

2009 BRDIS Pre-Testing: Cognitive Interview Protocol

General Probes:

- What is this item/section asking you for, in your own words?
- What terms do you use to describe this?
- Do your records contain this information? What do these records look like? What are they called?
- Would you use book figures, or would you have to estimate to report for this item?
- Would you have to manipulate the book figures to get an answer? How?
- How would you go about completing this item? What specifically would you include (exclude)?
- Would you need help from other company personnel to get these data?
- You said, "____"?
- Can you tell me more about that?
- What are/were you thinking about?
- (*Reflect back R's answer and ask R to correct*) I want to make sure I have it right. I think you said ____?

Background questions

- Please tell me a little about your company's activities, and your role in the company.
- Please tell me a little about your company's R&D activities.
- Do you interact with your company's R&D managers or other R&D personnel? Please tell me about your relationships with R&D personnel.

Now I will show you parts of next year's survey form. Please approach it as if you were about to fill it out. I will ask you questions as you go through it.

Pages 2-3, General Information and Instructions

Observe whether R attends to any information on this page, skims, looks briefly and goes on to page 4, etc.

Specific probes:

- What do you notice about these pages?
- What is the most important information to you on these pages?
- (*R at foreign-owned company*) What does this instruction mean to you?
 - Are any of these instructions relevant for your company?

Page 4, Questions 1-3

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Flowchart:

- *Observe whether R attends to the flowchart, looks at it briefly and goes on, etc.*
- What does this diagram mean to you?
- After looking at this diagram, what would you do next?

Page 5, questions 4-6

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q6: What does “domestic operations” mean to you with regard to net sales or operating revenues?

- Would you report sales made IN the US, sales made BY US entities, or something else?

Page 6, questions 7-10

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Page 7, questions 1.1-1.4

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q1.1:

- What does the text in the box mean to you?

Q1.2:

- *Each line:*
 - What does this mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?

Q1.4:

- *Note whether R observes skip instruction.*
- *If appropriate, skip to section 2 on page 16.*

Page 8, R&D paid for by your company

For each item:

What does this item mean to you?

- How would you go about completing this item?

Specific probes:

Q1.5:

- What does the text in the box mean to you?
 - Would you have to estimate these amounts? If so, how would you go about it?

Observations:

- *Note whether R sees the reference to codes on page __.*
- *Note whether R observes instruction "total equals question 1.3"*

Q1.6:

- What would you report in line q., "all other"?

Page 9, questions 1.7-1.10

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q1.7:

- What does "domestic R&D paid for by your company" mean to you?

Q1.8:

- What does “total foreign R&D paid for by your company” mean to you?

Q1.9:

- How would you go about completing columns 1, 2, and 3?
- What does “payments to collaborators” in line i. mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?
- What does “purchased R&D services” in line j. mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?

Q1.10:

- How would you go about completing columns 1, 2, and 3?
- What does “R&D performed by others” mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?

Page 10-11, questions 1.11-1.12

For each item:

What does this item mean to you?

- How would you go about completing this item?

Specific probes:

Q1.11:

- What does “domestic R&D performed by your company” mean to you?

Page 11, questions 1.13-1.15

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Page 12-13, questions 1.16-1.25

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q1.16:

- What does “domestic R&D expense” mean to you?
- Is domestic R&D expense something that exists in your records?
 - *If no:* How would you go about generating this number?
- What does “paid for by your company’s operations irrespective of where the R&D was performed” mean to you?

Q1.17:

- In your opinion, what is the difference between columns 1 and 2?

Page 14, Section 2, Financial Schedule 2

For each item:

What does this item mean to you?

- How would you go about completing this item?

Specific probes:

Q2.1:

- What does “costs for R&D funded, paid for, or reimbursed by others not owned by your company” mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?
- *Each line:*
 - What does this mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?

Q2.3:

- *Note whether R observes skip instruction.*
- *If appropriate, skip to wrap-up questions.*

Page 15, questions 2.4-2.6

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q2.4:

- What do these amounts represent?
 - *(if clarification needed)* Do they represent work performed in these locations, locations of others who are paying you to do work, or something else?

Q2.5:

- What does “domestic R&D paid for by others” mean to you?

Q2.6:

- What does “foreign R&D paid for by others” mean to you?

Page 16-17, questions 2.7-2.11

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q2.7:

- What does “payments to collaborators” in line i. mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?
- What does “purchased R&D services” in line j. mean to you?
 - Does it apply to your company?
 - What terminology do/would you use to describe this?

Q2.8:

- What does “domestic R&D performed by others that was paid for by others” mean to you?

Q2.9:

- What does “domestic R&D performed by your company that was paid for by others” mean to you?
- In your opinion, what is the difference between 2.8 and 2.9?

Q2.10:

- What does the text in the box mean to you?
 - Would you have to estimate these amounts? If so, how would you go about it?

Observations:

- Note whether R sees the reference to codes on page _.
- Note whether R observes instruction “total equals question 2.2”

Q2.11:

- *Note whether R observes the switch to domestic?*

Pages 18-21, questions 2.12-2.18

For each item:

- What does this item mean to you?
- How would you go about completing this item?

Specific probes:

Q2.12:

- What does the text in the box mean to you?
 - What does “subcontractor” mean to you?
 - What does “subgrantee: mean to you?
 - What does “original source of funds” mean to you?

Q2.13:

- How well does this amount match what you carry in your records?

Q2.18:

- What does each column mean to you?
- *Note whether R observes that this is for domestic R&D*

Page 22, questions 2.19-2.24

For each item:

What does this item mean to you?

- How would you go about completing this item?

Wrap-up

How long do you think it would take you to complete the questions we reviewed today?

How easy or difficult would it be to complete these questions – very difficult, somewhat difficult, neither easy nor difficult, somewhat easy, very easy?