

5-Star Safety Ratings Label Quantitative Concept Testing COGNITIVE TESTING GUIDE

MONRONEY QUANT COGNITIVE TESTING IDI—DISCUSSION GUIDE (60 minutes)

1. WELCOME AND INTRODUCTION (5 minutes)

- Make introductions.
- Read OMB statement:

Thank you for agreeing to participate in this study that is being conducted on behalf of the National Highway Traffic Safety Administration (NHTSA). This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. We will not collect any personal information that would allow anyone to identify you. A federal agency may not conduct, or sponsor and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-NEW.

Completion of this survey is estimated to take an average of 60 minutes, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. If you have comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, send them to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, SE, Washington, DC, 20590.

- 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.”
- Brief the respondent on the purpose and session logistics.

2. SURVEY THINK ALOUD (40 minutes)

- Share a link to the online survey with the respondent.
- Instruct the respondent to share their screen.

- 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:
 - o Is there anything unclear or confusing about the question?
 - o Is there anything unclear or confusing about the responses?
 - o Is there anything you would add or change about this question to make it easier to understand and answer?
- Moderator to listen, take notes and answer questions as needed.

3. DEBRIEF (10 minutes)

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

4. WRAP-UP (5 minutes)

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