Contents

List of Contributors  xvii
Preface  xxiii

Part I  Assessing the Current Methodology for Questionnaire Design, Development, Testing, and Evaluation  1

1  Questionnaire Design, Development, Evaluation, and Testing: Where Are We, and Where Are We Headed?  3
   Gordon B. Willis
   1.1  Current State of the Art and Science of QDET  3
   1.2  Relevance of QDET in the Evolving World of Surveys  11
   1.3  Looking Ahead: Further Developments in QDET  16
   1.4  Conclusion  19
       References  20

2  Asking the Right Questions in the Right Way: Six Needed Changes in Questionnaire Evaluation and Testing Methods  25
   Don A. Dillman
   2.1  Personal Experiences with Cognitive Interviews and Focus Groups  25
   2.2  My 2002 Experience at QDET  29
   2.3  Six Changes in Survey Research that Require New Perspectives on Questionnaire Evaluation and Testing  33
   2.4  Conclusion  42
       References  43
3 A Framework for Making Decisions About Question Evaluation Methods 47
Roger Tourangeau, Aaron Maitland, Darby Steiger, and Ting Yan
3.1 Introduction 47
3.2 Expert Reviews 48
3.3 Laboratory Methods 51
3.4 Field Methods 55
3.5 Statistical Modeling for Data Quality 59
3.6 Comparing Different Methods 63
3.7 Recommendations 67
References 69

4 A Comparison of Five Question Evaluation Methods in Predicting the Validity of Respondent Answers to Factual Items 75
Aaron Maitland and Stanley Presser
4.1 Introduction 75
4.2 Methods 76
4.3 Results 79
4.4 Discussion 84
References 85

5 Combining Multiple Question Evaluation Methods: What Does It Mean When the Data Appear to Conflict? 91
Jo d’Ardenne and Debbie Collins
5.1 Introduction 91
5.2 Questionnaire Development Stages 92
5.3 Selection of Case Studies 93
5.4 Case Study 1: Conflicting Findings Between Focus Groups and Cognitive Interviews 95
5.5 Case Study 2: Conflicting Findings Between Eye-Tracking, Respondent Debriefing Questions, and Interviewer Feedback 97
5.6 Case Study 3: Complementary Findings Between Cognitive Interviews and Interviewer Feedback 100
5.7 Case Study 4: Combining Qualitative and Quantitative Data to Assess Changes to a Travel Diary 104
5.8 Framework of QT Methods 110
5.9 Summary and Discussion 110
References 114
Part II  Question Characteristics, Response Burden, and Data Quality  117

6  The Role of Question Characteristics in Designing and Evaluating Survey Questions  119
Jennifer Dykema, Nora Cate Schaeffer, Dana Garbarski, and Michael Hout
6.1 Introduction  119
6.2 Overview of Some of the Approaches Used to Conceptualize, Measure, and Code Question Characteristics  120
6.3 Taxonomy of Question Characteristics  127
6.4 Case Studies  132
6.5 Discussion  141
Acknowledgments  147
References  148

7  Exploring the Associations Between Question Characteristics, Respondent Characteristics, Interviewer Performance Measures, and Survey Data Quality  153
James M. Dahlam...  157
7.3 Results  174
7.4 Discussion  182
Disclaimer  191
References  191

8  Response Burden: What Is It and What Predicts It?  193
Ting Yan, Scott Fricker, and Shirley Tsai
8.1 Introduction  193
8.2 Methods  197
8.3 Results  202
8.4 Conclusions and Discussion  206
Acknowledgments  210
References  210

9  The Salience of Survey Burden and Its Effect on Response Behavior to Skip Questions: Experimental Results from Telephone and Web Surveys  213
Frauke Kreuter, Stephanie Eckman, and Roger Tourangeau
9.1 Introduction  213
9.2 Study Designs and Methods  216
Manipulating the Interleafed Format 219
Discussion and Conclusion 224
Acknowledgments 226
References 227

10 A Comparison of Fully Labeled and Top-Labeled Grid Question Formats 229
Jolene D. Smyth and Kristen Olson

10.1 Introduction 229
10.2 Data and Methods 236
10.3 Findings 243
10.4 Discussion and Conclusions 253
Acknowledgments 254
References 255

11 The Effects of Task Difficulty and Conversational Cueing on Answer Formatting Problems in Surveys 259
Yfke Ongena and Sanne Unger

11.1 Introduction 259
11.2 Factors Contributing to Respondents' Formatting Problems 262
11.3 Hypotheses 267
11.4 Method and Data 268
11.5 Results 275
11.6 Discussion and Conclusion 278
11.7 Further Expansion of the Current Study 281
11.8 Conclusions 282
References 283

Part III Improving Questionnaires on the Web and Mobile Devices 287

12 A Compendium of Web and Mobile Survey Pretesting Methods 289
Emily Geisen and Joe Murphy

12.1 Introduction 289
12.2 Review of Traditional Pretesting Methods 290
12.3 Emerging Pretesting Methods 294
References 308
## Contents

13  **Usability Testing Online Questionnaires: Experiences at the U.S. Census Bureau**  315  
*Elizabeth Nichols, Erica Olmsted-Hawala, Temika Holland, and Amy Anderson Riemer*

13.1  Introduction  315
13.2  History of Usability Testing Self-Administered Surveys at the US Census Bureau  316
13.3  Current Usability Practices at the Census Bureau  317
13.4  Participants: "Real Users, Not User Stories"  320
13.5  Building Usability Testing into the Development Life Cycle  323
13.6  Measuring Accuracy  327
13.7  Measuring Efficiency  331
13.8  Measuring Satisfaction  335
13.9  Retrospective Probing and Debriefing  337
13.10  Communicating Findings with the Development Team  339
13.11  Assessing Whether Usability Test Recommendations Worked  340
13.12  Conclusions  341
13 References  341

14  **How Mobile Device Screen Size Affects Data Collected in Web Surveys**  349  
*Daniele Toninelli and Melanie Revilla*

14.1  Introduction  349
14.2  Literature Review  350
14.3  Our Contribution and Hypotheses  352
14.4  Data Collection and Method  355
14.5  Main Results  361
14.6  Discussion  368
Acknowledgments  369
References  370

15  **Optimizing Grid Questions for Smartphones: A Comparison of Optimized and Non-Optimized Designs and Effects on Data Quality on Different Devices**  375  
*Trine Dale and Heidi Walsoe*

15.1  Introduction  375
15.2  The Need for Change in Questionnaire Design Practices  376
15.3  Contribution and Research Questions  378
15.4  Data Collection and Methodology  380
15.5  Main Results  386
16 Learning from Mouse Movements: Improving Questionnaires and Respondents’ User Experience Through Passive Data Collection

Rachel Horwitz, Sarah Brockhaus, Felix Henninger, Pascal J. Kieslich, Malte Schierholz, Florian Keusch, and Frauke Kreuter

16.1 Introduction 403
16.2 Background 404
16.3 Data 409
16.4 Methodology 410
16.5 Results 415
16.6 Discussion 420
References 423

17 Using Targeted Embedded Probes to Quantify Cognitive Interviewing Findings

Paul Scanlon

17.1 Introduction 427
17.2 The NCHS Research and Development Survey 431
17.3 Findings 433
17.4 Discussion 445
References 448

18 The Practice of Cognitive Interviewing Through Web Probing

Stephanie Fowler and Gordon B. Willis

18.1 Introduction 451
18.2 Methodological Issues in the Use of Web Probing for Pretesting 452
18.3 Testing the Effect of Probe Placement 453
18.4 Analyses of Responses to Web Probes 455
18.5 Qualitative Analysis of Responses to Probes 459
18.6 Qualitative Coding of Responses 459
18.7 Current State of the Use of Web Probes 462
18.8 Limitations 465
18.9 Recommendations for the Application and Further Evaluation of Web Probes 466
18.10 Conclusion 468
Acknowledgments 468
References 468
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Optimizing Questionnaire Design in Cross-National and Cross-Cultural Surveys</td>
<td>473</td>
</tr>
<tr>
<td></td>
<td>Tom W. Smith</td>
<td></td>
</tr>
<tr>
<td>19.1</td>
<td>Introduction</td>
<td>473</td>
</tr>
<tr>
<td>19.2</td>
<td>The Total Survey Error Paradigm and Comparison Error</td>
<td>474</td>
</tr>
<tr>
<td>19.3</td>
<td>Cross-Cultural Survey Guidelines and Resources</td>
<td>477</td>
</tr>
<tr>
<td>19.4</td>
<td>Translation</td>
<td>478</td>
</tr>
<tr>
<td>19.5</td>
<td>Developing Comparative Scales</td>
<td>480</td>
</tr>
<tr>
<td>19.6</td>
<td>Focus Groups and Pretesting in Cross-National/Cultural Surveys</td>
<td>483</td>
</tr>
<tr>
<td>19.7</td>
<td>Tools for Developing and Managing Cross-National Surveys</td>
<td>484</td>
</tr>
<tr>
<td>19.8</td>
<td>Resources for Developing and Testing Cross-National Measures</td>
<td>485</td>
</tr>
<tr>
<td>19.9</td>
<td>Pre- and Post-Harmonization</td>
<td>486</td>
</tr>
<tr>
<td>19.10</td>
<td>Conclusion</td>
<td>488</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>488</td>
</tr>
<tr>
<td>20</td>
<td>A Model for Cross-National Questionnaire Design and Pretesting</td>
<td>493</td>
</tr>
<tr>
<td></td>
<td>Rory Fitzgerald and Diana Zavala-Rojas</td>
<td></td>
</tr>
<tr>
<td>20.1</td>
<td>Introduction</td>
<td>493</td>
</tr>
<tr>
<td>20.2</td>
<td>Background</td>
<td>493</td>
</tr>
<tr>
<td>20.3</td>
<td>The European Social Survey</td>
<td>495</td>
</tr>
<tr>
<td>20.4</td>
<td>ESS Questionnaire Design Approach</td>
<td>496</td>
</tr>
<tr>
<td>20.5</td>
<td>Critique of the Seven-Stage Approach</td>
<td>497</td>
</tr>
<tr>
<td>20.6</td>
<td>A Model for Cross-National Questionnaire Design and Pretesting</td>
<td>497</td>
</tr>
<tr>
<td>20.7</td>
<td>Evaluation of the Model for Cross-National Questionnaire Design</td>
<td>501</td>
</tr>
<tr>
<td></td>
<td>and Pretesting Using the Logical Framework Matrix (LFM)</td>
<td></td>
</tr>
<tr>
<td>20.8</td>
<td>Conclusions</td>
<td>512</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>514</td>
</tr>
<tr>
<td>21</td>
<td>Cross-National Web Probing: An Overview of Its Methodology and Its Use in Cross-National Studies</td>
<td>521</td>
</tr>
<tr>
<td></td>
<td>Dorothée Behr, Katharina Meitinger, Michael Braun, and Lars Kaczmirek</td>
<td></td>
</tr>
<tr>
<td>21.1</td>
<td>Introduction</td>
<td>521</td>
</tr>
<tr>
<td>21.2</td>
<td>Cross-National Web Probing — Its Goal, Strengths, and Weaknesses</td>
<td>523</td>
</tr>
<tr>
<td>21.3</td>
<td>Access to Respondents Across Countries: The Example of Online Access Panels and Probability-Based Panels</td>
<td>526</td>
</tr>
<tr>
<td>21.4</td>
<td>Implementation of Standardized Probes</td>
<td>527</td>
</tr>
<tr>
<td>Chapter</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>21.5</td>
<td>Translation and Coding Answers to Cross-Cultural Probes</td>
<td>532</td>
</tr>
<tr>
<td>21.6</td>
<td>Substantive Results</td>
<td>533</td>
</tr>
<tr>
<td>21.7</td>
<td>Cross-National Web Probing and Its Application Throughout the</td>
<td>536</td>
</tr>
<tr>
<td></td>
<td>Survey Life Cycle</td>
<td></td>
</tr>
<tr>
<td>21.8</td>
<td>Conclusions and Outlook</td>
<td>538</td>
</tr>
<tr>
<td></td>
<td>Acknowledgments</td>
<td>539</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>539</td>
</tr>
<tr>
<td>22</td>
<td>Measuring Disability Equality in Europe: Design and</td>
<td>545</td>
</tr>
<tr>
<td></td>
<td>Development of the European Health and Social Integration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Survey Questionnaire</td>
<td>548</td>
</tr>
<tr>
<td></td>
<td>Amanda Wilmot</td>
<td></td>
</tr>
<tr>
<td>22.1</td>
<td>Introduction</td>
<td>545</td>
</tr>
<tr>
<td>22.2</td>
<td>Background</td>
<td>546</td>
</tr>
<tr>
<td>22.3</td>
<td>Questionnaire Design</td>
<td>548</td>
</tr>
<tr>
<td>22.4</td>
<td>Questionnaire Development and Testing</td>
<td>553</td>
</tr>
<tr>
<td>22.5</td>
<td>Survey Implementation</td>
<td>560</td>
</tr>
<tr>
<td>22.6</td>
<td>Lessons Learned</td>
<td>563</td>
</tr>
<tr>
<td>22.7</td>
<td>Final Reflections</td>
<td>566</td>
</tr>
<tr>
<td></td>
<td>Acknowledgments</td>
<td>567</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>567</td>
</tr>
<tr>
<td></td>
<td><strong>Part V  Extensions and Applications</strong></td>
<td>571</td>
</tr>
<tr>
<td>23</td>
<td>Regression-Based Response Probing for Assessing the</td>
<td>573</td>
</tr>
<tr>
<td></td>
<td>Validity of Survey Questions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Patrick Sturgis, Ian Brunton-Smith, and Jonathan Jackson</td>
<td></td>
</tr>
<tr>
<td>23.1</td>
<td>Introduction</td>
<td>573</td>
</tr>
<tr>
<td>23.2</td>
<td>Cognitive Methods for Assessing Question Validity</td>
<td>574</td>
</tr>
<tr>
<td>23.3</td>
<td>Regression-Based Response Probing</td>
<td>577</td>
</tr>
<tr>
<td>23.4</td>
<td>Example 1: Generalized Trust</td>
<td>579</td>
</tr>
<tr>
<td>23.5</td>
<td>Example 2: Fear of Crime</td>
<td>580</td>
</tr>
<tr>
<td>23.6</td>
<td>Data</td>
<td>581</td>
</tr>
<tr>
<td>23.7</td>
<td>Discussion</td>
<td>586</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>588</td>
</tr>
<tr>
<td>24</td>
<td>The Interplay Between Survey Research and Psychometrics,</td>
<td>593</td>
</tr>
<tr>
<td></td>
<td>with a Focus on Validity Theory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bruno D. Zumbo and José-Luis Padilla</td>
<td></td>
</tr>
<tr>
<td>24.1</td>
<td>Introduction</td>
<td>593</td>
</tr>
<tr>
<td>24.2</td>
<td>An Over-the-Shoulder Look Back at Validity Theory and Validation</td>
<td>595</td>
</tr>
<tr>
<td></td>
<td>Practices with an Eye toward Describing Contemporary Validity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Theories</td>
<td></td>
</tr>
</tbody>
</table>
24.3 An Approach to Validity that Bridges Psychometrics and Survey Design 602
24.4 Closing Remarks 606
References 608

25 Quality-Driven Approaches for Managing Complex Cognitive Testing Projects 613
Martha Stapleton, Darby Steiger, and Mary C. Davis
25.1 Introduction 613
25.2 Characteristics of the Four Cognitive Testing Projects 614
25.3 Identifying Detailed, Quality-Driven Management Approaches for Qualitative Research 615
25.4 Identifying Principles for Developing Quality-Driven Management Approaches 616
25.5 Applying the Concepts of Transparency and Consistency 617
25.6 The 13 Quality-Driven Management Approaches 618
25.7 Discussion and Conclusion 632
References 634

26 Using Iterative, Small-Scale Quantitative and Qualitative Studies: A Review of 15 Years of Research to Redesign a Major US Federal Government Survey 639
Joanne Pascale
26.1 Introduction 639
26.2 Measurement Issues in Health Insurance 641
26.3 Methods and Results 645
26.4 Discussion 660
26.5 Final Reflections 663
References 664

27 Contrasting Stylized Questions of Sleep with Diary Measures from the American Time Use Survey 671
Robin L. Kaplan, Brandon Kopp, and Polly Phipps
27.1 Introduction 671
27.2 The Sleep Gap 672
27.3 The Present Research 674
27.4 Study 1: Behavior Coding 675
27.5 Study 2: Cognitive Interviews 678
27.6 Study 3: Quantitative Study 682
27.7 Study 4: Validation Study 686
27.8 General Discussion 689
27.9 Implications and Future Directions 692
References 692
Questionnaire Design Issues in Mail Surveys of All Adults in a Household

Douglas Williams, J. Michael Brick, W. Sherman Edwards, and Pamela Giambo

28.1 Introduction
28.2 Background
28.3 The NCVS and Mail Survey Design Challenges
28.4 Field Test Methods and Design
28.5 Outcome Measures
28.6 Findings
28.7 Summary
28.8 Discussion
28.9 Conclusion
References

Planning Your Multimethod Questionnaire Testing Bento Box: Complementary Methods for a Well-Balanced Test

Jaki S. McCarthy

29.1 Introduction
29.2 A Questionnaire Testing Bento Box
29.3 Examples from the Census of Agriculture Questionnaire Testing Bento Box
29.4 Conclusion
References

Flexible Pretesting on a Tight Budget: Using Multiple Dependent Methods to Maximize Effort-Return Trade-Offs

Matt Jans, Jody L. Herman, Joseph Viana, David Grant, Royce Park, Bianca D.M. Wilson, Jane Tom, Nicole Lordi, and Sue Holtby

30.1 Introduction
30.2 Evolution of a Dependent Pretesting Approach for Gender Identity Measurement
30.3 Analyzing and Synthesizing Results
30.4 Discussion
Acknowledgments
References

Index