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Applying cognitive interviewing for validation of questionnaire items in a Danish national working environment survey
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Background
Questionnaire data is a important source for gaining insight in to psychosocial factors in the working environment. In designing the questionnaires we aim to ensure that: 1) data represent a valid expression of the concept we want to measure with little random variation, 2) data is sensitive in relation to measuring real differences or trends, and 3) we as far as possible are able to cover all the psychosocial dimensions we want to analyse. However respondents may misinterpret questions, be unable to recall relevant information or deliberate misreport confronted with sensitive questions.

Aim
The objective of the study is to use cognitive interviewing methodology to gain insight on respondent’s response process problems in answering questions on psychosocial working environment factors.

Methods
29 cognitive interviews based on thinking aloud techniques and probing were conducted. Tourangeau et als (2000) theoretical four-stage model on survey response processes was applied.

Results
Response process problems were identified 361 times in 71 of 77 tested items. Two hundred and two of these involved comprehension, 23 retrieval, 66 judgment, 46 response and 24 were not applicable to the four-stage model. 56% of the problems identified were of the comprehension type.

<table>
<thead>
<tr>
<th>Survey response process model</th>
<th>Number of response problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retrieval</td>
<td>23</td>
</tr>
<tr>
<td>Comprehension</td>
<td>202</td>
</tr>
<tr>
<td>Response</td>
<td>46</td>
</tr>
<tr>
<td>Judgment</td>
<td>66</td>
</tr>
<tr>
<td>Not applicable to four-stage model</td>
<td>24</td>
</tr>
<tr>
<td>All response problems</td>
<td>361</td>
</tr>
</tbody>
</table>

Table 1 Results from data analysis (coded interview data)

Conclusion
The methodology of cognitive interviewing was efficient in identifying response process problems. It was not possible to relate all identified problems to the applied theoretical model. Some of the problems identified were not cognitive in nature and therefore they were not directly applicable to the four stage model. Many of these have to do with logical inconsistencies in question sequences or the structure of the questionnaire. Our findings are in line with the findings of Willis who argues that survey questions presents problems to respondents because they not in effective way are able to convey the intentions underlying their formulation in the first place. Finally, we found that response process problems can occur even in well constructed questionnaires.

References