

**NHTSA Alcohol-Impaired Driving Segmentation Study  
Cognitive Testing—Webcam IDIs  
Discussion Guide**

<b>IMPAIRED SEGMENTATION COGNITIVE TESTING IDI—DISCUSSION GUIDE (60 minutes)</b>
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**1. WELCOME AND INTRODUCTION (5 minutes)**

- o Make introductions
- o Read OMB statement
- o Note that: “We will record audio and video of this session for our researchers to use as a reference until we complete our final report. After completion of the final report, all records will be destroyed. We will not use your audio or video for any other purpose.”
- o Brief the respondent on the purpose and session logistics

**2. SURVEY THINK ALOUD (40 minutes)**

- o Share a link to the online survey with the respondent
- o Instruct the respondent to share their screen
- o Ask the respondent to go through the survey one question at a time and to “think aloud” during the process. We want them to provide a bit of a talk track to what they are thinking as they go through the survey so we can understand what’s going on inside their head as they are taking the survey. After the respondent answers each question, ask the following probes:
  - Is there anything unclear or confusing about the question?
  - Is there anything unclear or confusing about the responses?
  - Is there anything you would add or change about this question to make it easier to understand and answer?
- o Moderator to listen, take notes and answer questions as needed.

**3. DEBRIEF (10 minutes)**

- o Once the respondent completes the survey, ask them to stop sharing their screening and let them know that the rest of the time will be focused on talking about their experience taking the survey.
  - Overall, how did you find this experience with this survey?
  - Were there any areas that stood out as particularly confusing or difficult to complete? IF SO, which ones? Why do you say that?
  - Is there anything in the survey that you think could be changed or modified to make it easier for people like yourself to compete? IF SO, what? How do you think that should be modified?

**4. WRAP-UP (5 minutes)**

- o Are there any final comments you'd like to share about the questionnaire or your experience here today?