Methods for Testing and Evaluating Survey Questionnaires

Edited by

STANLEY PRESSER

University of Maryland, College Park, MD

JENNIFER M. ROTHGEB

U.S. Bureau of the Census, Washington, DC

MICK P. COUPER

University of Michigan, Ann Arbor, MI

JUDITH T. LESSLER

Research Triangle Institute, Research Triangle Park, NC

ELIZABETH MARTIN

U.S. Bureau of the Census, Washington, DC

JEAN MARTIN

Office for National Statistics, London, UK

ELEANOR SINGER

University of Michigan, Ann Arbor, MI

II HOCHSCHULE

Bibliothek



A JOHN WILEY & SONS, INC., PUBLICATION

Contents

| Contributors | | xi |
|--------------|---|----|
| Pre | Preface | |
| | Methods for Testing and Evaluating Survey Questions Stanley Presser, Mick P. Couper, Judith T. Lessler, Elizabeth Martin, Jean Martin, Jennifer M. Rothgeb, and Eleanor Singer | 1 |
| PAl | RT I COGNITIVE INTERVIEWS | |
| | Cognitive Interviewing Revisited: A Useful Technique, in Theory? Gordon B. Willis | 23 |
| | The Dynamics of Cognitive Interviewing Paul Beatty | 45 |
| | Data Quality in Cognitive Interviews: The Case of Verbal Reports Frederick G. Conrad and Johnny Blair | 67 |
| | Do Different Cognitive Interview Techniques Produce Different Results? Theresa J. DeMaio and Ashley Landreth | 89 |

Vlii CONTENTS

| PART II SUPPLEMENTS TO CONVENTIONAL PRETESTS | |
|---|-----|
| 6 Evaluating Survey Questions by Analyzing Patterns of Behavior Codes and Question-Answer Sequences: A Diagnostic Approach <i>Johannes van der Zouwen and Johannes H. Smit</i> | 109 |
| 7 Response Latency and (Para)Linguistic Expressions as Indicators of Response Error Stasja Draisma and Wil Dijkstra | 131 |
| 8 Vignettes and Respondent Debriefing for Questionnaire Design and Evaluation Elizabeth Martin | 149 |
| PART III EXPERIMENTS | |
| 9 The Case for More Split-Sample Experiments in Developing Survey Instruments Floyd Jackson Fowler, Jr. | 173 |
| 10 Using Field Experiments to Improve Instrument Design: The SIPP Methods Panel Project Jeffrey Moore, Joanne Pascale, Pat Doyle, Anna Chan, and Julia Klein Griffiths | 189 |
| 11 Experimental Design Considerations for Testing and Evaluating Questionnaires *Roger Tourangeau* | 209 |
| PART IV STATISTICAL MODELING | |
| 12 Modeling Measurement Error to Identify Flawed Questions Paul Biemer | 225 |
| 13 Item Response Theory Modeling for Questionnaire Evaluation Bryce B. Reeve and Louise C. Masse | 247 |
| 14 Development and Improvement of Questionnaires Using Predictions of Reliability and Validity Willem E. Saris, William van der Veld, and Irmtraud Gallhofer | 275 |

CONTENTS

| PART V MODE OF ADMINISTRATION | | | |
|--|-----|--|--|
| 15 Testing Paper Self-Administered Questionnaires: Cognitive Interview and Field Test Comparisons Don A. Dillman and Cleo D. Redline | 299 | | |
| 16 Methods for Testing and Evaluating Computer-Assisted Questionnaires John Tarnai and Danna L. Moore | 319 | | |
| 17 Usability Testing to Evaluate Computer-Assisted Instruments Sue Ellen Hansen and Mick P. Couper | 337 | | |
| 18 Development and Testing of Web Questionnaires Reginald P. Baker, Scott Crawford, and Janice Swinehart | 361 | | |
| PART VI SPECIAL POPULATIONS | | | |
| 19 Evolution and Adaptation of Questionnaire Development, Evaluation, and Testing Methods for Establishment Surveys Diane K. Willimack, Lars Lyberg, Jean Martin, Lilli Japec, and Patricia Whitridge | 385 | | |
| 20 Pretesting Questionnaires for Children and Adolescents Edith de Leeuw, Natacha Borgers, and Astrid Smits | 409 | | |
| 21 Developing and Evaluating Cross-National Survey Instruments <i>Tom W. Smith</i> | 431 | | |
| 22 Survey Questionnaire Translation and Assessment Janet Harkness, Beth-Ellen Pennell, and Alisu Schoua-Glusberg | 453 | | |
| PART VII MULTIMETHOD APPLICATIONS | | | |
| 23 A Multiple-Method Approach to Improving the Clarity of Closely Related Concepts: Distinguishing Legal and Physical Custody of Children Nora Cate Schaeffer and Jennifer Dykema | 475 | | |
| 24 Multiple Methods for Developing and Evaluating a Stated-Choice Questionnaire to Value Wetlands <i>Michael D. Kaplowitz, Frank Lupi, and John P. Hoehn</i> | 503 | | |

| 25 Does Pretesting Make a Difference? An Experimental Test | 525 |
|--|-----|
| Barbara Forsyth, Jennifer M. Rothgeb, and Gordon B. Willis | |
| References | |
| Index | |