## CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>xiii</td>
</tr>
<tr>
<td>Gordon Willis</td>
<td></td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xv</td>
</tr>
<tr>
<td>Contributors</td>
<td>xvii</td>
</tr>
<tr>
<td>1 Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Kristen Miller</td>
<td></td>
</tr>
<tr>
<td>1.1 Cognitive Interviewing Methodology</td>
<td>2</td>
</tr>
<tr>
<td>2 Foundations and New Directions</td>
<td>7</td>
</tr>
<tr>
<td>Valerie Chepp and Caroline Gray</td>
<td></td>
</tr>
<tr>
<td>2.1 Introduction</td>
<td>7</td>
</tr>
<tr>
<td>2.2 Sociology and the Interpretivist Tradition</td>
<td>8</td>
</tr>
<tr>
<td>2.3 New Directions: Interpretation and Cognition</td>
<td>9</td>
</tr>
<tr>
<td>2.4 Methodological Implications for Cognitive Interviewing</td>
<td>11</td>
</tr>
<tr>
<td>2.5 Conclusion</td>
<td>14</td>
</tr>
<tr>
<td>3 Data Collection</td>
<td>15</td>
</tr>
<tr>
<td>Stephanie Willson and Kristen Miller</td>
<td></td>
</tr>
<tr>
<td>3.1 Introduction</td>
<td>15</td>
</tr>
<tr>
<td>3.2 Cognitive Interviewing Study Sample</td>
<td>15</td>
</tr>
<tr>
<td>3.2.1 Considerations of Sample Design</td>
<td>16</td>
</tr>
<tr>
<td>3.3 The Cognitive Interview</td>
<td>20</td>
</tr>
<tr>
<td>3.3.1 Differing Approaches to Cognitive Interviewing</td>
<td>20</td>
</tr>
<tr>
<td>3.3.2 Different Kinds of Data: Respondent as Evaluator versus Respondent as Story Teller</td>
<td>22</td>
</tr>
<tr>
<td>3.4 The Role of Interviewer</td>
<td>28</td>
</tr>
<tr>
<td>3.4.1 Interviewer as Data Collector</td>
<td>29</td>
</tr>
<tr>
<td>3.4.2 Interviewer as Researcher</td>
<td>30</td>
</tr>
<tr>
<td>3.5 Conclusion</td>
<td>33</td>
</tr>
</tbody>
</table>
CONTENTS

4 Analysis 35
Kristen Miller, Stephanie Willson, Valerie Chepp, and J. Michael Ryan

4.1 Introduction, 35
4.2 Analysis of Cognitive Interviews: Overview, 36
4.3 Analytic Steps for Cognitive Interviews, 38
  4.3.1 Step 1: Conducting the Interview, 39
  4.3.2 Step Two: Producing Interview Summaries, 40
  4.3.3 Step Three: Developing a Thematic Schema, 42
  4.3.4 Step Four: Developing an Advanced Schema, 44
  4.3.5 Step Five: Making Conclusions, 47
4.4 The Benefits of a Complete Analysis, 49
4.5 Conclusion, 50

5 Assessing Translated Questions via Cognitive Interviewing 51
Alis Schoua-Glusberg and Ana Villar

5.1 Introduction, 51
5.2 Why Use Cognitive Testing in Multilingual Survey Research, 51
  5.2.1 Multilingual Research Settings, 52
  5.2.2 Instrument Production in Multilingual Settings, 53
5.3 Translation and Translation Assessment Procedures, 54
  5.3.1 Team Translation Approaches, 54
  5.3.2 Translation Assessment Procedures, 54
  5.3.3 Pretesting as Part of Translation Assessment, 55
5.4 Cognitively Testing Translations of Survey Questions, 57
  5.4.1 Cognitive Interviewers, 58
  5.4.2 Respondent Selection, 58
  5.4.3 Introduction, Protocol, and Implementation, 59
  5.4.4 Analysis, 59
5.5 Problems Uncovered by Cognitive Testing of Translations, 60
  5.5.1 Uncovering Translation Problems, 61
  5.5.2 Uncovering Problems with the Source Question, 64
  5.5.3 Uncovering Problems Related to Cultural Differences – Need for Adaptation, 65
5.6 Conclusion, 66

6 Conveying Results 69
Valerie Chepp and Paul Scanlon

6.1 Introduction, 69
6.2 Contents of a Cognitive Interviewing Report, 70
  6.2.1 Introduction, 70
  6.2.2 Summary of Findings, 71
CONTENTS

6.2.3 Methods, 73
6.2.4 Question-by-Question Review, 77
6.2.5 Appendix, 80
6.3 Characteristics of a Cognitive Interviewing Report, 80
6.3.1 Transparency, 81
6.3.2 Reflexivity, 82
6.4 Conclusion, 84

7 Case Study: Evaluation of a Sexual Identity Question 85
Kristen Miller and J. Michael Ryan

7.1 Introduction, 85
7.2 Background, 86
7.2.1 Intended Construct for the National Health Interview Survey Sexual Identity Question, 86
7.2.2 Review of Data Quality Problems, 87
7.2.3 Development of an Improved Sexual Identity Question, 89
7.3 Case Study: Cognitive Interviewing Evaluation of the National Health Interview Survey Revised Sexual Identity Question, 93
7.3.1 Recruitment and Respondent Demographics, 93
7.3.2 Interviewing Procedures, 93
7.3.3 Data Analysis, 95
7.4 Case Study Findings, 96
7.4.1 Summary of Question Performance, 96
7.4.2 Basis of Respondents’ Answers, 97
7.4.3 Cases of Response Problems, 99
7.4.4 Interpretation of Categories, 100
7.4.5 Study Conclusions, 105
7.5 Conclusion, 106

8 Analysis Software for Cognitive Interviewing Studies: Q-Notes and Q-Bank 107
Justin Mezentin and Meredith Massey

8.1 Introduction, 107
8.2 Q-Notes Analysis Features, 108
8.2.1 Level 1: Conducting Interviews, 108
8.2.2 Level 2: Summarizing Interview Notes, 110
8.2.3 Level 3: Comparing Across Respondents, 112
8.2.4 Level 4: Comparing Across Groups, 115
8.2.5 Level 5: Drawing Conclusions about Question Performance, 118
CONTENTS

8.3 Project Management Features, 118
  8.3.1 Streamlined Communication, 119
  8.3.2 Interview Data Collection, 119
  8.3.3 Respondent Descriptors, 121
  8.3.4 Controlled Access by Project, 121
  8.3.5 Adding Questions, 122
  8.3.6 Question Translations, 124
  8.3.7 Coding Schemes, 124

8.4 Q-Bank: Making Cognitive Interview Findings Publicly Accessible, 125

8.5 Q-Bank Features, 126
  8.5.1 Searching for Questions, 126
  8.5.2 Advanced Search, 127
  8.5.3 Question Details, 128
  8.5.4 Value of Q-Bank, 129

8.6 Q-Bank: Challenges for the Past and Future, 130

8.7 Conclusion, 130

9 Cognitive Interviewing in Mixed Research 133
  Isabel Benitez Baena and Jose-Luis Padilla

  9.1 Introduction, 133
  9.2 The Mixed Research Paradigm: Characteristics and Design, 134
      9.2.1 Cognitive Interviewing Studies and Research Design, 135
  9.3 Mixed Method Research and Survey Question Evaluation, 136
      9.3.1 Case 1: Cognitive Interviewing and Survey Field Testing, 137
      9.3.2 Case 2: Cognitive Interviewing and Differential Item Functioning (DIF), 145
      9.3.3 Case 3: Cognitive Interviewing and Psychometric Scales, 148
  9.4 Conclusion, 152

10 Conclusion 153
  Kristen Miller, Stephanie Wilson, Valerie Chepp, and Jose-Luis Padilla

  10.1 Introduction, 153
  10.2 Summary of Practices, 154
      10.2.1 Data Collection, 154
      10.2.2 Analysis, 156
      10.2.3 Documenting Study Findings, 157
  10.3 New Directions, 159
      10.3.1 Topics for Examination, 159
      10.3.2 Mixed Method Research, 160
      10.3.3 Accepted Standards of Cognitive Interviewing Studies, 161
CONTENTS

Key Concepts 163
Question Evaluation Resources 167
References 171
Index 181