

Appendix A: Cognitive interview instructions/booklets

Cognitive Interview: Facilitator Instructions

“This booklet/online survey contains numerous examples of graphical symbols. You might encounter these on product labels, on machines, in workplaces, or in public areas. We want to see how well each of the symbols communicates its intended message. You will be helping us do this by writing down what you think each symbol means.”

“It is very important that you write down exactly what you believe is the intended message. If your answer is too vague or general, we will not be able to determine whether the correct message is getting across.”

“Open your booklet to page one/click on the link to the survey. These are examples of what you will be seeing. Each page will have an illustration of a symbol that you might encounter on a sign or label. There is a blank for you to write down/type exactly what you believe the symbol means and another blank for you to write down/type the action that you believe should be taken in response to this symbol.”

“This page shows you an example of both an inadequate and a good answer.”

“The first example is too brief and general. The second example shows a much better answer. It describes the exact meaning of the symbol, and it is specific in telling just what actions should be taken. Make sure that all of your answers are clear and precise, like the good example.”

“There are different kinds of graphical symbols in your booklets or surveys. Some may be familiar to you, and others you may never have seen before. Just do the best you can for each, and take an “educated guess,” if you are not sure of the meaning. Remember, the symbols are being tested, not you! When you think about what the symbol might mean, remember that these are typically found on signs or labels that could be encountered on products, on machines, or in public places.”

“It is important that you work alone. Do not talk to anyone, or make comments out loud. Work through the booklet/online survey one page at a time. Once you finish a page, do not go back over it. There is no time limit, but try not to spend too much time on any particular symbol. If you don’t know the meaning of a symbol, just make your best guess, and go on. When you have completed the entire booklet/online survey, including the biographical items on the last page, please inform me/close your browser.”

“Are there any questions before we begin?”

“Now please turn the page/click on the link to the survey, and begin. Remember to write/type your responses clearly.”

COGNITIVE INTERVIEW BOOKLET

Name (please print): _____

Today's Date: _____

EXAMPLE OF AN INADEQUATE ANSWER



Context: This symbol appears on appliances and machines used in the home and workplace.

Exactly what do you think this symbol means?

Gears and hand

What action should you take in response to this symbol?

Be careful

What could happen if you ignore the symbol's message?

Could get hurt

EXAMPLE OF A GOOD ANSWER



Context: This symbol appears on appliances and machines used in the home and workplace.

Exactly what do you think this symbol means?

Caution. Moving Gears. Do not stick hand near machine while it is running.

What action should you take in response to this symbol?

I would stay away and not put my hand near the machine until someone stopped it.

What could happen if you ignore the symbol's message?

My fingers or hand could be crushed by the moving gears.

<p style="text-align: center;">INSERT GRAPHICAL SYMBOL HERE</p> <p>[Note: See Appendix B for the to-be-tested symbols]</p>	<p style="text-align: center;">INSERT PHOTOGRAPH OF SAMPLEPRODUCT ON WHICH THE SYMBOL MIGHT BE FOUND</p>
<p>Context:</p> <p>This symbol might appear on [Note: insert description of the context in which the symbol might be found here]</p>	
<p>Exactly what do you think this symbol means?</p>	
<p>What action should you take in response to this symbol?</p>	
<p>What could happen if you ignore the symbol's message?</p>	

Biographical Information

Please answer the following questions about yourself:

Age: ____ Sex: ____ Male ____ Female ____ Prefer not to answer

Education: (check the option that best describes the highest level of education you have attained)

- ____ Some high school ____ High school degree ____ Some college
- ____ 2-year college degree ____ 4-year college degree ____ Master's degree
- ____ Doctoral or professional degree
- ____ Other (please specify): _____

Marital Status:

- ____ Single ____ Married ____ Legally Separated ____ Divorced

Children: ____ Yes ____ No

(If yes: Please indicate in the space provided the number of children who live in your home, either full-time or part-time, and their ages):

Ethnicity:

- ____ Hispanic or Latino ____ Not Hispanic or Latino
- ____ Prefer not to answer

Race: (select one or more)

- ____ American Indian or Alaska Native ____ Asian
- ____ Black or African American ____ Native Hawaiian or Other Pacific Islander
- ____ White ____ Prefer not to answer

Current occupation: _____