

11B: TPO Cognitive Interview Guide

TPO Cognitive Interview Confirmation Email/Letter

Dear Mill Owner/Operator:

This {letter/email} is confirming your participation in an interview on <DATE> at <TIME> to provide feedback on the Timber Products Output survey, an Information Collection under OMB 0596-0010 with an expiration date (to be updated). You will be asked to share your opinions and ideas with us in regards to the survey instrument. The discussion will last approximately one hour. We greatly appreciate your valuable assistance. If you have any questions please call us at {phone number}, visit our website at <https://www.fia.fs.usda.gov/nwos/>, or write us at USDA Forest Service, Timber Products Output Survey, 160 Holdsworth Way, Amherst MA 01003.

{Signature}

TPO Cognitive Interview Guide

PREPARATION:

- Identify mill owners/operators to interview
- Send mill owner/operator an email with the survey instrument or an envelope with a copy of the survey instrument that will be used during the interview, but instruct them not to open the attachment/envelope until the interview
- Arrange a date and time for the interview (allot 1 hour per interview)

CALLING LANDOWNER:

- Interviewer: <NAME>
- Observer(s): <NAME(S)>

INTERVIEWER'S SEAT:

- Clock
- Survey Instrument
- Coffee/water

OBSERVER(S)'S SEAT:

- Survey instrument
- Notepad/pen to take detailed notes

IN THE MIDDLE OF THE TABLE:

- Audio recorder
- Phone

A. OVERVIEW

WELCOME

Good [morning/afternoon/evening]. This is <INTERVIEWER's NAME> and I will be the interviewer for today's call. And over the next hour, we will be talking about the mill that you own/work at.

[PAPERWORK REDUCTION ACT (to be read by interviewer)]

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 an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0596-0010. Without this approval, we could not conduct this information collection. Public reporting for this information collection is estimated to be approximately 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information

collection, including suggestions for reducing this burden to the U.S.D.A. Forest Service email address SM.FS.InfoCollect@usda.gov and include the OMB Control Number in the subject line.

AGENDA

During this call, you will be doing a few things:

- Going through the survey question by question; and
- Answering additional questions from me as you go through the survey.

There are no wrong answers. We want to hear your opinions.

MODERATOR INTRODUCTION

I am a researcher from the USDA Forest Service and I am here to interview you and listen to your answers.

I will apologize upfront that at times you may get frustrated with me. During our interview, you can ask me any questions that you want, but it is highly unlikely that I will be allowed to answer them. But after the interview is over, I will be happy to answer any questions that I can. I have a series of questions that I need to cover, so at times I may need to ask you to wrap-up your thoughts and we'll have to move on.

ACKNOWLEDGEMENTS

I would like to say thank you for participating in this interview. We really appreciate you taking time out of your schedule to talk with us today.

DISCLOSURES

I also wanted to let you know that we will be using an audio recorder for today's interview. I am sure you will say many interesting things and we want to make sure we can capture all of it. These recordings are strictly for research purposes, they will not go beyond the research team. Individual statements will never be attributed to specific individuals, but we may say a mill owner/operator in state x said this or that.

INTRODUCE OBSERVER(S)

Also on the phone call is <OBSERVERS>. S/he [they] will be observing today's discussion.

GUIDELINES

To help facilitate today's discussion, here are a few guidelines:

- Read each question and all of its answer choices aloud.
- Once you read the question, start to think aloud. Tell us any thoughts you might have about the question, the answer choices, or how you will answer the question.
- Talk in a loud, clear voice
- Remember, there are no wrong answers, we want your opinion

- Along the way, we will be asking you questions. For example, we might ask what a certain word means to you, or we might ask you to paraphrase a question in your own words. We might ask why you answered a question in a certain way. We might ask how you arrived at your answer, if the question was easy or hard, or ask you to elaborate on what you were thinking.

[The rest of the cognitive interviewing time is allotted to going over sections of the survey to see how they respond. Below are generic questions and prompts. A subset of questions will be asked and interviews will not go beyond the allotted time.]

QUESTION TESTING

Please read question {XX} and all of the answer choices out loud. As you read through the question and answer choices, tell me what you are thinking as you answer the question.

[For each question, ask:] Was it difficult to answer?

[For each question, ask:] What on there was confusing?

Thank you. Let's go onto the next question.

CLOSING

Thank you very much for your time. Before we hang up, do you have any other comments you would like to add?

Thank you and have a good [morning/afternoon/night]!