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To: Office of Management and Budget (OMB)

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Subject: **Generic Clearance for Questionnaire Cognitive Interviewing and Pre-testing (NCI)**

This is a request for OMB to approve the extension of the generic collection titled, "Questionnaire Cognitive Interviewing and Pretesting" for an additional three years of data collection (2011-2014) to be carried out by the Division of Cancer Control and Population Sciences (DCCPS), National Cancer Institute, NIH. These activities are to be overseen by staff of the Applied Research Program (ARP/DCCPS) and involve the development of health-related survey questionnaires, mainly focusing on cancer risk factors or other cancer-control related issues, using a methodology which has been employed effectively since 1985 by Federal Agencies within DHHS and elsewhere.

Four types of activities will be carried out:

- 1) Survey questionnaire development and pretesting based on *cognitive interviewing* methodology. Draft questionnaires are developed and tested through rounds of cognitive interviews in a laboratory or other settings with specifically-recruited volunteer participants. These may be conducted by one-on-one interviews or group interviews (focus groups or triad groups). Results of cognitive interviews are used to make questionnaire design decisions that minimize survey response error.
- 2) Research on the cognitive aspects of survey methodology. Participants are recruited for individual cognitive interviews for general research in survey methodology, rather than for purposes of testing a particular questionnaire.
- 3) Research on computer-user interface design for computer-assisted instruments (including Web-based surveys), also known as *Usability Testing*. Participants help to assess ease of use (e.g. of computerized and Internet-based instruments), comprehension, and quality of on-line help.
- 4) *Pilot Household interviews*: Pilot tests (either personal, telephone, or Web-based) are conducted with respondents using professional field interviewers. Sources of response error are identified through observation by methodologists, and through techniques such as the

coding of the interviewer-participant interaction (*behavior coding*).