

Attachment O
**Detailed explanation of cognitive interviewing procedure read
by interviewer to respondent**

**Detailed explanation of cognitive interviewing procedure
read by interviewer to participant**

Reviewers: Note that the following is a prototype script that is generally followed by the interviewer. The interviewer departs from this as appropriate, given the mode of the study being conducted, i.e., face-to-face, telephone, self-administered, CAPI, CASI, etc. The script is read after the respondent has read and signed the Informed Consent (Appendix D), filled in their demographic characteristics on the Respondent Data Collection Sheet (Appendix E), filled out their CASH PAYMENT RECEIPT form, and confirmed that they understand that the interview will be audio/videotaped.

Thank you for agreeing to participate in this interview today. You have read the Informed Consent form and you have chosen to take part in this research study. Is that correct? *[Interviewer waits for verbal acknowledgment]*. You have given your permission for me to audiotape/videotape your interview today. Is that correct? *[Interviewer waits for verbal acknowledgment]*. Today we are testing questions on [health topic advertised in newspaper or flyer] for [name of survey if applicable]. Before they are used on a survey which may involve thousands of people, we want to see whether they make sense, whether they are difficult to answer, how people interpret them, and learn how easy it is to remember the things we ask about.

I will ask you these questions, and I'd like you to answer each of them. I'd also like you to tell me if any question seems confusing or if you're having a hard time answering. After you answer, I might ask you to explain what you meant in more detail, tell me more about how you came up with your answer, and so on.

Do you understand what I'm asking you to do? (Explain again if needed). Do you have any (more) questions? Okay, let's begin. We will do this for [time stated in newspaper advertisement/flyer], unless we get done with the questionnaire first.