



Plans for pretesting the teacher and mentor surveys: Louisiana Department of Education

Ginger Stoker & Jenna Zacamy

04/11/2019





Today's goals

1. Check in on first draft of the survey.
2. Learn techniques to pretest the survey.
3. Develop a plan for pretesting and next steps for the overall project.

Discussion: Survey development progress

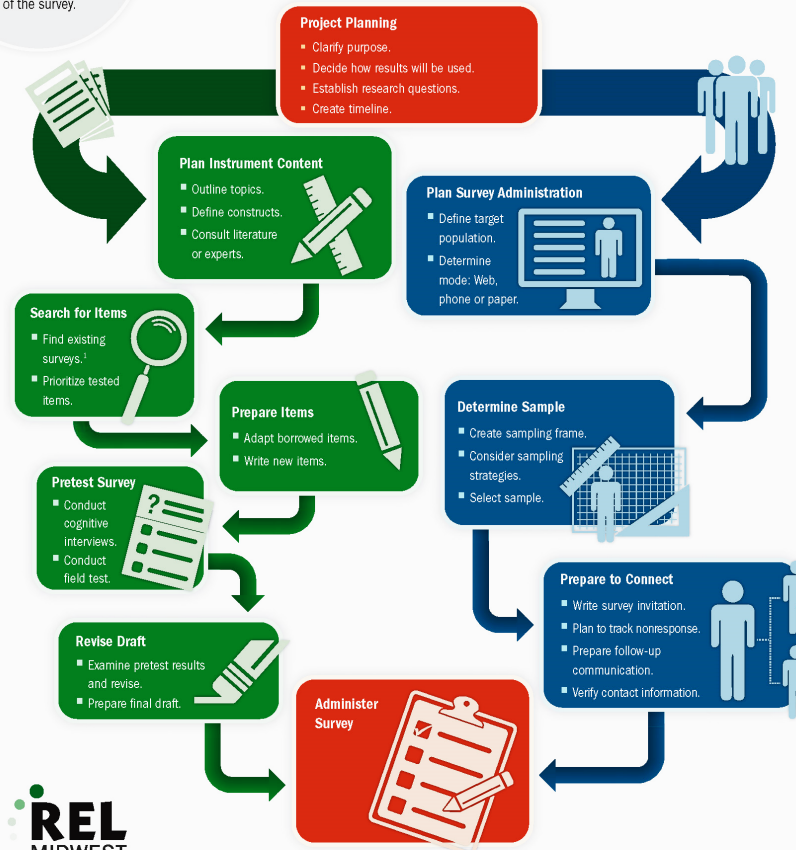
- What is the current status of the survey draft?
- To what extent is LDOE using preexisting survey items versus developing new items?
- What additional work is needed to complete the survey?
Are there new items to be adapted or created?
- Has the survey draft been shared outside of this work group?
- What is the timeframe for completion?

Survey planning

The survey team will embark on **two** types of preparation activities, leading up to the administration of the survey.

Survey Development Guidance Checklist

Survey instrument development includes preparing and testing the items that will appear on the survey.
Survey administration design includes determining who will be surveyed and how.



Pretesting the survey

**Pretesting
items improves
validity.**



Set pretest
goals.



Methods to test new survey items

- Expert reviews.
- Cognitive interviews.
- Focus groups.
- Field testing.

Expert reviews



Cognitive interviews

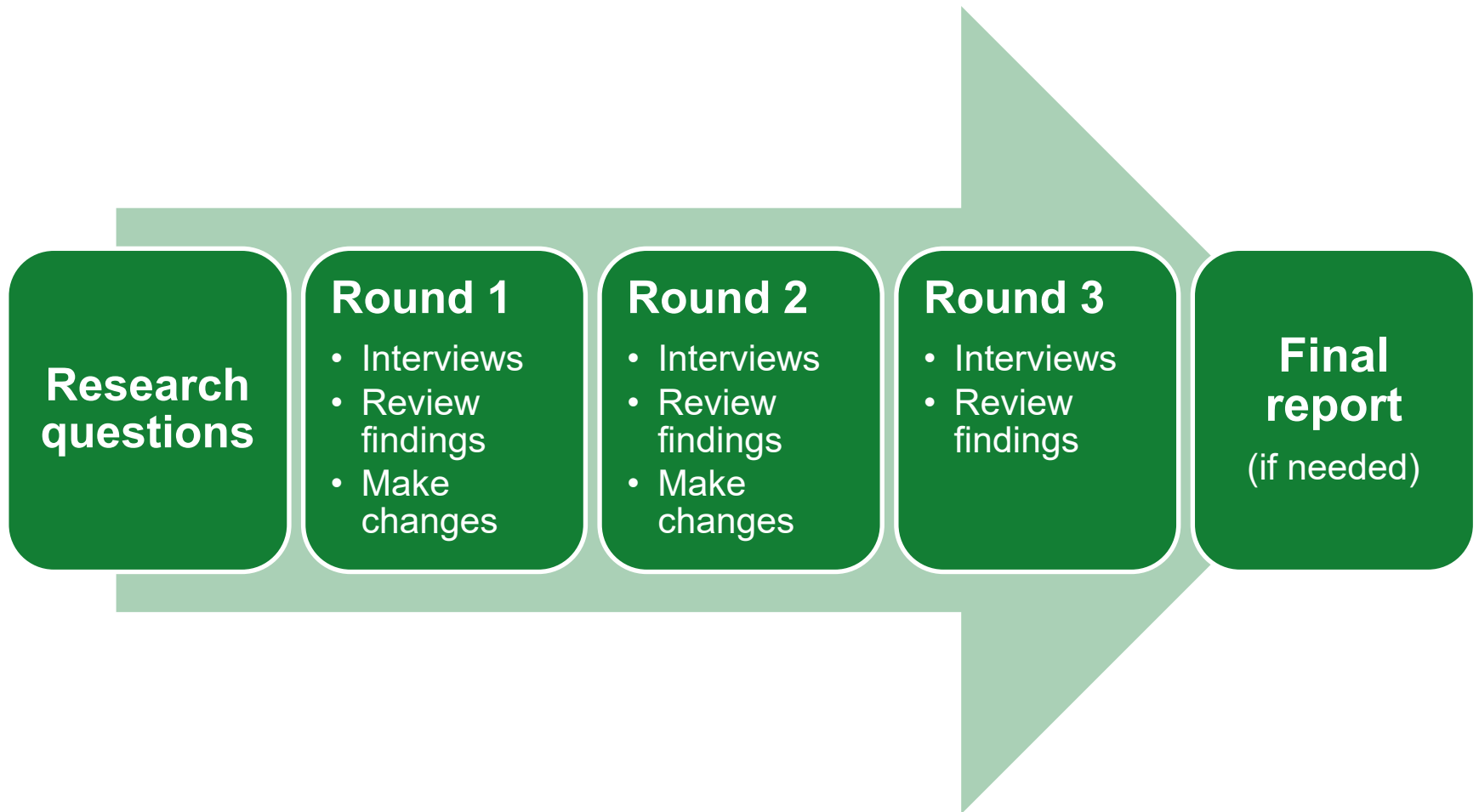


Cognitive interviews: Purpose

A cognitive interview is an appraisal of the survey questions.



Cognitive interviews: Schedule



Structure of a cognitive interview.



Identify
cognitive
interview
respondents.



Cognitive interviewer

Who should
do the
interviews?



**Conduct the
interviews.**



Interview approaches

- Concurrent “think-aloud.”
- Concurrent and retrospective probing.

**Concurrent
“think-aloud”**

**Ask
participants
to verbalize
what they
are thinking.**



Probing

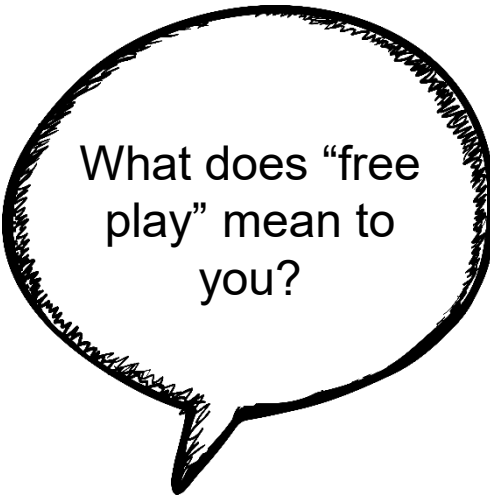
Ask **specific** questions about survey items.



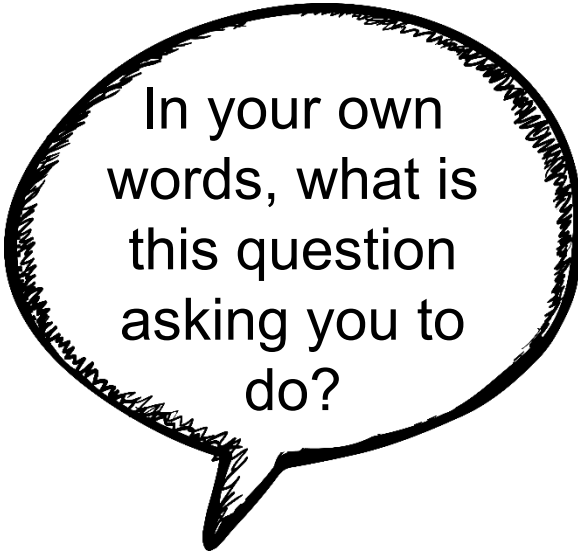
Types of probes

**Scripted
and
spontaneous**

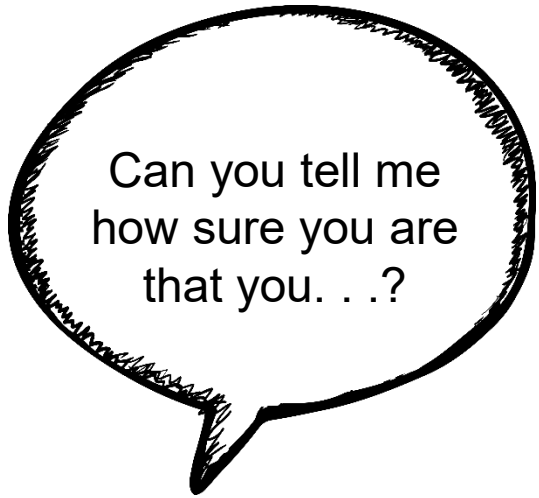
Cognitive interview example probes



What does “free play” mean to you?



In your own words, what is this question asking you to do?



Can you tell me how sure you are that you. . . ?

Types of probes

How do you remember. . .?

Why do you think this question was asked?

Was it easy or hard to answer this question?

Cognitive interview probes

Was this question easy or hard for you to answer?

It was easy!



Mock cognitive interview

How many times has any adult in this child's household done any of the following things at this child's school this year?

- a. Met with a teacher at the school.
- b. Attended a school or class event.
- c. Came to a regularly scheduled parent-teacher conference.
- d. Served as a volunteer in the school.

Cognitive interviews: Analysis

Review notes
and **listen** to
audio
recordings of
interviews.



Cognitive interview analysis

Analysis is done by reviewing notes and listening to audio recordings of interviews.

- Analysis time varies but may take twice as long as the actual interview time.
- Return to the research questions and discuss findings and unexpected problems.
- Discuss with team, make changes, and conduct more interviews.
- Later interviews typically involve “fine-tuning” the questionnaire.

Focus groups



Ask
participants
to comment
on survey
items as a
group.



Field testing



Summary of pretesting methods

- **Expert reviews:** Review drafts of survey to provide guidance on desired aspects of the survey.
- **Cognitive interviews:** One-on-one interviews between interviewer and respondent. Designed to understand:
- **Focus groups:** Moderated group discussions to determine whether the survey covers all important topics and how respondents interpret or react to the survey.
- **Field testing:** Small-scale administration of the survey to evaluate survey items and administration procedures.

Revise draft

Revise draft

- Examine pretest results.
- Prepare final draft.



Discussion

Discussion: Pretesting the surveys

- How feasible are each of the pretesting methods for the Believe and Prepare surveys?
- Who will recruit pretest participants? Conduct the pretest? Analyze the data?
- How can REL Southwest staff support the pretest phase?
- Are there additional logistics to discuss?
- Are there potential challenges that may emerge and strategies to address them?
- What is the timeframe for pretesting?

Next steps

Discussion: Next steps

- Given the work completed to date and plans for the pretesting, how does the overall timeframe for the project look?
- Looking ahead to survey administration, are there steps LDOE should take now to facilitate work down the road?

Additional resources

For more information, please visit the following websites:

- The American Association for Public Opinion Research:
<http://www.aapor.org/>.
- *Public Opinion Quarterly*: <https://poq.oxfordjournals.org/>.
- *Journal of Survey Statistics and Methodology*:
<http://jssam.oxfordjournals.org/content/current>.
- Federal Standards and Guidelines for Cognitive Interviews:
https://obamawhitehouse.archives.gov/sites/default/files/omb/inforeg/directive2/final_addendum_to_stat_policy_dir_2.pdf

References

- Jabine, T. B., Straf, M. L., Tanur, J. M., & Tourangeau, R. (1984). *Cognitive aspects of survey methodology: Building a bridge between disciplines*. Washington, DC: The National Academies Press. Retrieved April 1, 2016, from http://www.nap.edu/catalog/930/cognitive-aspects-of-survey-methodology-building-a-bridge-between-disciplines?_sm_au=iVVjJQZpVk2tF7q.
- Lavrakas, P. J. (2008). *Encyclopedia of survey research methods*. Thousand Oaks, CA: SAGE.
- Willis, G. B. (1999). *Cognitive interviewing: A "how-to" guide*. Rockville, MD: Research Triangle Institute.
- Willis, G. B. (2005). *Cognitive interviewing: A tool for improving questionnaire design*. Thousand Oaks, CA: SAGE.