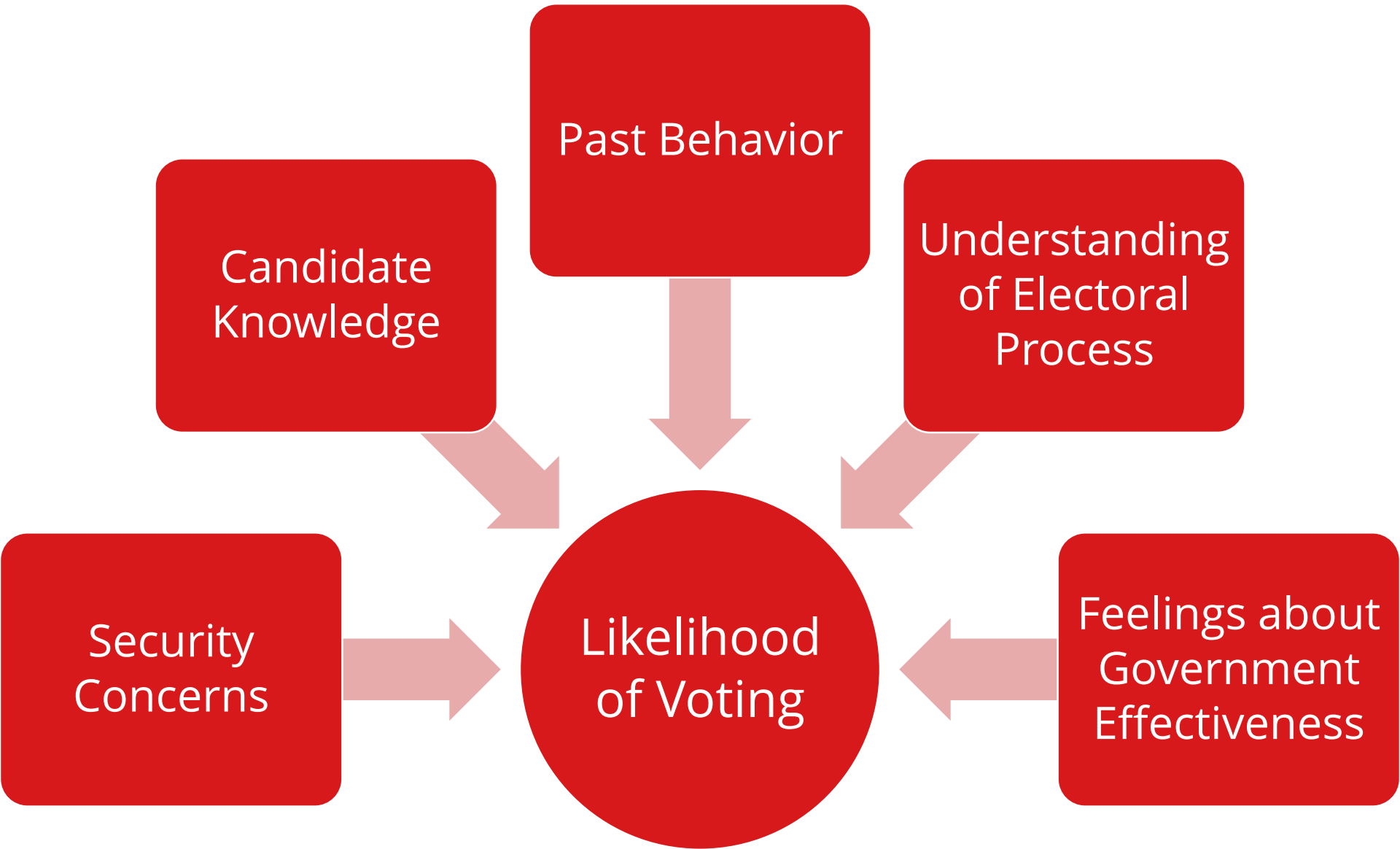
- General to specific inferences
- Utilization of context
- Stereotypes and norms

Context Effects

Election Survey A and Election Survey B asked about likelihood of voting in the Afghanistan presidential election.

15%





Election Survey A

- Likelihood of voting question followed questions about **past voting behavior**

Past Behavior

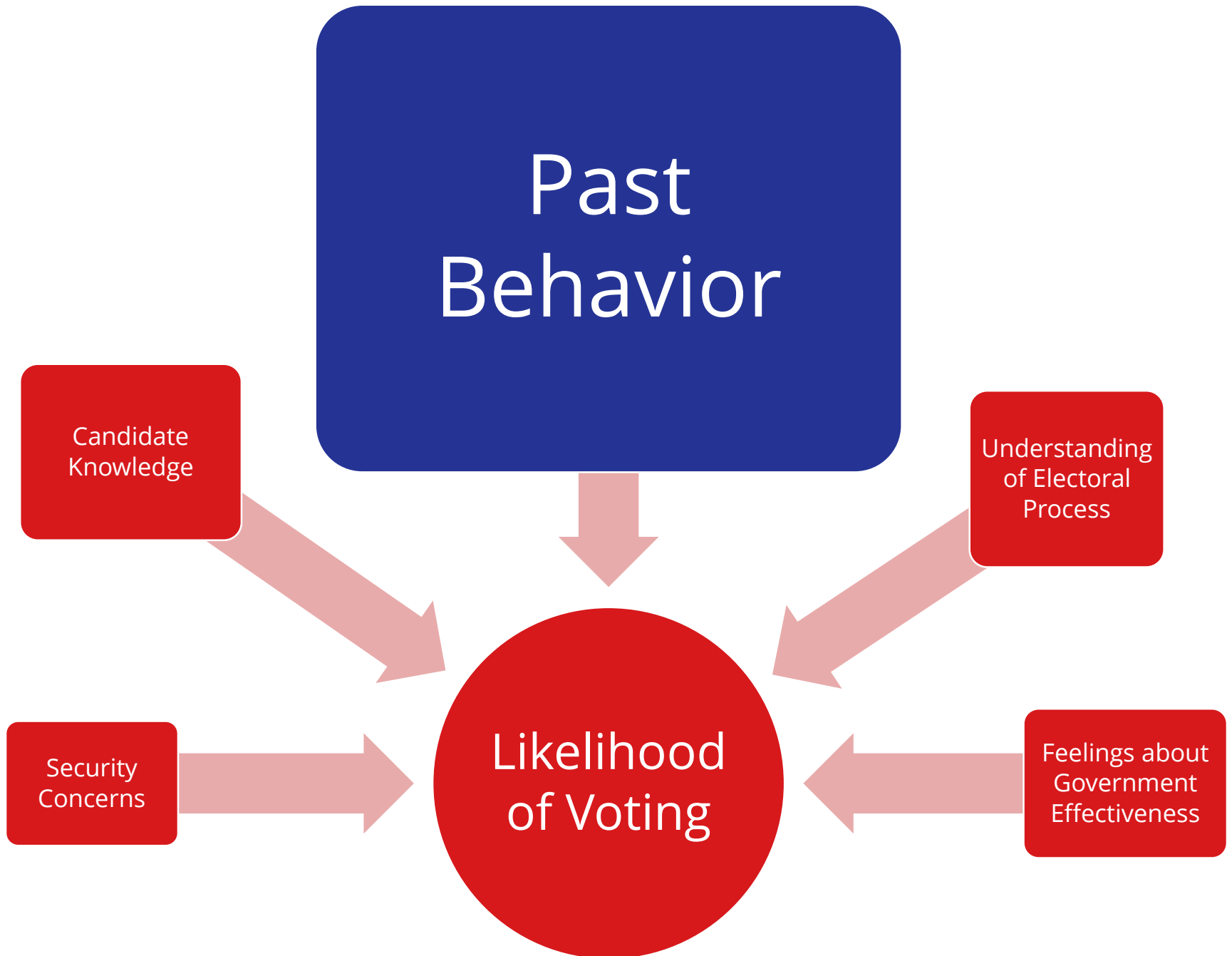
Candidate Knowledge

Understanding of Electoral Process

Security Concerns

Feelings about Government Effectiveness

Likelihood of Voting



Election Survey B

- Likelihood of voting question followed questions about **security**

Security
Concerns

Candidate
Knowledge

Past Behavior

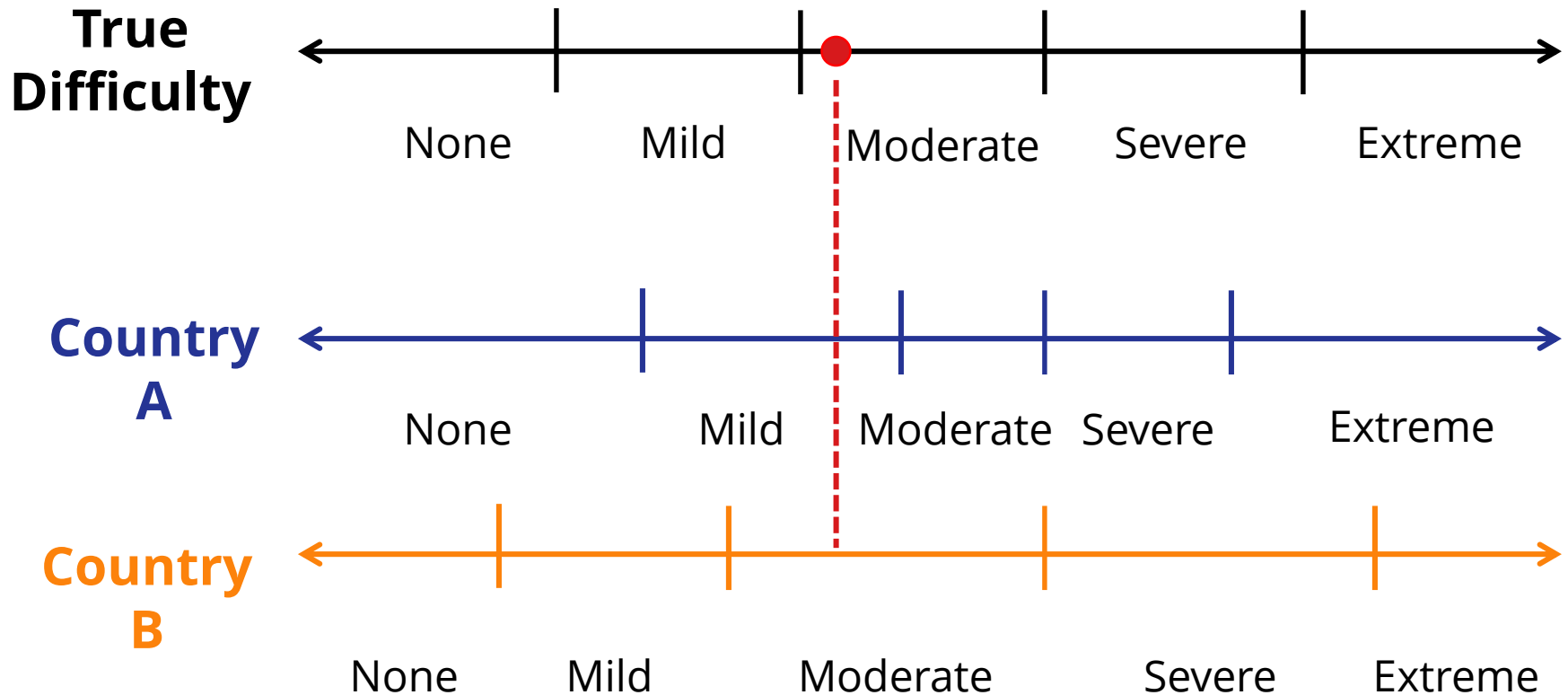
Understanding
of Electoral
Process

Feelings about
Government
Effectiveness

Likelihood
of Voting



Overall, in the last 30 days, how much pain or bodily aches did you have? None, mild, moderate, severe or extreme?





Cognitive Interviewing

Think-Aloud Interview

INTERVIEWER: How many times have you talked to a doctor in the last 12 months?

RESPONDENT: I guess that depends on what you mean when you say 'talked.' I talk to my neighbor who is a doctor...I go to my doctor about once a year, for a general check-up, so I would **count that**. I've been to...a specialist a couple of times in the past year- once to get a bad knee diagnosed, and I also saw an ENT about a coughing thing, which I'm **pretty sure was in the past year**, although I wouldn't swear to it. I also talked to doctors when I brought my kids to the pediatrician – **I assume that you don't want that**, though I'm not sure. Also, I saw a chiropractor, but I don't know if you consider that to be a doctor...So I'm not sure what number to give you...

Think-Aloud Exercise

Try to visualize the place where you live, and think about how many windows there are in that place. As you count up the windows, tell me what you are seeing and thinking about.

Verbal Probing

Survey Question: Are you the parent or guardian of any children who live in this household?

Probes:

- How did you define a 'household' when you answered this question? Whom did you include?
- How did you decide who is 'living' in your household? Are adult children who are currently residing away from home to receive education still considered to be 'living' in your household?

Probe Types

Pre-Scripted:

- Anticipated Probes
- Conditional Probes

Not Pre-Scripted:

- Spontaneous Probes
- Emergent Probes

When to Probe?

- **Concurrent Probing:** probing immediately after the subject answers each survey question
- **Retrospective Probing:** wait until after the interview is completed and then go back to probe

CI in Practice

- Go-to generic probes: “keep talking” or “say more about that”.
- Don’t say things like “Why don’t you know how to answer it?”
- The goal is to understand how the respondent is processing the question—receiving an answer to the survey question is secondary.
- Social desirability effects are an issue when probing, just as it is in the normal survey context.

CI Exercise

- Break up into pairs
 - One participant is the CI interviewer; the other is the respondent
- In Part 1, use the pre-scripted probes provided to help isolate cognition issues
- In Part 2, the interviewer must come up with his own probes
 - Each pair should switch roles between Parts 1 and 2

Cross-Cultural CI

- Purposes:
 - Uncover international researcher's cultural blind spots
 - Multi-language survey consistency assessment
 - Multi-country survey consistency assessment

Cross-Cultural CI Implementation

- Target Population:
 - Local data collection staff
 - program implementer/manager
 - Program recipients/beneficiaries (target survey respondents)
- You are not usually the one doing the CI
 - Training local research staff
 - Spontaneous vs. scripted probes?
- How to choose which questions to test?
- CIs in source language?

References

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