TOOLS TO IMPROVE COGNITIVE INTERVIEWING: Q-BANK AND Q-NOTES

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PURPOSE OF PRESENTATION

- Using Q-Notes and Q Bank to do the following
  - Planning of Survey Development (Q-Bank)
  - Testing of Survey (Q-Notes)
    - Establishing and Maintaining Qualitative Rigor
  - Reporting on respondent’s understanding of the survey (Q-Notes)
  - Applying cognitive interviewing findings to improve survey
  - Contributing to question evaluation and survey development communities (Q-Bank)
**BACKGROUND: DESCRIPTION OF Q-SUITE**

**Q Bank**
- Collaborative resource for question evaluation which collects question evaluation studies from federal statistical agencies and research organizations.

**Q Notes**
- Used to manage and analyze cognitive interviewing studies, it is also excellent for team based, multi-site research.
COMMON CHALLENGES IN SURVEY DEVELOPMENT

Not establishing the constructs that need to be measured

Lack of knowledge of the following:

• Past studies that have examined the chosen construct
• Questions that measured construct
• Performance of questions that have measure the construct
COMMON CHALLENGES IN TEAM BASED QUALITATIVE RESEARCH

- Ensuring transparency of research
- Systematically developing and organizing
- Researchers involved in large-scale team-based research projects face

- Enabling swift and detailed data collection and analysis
- Rigorous method to structure and refine research project
- Finding Epistemological and Ontological common ground which increases the likelihood of a more rigorous and defensible study
DESCRIPTION OF COGNITIVE INTERVIEWING, SURVEY EVALUATION AND Q SUITE
Create List of similar questions and take key excerpt of reports

Find Similar Questions and Reports to inform survey development (Q-Bank)

Survey Development Planning (Determine Purpose of Survey)

Submit Report to Q-Bank to contribute to the body of literature

Test Survey (Q-Notes)

Analyse Cognitive Interview Data (Q-Notes)

Apply Findings to develop or improve survey

Develop Survey

Examine the questions and patterns of a specific topic (Q-Bank)

Read Reports/Examine the questions and patterns of a specific topic (i.e. Tobacco)
BENEFITS AND CHALLENGES OF CURRENT QUALITATIVE RESEARCH TOOLS

**Atlas Ti, Dedoose, Nvivo**

**Benefit:** Excellent for Mixed Methods

**Atlas Ti, Dedoose, Nvivo, Qnotes**

**Benefit:** Excellent for Team Based Qualitative Research

**Atlas Ti, Nvivo**

**Challenge:** Cost
THE ROLE OF Q-BANK AND Q-NOTES

Q-Bank
Planning Survey Development
Contributing to Question Evaluation and Survey Development Communities

Q-Notes
Testing, Analyzing and Drafting Report on Cognitive Interviewing
DEFINITION OF QUALITATIVE RIGOR

Rigorous Cognitive Interviewing

- Replicability
- Traceability
- Credibility
- Dependability
- Confirmability

Excellent Reporting and Presentations
<table>
<thead>
<tr>
<th>Element of Qualitative Rigor</th>
<th>Q-Notes Solution</th>
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<tr>
<td>Replicability</td>
<td>Clear theme definitions/definitions and data management</td>
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<td>Traceability</td>
<td>Allows project manager to trace analysis back to original video/audio recording</td>
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<td>Credibility</td>
<td>Provides clear data and theme establishment which facilitates the ability for the project manager or external auditor to assess the consistency between “respondent’s views and the researchers’ representations of them” was encouraged through the comparison within the individual interview</td>
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<td>Dependability</td>
<td>Encouraged through providing the Project manager a clear path between transcripts, the codebook, and analysis</td>
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<td>Confirmability</td>
<td>Allows the project leader to determine that the reported data and analysis were “clearly derived from the data”</td>
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### Q BANK

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<th>Elements of</th>
<th>Q-Bank Solution</th>
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<tr>
<td>Knowledge building</td>
<td>- Improve question design and the validity of survey data.</td>
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<td></td>
<td>• Informing users about the state of the art measures in a myriad of areas</td>
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<td>• Q-Bank allows you to search for tested survey questions and access those evaluation studies</td>
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<td>Survey Manager Support</td>
<td>• Provide necessary evidence for survey managers to demonstrate their survey collects the data it purports to collect.</td>
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<td>Knowledge translation</td>
<td>• Applying findings from Q-Bank to survey development</td>
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<td>Data User Support</td>
<td>• Support data users by providing useful information to more fully understand and better interpret data used in their own research.</td>
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<td>Community collaboration</td>
<td>- Paying it forward doing the following</td>
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<td>• Formatting report to Q-Bank Standards</td>
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<td>• Submitting report to be included in Q-Bank to build knowledge in the scientific community</td>
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<td>Participatory</td>
<td>• Dynamic</td>
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<td>• Incorporates feedback from users</td>
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CONCLUSION: OUTCOMES OF Q-SUITE USE
Q-Suite Facilitates dynamic collaboration in survey development and cognitive interviewing

- Increases knowledge of existing constructs
- Decreases threats to qualitative rigor
- Increases support for survey development and cognitive interviewing
- Increases knowledge building and translation