

**NCVS CS PILOT: 2B MAIL SCREENER  
COGNITIVE INTERVIEW PROTOCOL**

Date: \_\_\_\_\_ Time \_\_\_\_\_ ID #: \_\_\_\_\_ Interviewer Initials: \_\_\_\_\_

**1. Introduction**

Thank you for taking the time to help us out today. The session will take approximately 1 to 1 ½ hours. I'll give you a little background about what we'll be doing today. Westat is working on this project for the Bureau of Justice Statistics. We are testing a paper questionnaire that may be used for the National Crime Victimization Survey. The NCVS is administered every year nationwide and collects information on crime victimization. Westat is developing a paper questionnaire that will help the NCVS be administered in more efficient ways.

Today, I'll ask you to first complete the questionnaire, working at your own pace as if you were doing this at home. I'll watch what you are doing and we will talk about your answers and what they mean when you are finished. We would also like to read some of the survey letters that we will be sending out.

When you finish, we will go through the survey together and I'll ask you some questions about your answers and how you arrived at your answers. We need to make sure that people understand the question and that these are questions that people are willing to answer. This will help us improve the questionnaire.

This is a research project and your participation is voluntary. You can skip any question and you can stop at any point. We would very much appreciate your permission to audio record this conversation. The recording will be used for note-taking purposes only and will be destroyed when the project is over. When we are finished, we have 40 dollars for you in gratitude for your assistance. There are no right or wrong answers – we are interested in everything you have to say and we encourage you to speak openly about the questions and your answers. Please sign the research consent form (that says everything I just said).

**2. Consent Process**

HAND THE CONSENT FORM TO PARTICIPANT, ANSWER ANY QUESTIONS, AND OBTAIN CONSENT BEFORE CONTINUING.

Do you have any questions before we get started?

[START RECORDER AND GET ORAL PERMISSION TO RECORD.] It is [DATE AND TIME], do I have your permission to audio record this conversation? ~~~~ Thank you. ASK RESPONDENT TO START COMPLETING THE SCREENER.

- Here is the questionnaire and a pen.
- Please complete the questionnaire as if it had come in the mail and you were home alone filling it out.

**3. The Debriefing**

## INTERVIEWER INSTRUCTIONS

1. DURING THE DEBRIEFING – STATE THE QUESTION NUMBER SO ANY OBSERVERS AND THE RECORDING KNOW AT ALL TIMES WHICH QUESTION IS BEING DISCUSSED.
2. WRITE COMMENTS ON THE RESPONDENTS QUESTIONNAIRE. WRITING ON THE RESPONDENT'S QUESTIONNAIRE CREATES A COMPLETE DOCUMENT OF THE INTERVIEW.
3. IF RESPONDENT ASKS A QUESTION – STATE THE QUESTION NUMBER THAT THE RESPONDENT IS ASKING ABOUT AND SIMPLY SAY:
  - What makes you ask that?
  - Can you say more about that?

WHEN THE RESPONDENT HAS COMPLETED THE QUESTIONNAIRE, REVIEW ALL ANSWERS. POINT TO THE ANSWER AND SAY:

- What does this answer means?
- Can you say more about that?

IF THE RESPONDENT MAKES A MISTAKE (NAVIGATION, SKIP, CHANGED ANSWER, ETC): POINT TO THE MISTAKE AND ASK:

- What happened here?
- Can you say more about that?

FOR PLACES WHERE RESPONDENT DISPLAYED DIFFICULTY, CONFUSION, OR ANY "EXPRESSION":

- You seemed to hesitate here at Q\_\_\_\_. What were you were thinking about?
- You had a look on your face when you were reading this questions.
- Can you tell me what you were thinking?
- You just said that you ~~~. Can you say more about that?
- You mentioned the ~~~~ ; how did that work for you?

### **3.1 Global Issues: Content, Response Propensity, and Sensitivity**

Now that you have finished the questionnaire, but before we talk about your individual answers, let's talk about some things in general.

- Can you say in your own words what the questionnaire is about?
- Was there anything that felt a little odd or not so good to answer?
- Was there anything that you really didn't want to answer or that felt a bit inappropriate or were all the questions completely fine?
- Was there anything that would be a show stopper for you?

- Who is this survey about?
- Who do you think should respond to this survey?

### **3.2 QUESTION BY QUESTION PROBES**

The Introduction

POINT TO THE TEXT RIGHT BELOW AT THE TOP OF THE PAGE

- Did you see this?
- Did you read it?
- Can you tell me in your own word what it said?
- Can you tell me in your own words what you think “neighborhood” means?

[GET R’S DEFINITION OF “NEIGHBORHOOD”]

- The way they describe neighborhood here, is this the way you think about neighborhood or do you think about neighborhood in some other way?

FOR QX 1-3, REVIEW EACH ANSWER AND ASK WHAT THE ANSWER MEANS.

Qx. 1 asks about “a good place to live.” What does that mean to you – “a good place to live?”

- You marked “~~~.” What does that mean?
- Can you say more about ~~~~?

Qx. 2. Is “litter, broken glass or trash” something you would notice, or would you not notice those things?

- You marked “~~~.” What does that mean?
- Can you say more about ~~~~?

Qx. 3. When you saw “crime” what jumped into your head?

- You marked “~~~.” What does that mean?
- Can you say more about ~~~~?

The Instructions above Qx 4

POINT TO THE INSTRUCTION ABOVE QUESTION 4

- Did you read this?
- What is it asking you to do?

Qx. 4. What made you “~~~~” that people around here are willing to help their neighbors?

- Can you say more about that?

Qx 5. What made you “~~~~” that this is a close-knit neighborhood?

- Can you say more about that?

Qx. 6. Can you say in your own words what this question is asking?

- The question asks about “people in the neighborhood.” Who do you think of when you see “people in the neighborhood”?
- What does it mean to “trust” people in the neighborhood?
- You answered that you “~~~~~.” Can you say what your answer means?

Qx. 7. Can you say in your own words what this question is asking?

- The question asks about “people in the neighborhood.” Who do you think of when you see “people in the neighborhood”?
- You answered that you “~~~~~.” Can you say what your answer means?

Qx. 8. Can you say in your own words what this question is asking?

- The question asks about “people in the neighborhood.” Who do you think of when you see “people in the neighborhood”?
- You answered that you “~~~~~.” Can you say what your answer means?

Qx. 9. Can you say in your own words what this question is asking?

- What would be some of the concerns of the people in your neighborhood?
- You answered that you “~~~~~.” Can you say what your answer means?

Qx. 10. Can you say in your own words what this question is asking?

- The question asks about “people in the neighborhood.” Who do you think of when you see “people in the neighborhood”?
- “responding to people in the neighborhood after they have been victims of crime” mean?
- You answered that you “~~~~~.” Can you say what your answer means?

Qx. 11. Can you say in your own words what this question is asking?

- The question asks about “when people in your neighborhood call 911, does help arrive quickly?”
- Is this information that you or other people in your neighborhood would know?
- You answered that you “~~~~~.” Can you say what your answer means?

Qx. 12. You answered that you “~~~~~.” Can you say more about that?

- How did you figure that you have live “~~~~~” years at this address?

Qx. 13. You wrote/did not write in your phone number. What made you write in/not write in your phone number?

- Is this information that you usually give out?
- Do you feel comfortable or not comfortable giving out your phone number
- Do you expect to get a phone call or do you expect not to be called?

- For what reasons do you think you would be called?
- Can you say more about that?

#### **4. Envelope, Survey Cover and Letters**

- Can you say something about the envelope that the survey was enclosed in? Is there anything about the envelope that you particularly like or dislike? Anything that would encourage you (or discourage you) from opening the envelope?
- What about the cover letter that accompanied the survey? (Is there anything in the letter that you particularly like or dislike?)
- The logo on the envelope and the letter is for the Bureau of Justice Statistics. I would like to show you some other logos that could be used on the survey materials. Please let me know What you think of these. [SHARE THE JUSTICE PROGRAM LOGO AND THE DOJ LOGO] What about the logos? Can you say more about that? is there one you prefer to the others? If yes, can you tell me why?
- What do you think about the front cover of the questionnaire? Is there anything that jumps out at you?

#### **5. Closing**

- Is there anything else you noticed about the survey that we have not discussed?
- Was there anything that you particularly liked or disliked about the survey?
- Do you have any other thoughts or comments about the survey?
- Thank you for your time.