

Education Longitudinal Study of 2002 Third Follow-up 2012 (ELS:2002/12)
2010 Cognitive Interviews

Attachment I

Recruitment Procedures

Description of Cognitive Interviewee Recruitment Process

Advertisement:

The cognitive labs will be advertised at a variety of locations and through a variety of media in the Chicago metropolitan area to maximize exposure to diverse young adult populations, such as:

- Central locations at colleges, universities, and other postsecondary institutions;
- Community locations such as coffee shops; and
- College/university and city newspapers.

The advertisements will describe the purpose of the cognitive research and details of participation, including the time commitment, incentive for participation, and contact information. The flyer will also describe the age requirements.

Recruitment:

Individuals who are interested in participating in a cognitive lab will be asked to call the RSS office to complete a brief screening interview to determine eligibility. Eligible participants will be those determined to be within age range (24-28), with the status employed, recently employed, or currently enrolled in postsecondary education, and will reflect a range of demographic characteristics and education experiences.

Sample Recruitment Flyer

Are you a young adult, age 24 – 28?

*You may be eligible to earn **\$50** by participating in a cognitive interview (a discussion between you and an interviewer about how you understand certain questions concerning your current work or education experience.)*

About the interviews:

Research Support Services (RSS) and RTI International (RTI) are conducting this study for the National Center for Education Statistics (NCES) of the U.S. Department of Education. The cognitive interviews will be conducted in July and August 2010 and will be held at a central location convenient to public transportation in Evanston, Illinois. The interview will last approximately 60 minutes, during which time a researcher will ask you to respond to questions, including your interpretation of the meaning of the questions asked of you. Questions will be about your work experience or education experience.

Eligibility to Participate:

Young adults age 24-28 are being sought. Please call RSS between 9 a.m. and 5 p.m. weekdays to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3-5 minutes to complete. You will not be compensated for completing the telephone screening.

Contact:

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