



International Conference on Questionnaire Development, Evaluation and Testing Methods (QDET)

November 14-17, 2002 * Charleston, South Carolina

www.jpsm.umd.edu/qdet

The first international meeting devoted to the methods used for questionnaire development, evaluation, and testing will be held at the Embassy Suites Charleston Convention Center Hotel in Charleston, South Carolina from November 14 through November 17, 2002. The conference will last three and one half days with invited and contributed paper sessions from participants throughout the world. This conference will gather together researchers actively engaged in questionnaire development and evaluation methods. Four short courses on various testing methods will be offered. Conference attendance will be limited to 300 participants. The official language of the conference is English. Limited support will be available to students and minorities through a competitive process. Refer to the conference Web site for additional information.

Why you should attend:

- ! During the past 15 years, methods for testing questionnaires have changed radically. New methods have been developed and are being applied and refined, and old methods have been adapted from other uses.
- ! State-of-the-art research and practice related to questionnaire development, evaluation, and testing will be presented by researchers from academic, government, and commercial settings throughout the world.
- ! Researchers representing a diverse set of approaches and perspectives – including survey practitioners and methodologists, questionnaire design specialists, statisticians, social scientists, and cognitive researchers – will discuss their research.
- ! All registrants will receive an edited volume of invited papers presented at the conference, dealing with state-of-the-art methods of questionnaire development, evaluation, and testing.

PROFESSIONAL SPONSORS

AAPOR – American Association for Public Opinion Research

ASA/SRMS – American Statistical Association, Survey Research Methods Section

CASRO – Council of American Survey Research Organizations

IASS – International Association of Survey Statisticians



November 14-17, 2002 * Charleston, South Carolina

Embassy Suites Charleston Convention Center Hotel

5055 International Blvd., North Charleston, SC 29418

www.embassysuitescharleston.com

Hotel Information:

Attendees must make their own hotel reservations. Hotel charges are not included in conference registration.

Deadline for hotel reservations is October 1, 2002

Hotel Suite Rates: Single occupancy.....\$114 * Double occupancy.....\$144 (Rates are in U.S. dollars)

There are 50 suites available for government employees at a rate of \$99 per night, single occupancy and \$144, double occupancy. The government rate rooms are strictly on a first-come, first-served basis.

Room Guarantee: Your reservation requires a guarantee using a major credit card.

Telephone and Fax Reservations: Call 1-843-747-1882 between 8 a.m. - 8 p.m. EST (fax 843-747-1895). Request the group rate for the International Conference on Questionnaire Development, Evaluation, and Testing Methods (**Group code-QDET**). When making your reservations, be prepared to give the reservation agent the following information:

- Dates of arrival and departure
- Number of persons staying in your room and names of all occupants
- Mailing address or e-mail address to receive written confirmation of reservation
- Preference for nonsmoking or smoking room
- Credit card information for room guarantee

Check-in/Check-out: Check-in time is 3 p.m., check-out time is noon. Luggage storage is provided.

Cancellations/Changes: Cancellations must be made at least 48 hours prior to scheduled arrival.

Hotel Facilities:

- All accommodations are two-room suites with refrigerator, microwave oven, coffeemaker, wet-bar, two televisions, two telephones with voice mail and data ports, iron/ironing board, hair dryer, and a sofa bed in the living room.
- Complimentary cooked-to-order breakfast
- Complimentary evening reception
- Complimentary airport shuttle
- Indoor pool, Jacuzzi, and sauna (no charge)
- 24-hour Business Center
- Complimentary parking

Airport Transportation: The hotel is 1 mile from the Charleston International Airport (CHS). The Embassy Suites Hotel provides complimentary shuttle service 24 hours a day on demand. At the airport baggage area, there is a courtesy phone that connects to Embassy Suites. Lift the phone and request a shuttle, and they will send one right away.

QDET PRELIMINARY PROGRAM

(Refer to website for abstracts, session time assignments and final session titles.)

KEYNOTE SPEAKER:

Norman Bradburn, National Science Foundation

SESSION	INVITED PAPER TITLE	AUTHOR(S)
DESIGN CONSIDERATIONS FOR PRETESTING	Design Considerations for Pretesting	Roger Tourangeau
COGNITIVE INTERVIEWING - I	New Perspectives on Cognitive Interviewing: What Does it Mean to Say We're "Lab Testing" a Questionnaire?	Gordon Willis
	The Dynamics of Cognitive Interviewing	Paul Beatty
COGNITIVE INTERVIEWING - II	Assessing Data Quality in Cognitive Interviews	Fred Conrad and Johnny Blair
	Comparing the Effectiveness of Alternative Methods of Cognitive Interviewing	Terry DeMaio and Ashley Landreth
BEYOND COGNITIVE INTERVIEWING: SPLIT-SAMPLE COMPARISONS	Getting Beyond Pretests and Cognitive Interviewing: The Case for More Split-ballot Pilot Studies	Jack Fowler
	The SIPP Methods Panel Project: Using Field Experiments to Improve Instrument Design	Jeff Moore, Anna Chan, Julia Klein Griffiths, Joanne Pascale, and Pat Doyle
CASE STUDIES USING MULTIPLE METHODS FOR QUESTIONNAIRE EVALUATION	Multiple Method Approach to Improving the Clarity of Closely Related Concepts	Nora Cate Schaeffer and Jennifer Dykema
	Design, Testing and Evaluation of Stated Preference Questionnaires	Michael Kaplowitz, Frank Lupi, and John Hoehn
COMPARISONS OF QUESTION EVALUATION METHODS	Does Pretesting Improve the Quality of Survey Questions? An Empirical Test Using a Field Survey Environment	Barbara Forsyth, Jennifer Rothgeb, and Gordon Willis
	Procedures for Testing Self-Administered Questionnaires: Cognitive Interview and Field Test Comparisons	Don Dillman and Cleo Redline
USING INFORMATION FROM RESPONDENTS TO IMPROVE SURVEYS	Response Latencies and Perceived Question Difficulty as Indicators for Response Error	Stasja Draisma and Wil Dijkstra
	Using Vignettes and Respondent Debriefings to Improve Respondent Comprehension and Recall in Factual Surveys	Elizabeth Martin
USING BEHAVIOR CODING AND OTHER METHODS FOR QUESTION EVALUATION	Using Interaction Analysis for the Identification and Explanation of Inadequate parts of a Questionnaire	Johannes van der Zouwen
	Iterative, Multiple-Method Questionnaire Evaluation Research: A Case Study	James Esposito
CROSS-NATIONAL ISSUES IN QUESTIONNAIRE DEVELOPMENT	Best Practices in Questionnaire Development, Evaluation and Testing for Establishment Surveys – An International Overview	Diane Willimack, Paul Moore, Patricia Whitridge, Lilli Japeck, and Lars Lyberg
	Developing Cross-National Survey Instruments	Tom Smith
STATISTICAL METHODS FOR DEVELOPING AND EVALUATING QUESTIONNAIRES	A Scientific Approach to Questionnaire Development	W.E. Saris, W. van der Veld, and I.N. Gallhofer
	The Use of Latent Class Analysis for Identifying Flawed Questions	Paul Biemer
THE PROCESS OF QUESTIONNAIRE DEVELOPMENT IN SPECIFIC DOMAINS	Development and Testing of Internet Questionnaires	Reg Baker and Scott Crawford
	Developing, Evaluating, and Testing Questionnaires for Children	Natacha Borgers, Edith de Leeuw, and Astrid Smits

TESTING COMPUTERIZED INSTRUMENTS

Usability Testing as a Means of Evaluating Computer-Assisted Survey Instruments
Methods for Testing and Evaluating CATI Questionnaires

Sue Ellen Hansen and Mick Couper
John Tarnai and Danna Moore

SESSION**CONTRIBUTED PAPER TITLE****AUTHOR(S)**

COGNITIVE INTERVIEWING FOR ESTABLISHMENT SURVEYS

Cognitive Testing of Mail Surveys at Statistics Sweden
Establishments as Respondents: Is Conventional Cognitive Interviewing Enough?
A Comparison of Appraisal and Cognitive Interviewing Methods for Testing Organizational Survey Questionnaires

Gunilla Davidsson
Robert Rutchik and Stanley Freedman
Barbara Forsyth, Elisa Weiss, and Rebecca Miller

PRETESTING AND EVALUATION OF ESTABLISHMENT SURVEYS

Comparing State Quarterly Contributions Reports: Developing Evaluation Tools for Assessing the Effect of Administrative Forms on Data Quality
Using Analysis of Editing to Develop the 2002 Census of Agriculture Report Form
Coherence Analysis as a Tool for Questionnaire Evaluation in Enterprise Statistics

Karen Goldenberg
Jaki McCarthy
Johan Erikson

COGNITIVE INTERVIEWING METHODS - I

Not Your Grandparent's Cognitive Testing: Exploring Innovative Methods in Making Cognitive Evaluation of Questions More Efficient and Easier to Use
Cognitive Laboratory Methods: Current Best Practices
The Three-Step Test-Interview (TSTI)

Carol Cosenza
Ger Snijkers
Kees van der Veer, Tony Hak, and Harrie Jansen

COGNITIVE INTERVIEWING METHODS - II

Comparison of Focus Group and One-on-one Cognitive Interviewing for Questionnaire Evaluation
Interviewer Debriefing by E-mail
Pretesting the American Time Use Survey

Kristen Miller
Birgit Henningsson
Lisa Lee, Catherine Haggerty, Diane Herz, and Lisa Schwartz

USING VIGNETTES FOR QUESTION EVALUATION

The Assessment of Competency in Elderly Persons with Cognitive Impairments
Using Vignettes in Cognitive Research on Establishment Surveys
Responding to the Narrative: A Comparison of Vignettes and Cognitive Interviews to Elicit Meaning in Survey Interviews

Johannes Smit, Astrid Vellinga, Evert van Leeuwen, Willem van Tilburg, and Cees Jonker
Rebecca Morrison, Diane Willimack, Kristin Stettler, and Amy Anderson
Eleanor Gerber and Sylvia Kay Fisher

DEPENDENT INTERVIEWING

Pre-printing Effects in Official Statistics, an Experimental Study
Alternative Methods for Exploring Confidentiality Issues Related to Dependent Interviewing
Survey Design Techniques for Web Interviews

Anders Holmberg
Joanne Pascale, Julia Klein Griffiths, and Thomas Mayer
Adriaan Hoogendoorn

ASSISTING THE RESPONDENT IN THE RECALL TASK: METHODS AND RESULTS

Calendar Survey Methods: Association Between Verbal Behaviors and Data Quality
The Time-line: The Effects of an Experimental Aid Recall Technique in a Real Life Survey
Theoretical and Empirical Studies of Respondent-generated Intervals Approach to Sample Surveys

Robert Belli
Wander van der Vaart
James Press and Judith Tanur

SENSITIVE TOPICS

"What Do You Mean by Sex?": Crafting Appropriate Questions for Sex Venues
Complex Questionnaire Procedures for Sensitive Topics
On-line Forum Discussions: An Alternative Data Collection Mode to Assess Sensitive Topics

Diane Binson and William Woods
J. J. Hox and G. Lensvelt-Mulders
Sylvia Kay Fisher and Linda Stinson

METHODS AND ISSUES IN DEVELOPING MULTI-LANGUAGE, MULTI-CULTURAL QUESTIONNAIRES - I

Mexican Immigrants and the Use of Cognitive Methods in Questionnaire Development	Robert Agans and Natalia Deeb-Sossa
A Comparison of Methods for Identifying Cultural Variations in Survey Question Comprehension Problems	Timothy Johnson and Diane O'Rourke
Language Issues When Surveying a Multi-cultural Respondent Population	Cathy Kern

METHODS AND ISSUES IN DEVELOPING MULTI-LANGUAGE, MULTI-CULTURAL QUESTIONNAIRES - II

Developing Bilingual Questionnaires for Use in an Indigenous Population	Lyn Potaka and Suzanne Cochrane
Issues in Translating Surveys: Methods and Approaches	Sylvia Kay Fisher and Eleanor Gerber
Development, Testing, and Evaluation of Quality of Care Survey Items	Michael Massagli, Brian Clarridge, Jennifer Moorhead, Quyen Ngo-Metzger, and Russell Phillips

SPECIAL POPULATIONS

Conducting Cognitive Interviews with Children: An Evaluation of Methods and Techniques	Kim Ursachi
Minimizing Item Non Response in Telephone Surveys of People with Disabilities	Karen CyBulski, Julie Fishtein, and Anne Ciemnecki

STAKEHOLDERS AND EXPERTS IN QUESTIONNAIRE DEVELOPMENT

Cross Site Tool Development Focusing on Co-occurring Populations	Pamela Clark, Robert Walker, and Tom Doub
The Review of the French Survey on R&D in Business Enterprises	Dominque Francoz
Strategies for Subject Matter Expert Review in Questionnaire Design	Carl Ramirez

NOVEL APPROACHES TO QUESTIONNAIRE DEVELOPMENT AND EVALUATION

Evaluation of Respondent and Interviewer Debriefing Techniques on Questionnaire Development Methods for Health Provider-based Surveys	Catharine Burt and Susan Schappert
Analyzing Keystroke Data: A Means for Maintaining and Improving Survey Data Quality	Michael Penne and Jeanne Snodgrass
Validation of a Meat-cooking and Heterocyclic Amine Module in a Food Frequency Questionnaire	Marie Cantwell, Beth Mittl, Jane Curtin, Teresa Wolfe, and Ray Carroll

BEHAVIOR CODING TO IMPROVE QUESTIONNAIRE AND INTERVIEWER PERFORMANCE

Evaluating Questionnaires by Analyzing Question-answer Sequences	Wil Dijkstra and Yfke Ongena
What's the Interviewer Have to Do with It?: Interviewer Behavior and Response Rates	Barbara O'Hare, Marla Cralley, Sheila Cross, and Monique Ardell Goodger

INNOVATIVE METHODS FROM EUROPE

Instrument Evaluation in Studies for Development of a 'Pair Interaction Method' to Measure Decisions about Having Children: How Meeting Paradigms May Beget Exciting Offspring	Hans Akkerboom and Christiane Pfeiffer
How to Investigate Interaction Patterns Between Partners in a Large-scale Survey: The Development of the Dutch Family Monitor	Dirkjan Beukenhorst and Deirdre Giesen
Inter-rater Reliability in an Imperfect Field Setting	Dror Walk, Rachel Fleishman, and Miriam Bar-Giora

DESIGN AND EVALUATION OF QUESTIONNAIRES

Using Reinterview Methods to Design and Evaluate Survey Questions	Jeremy Morton, Paul Biemer, Randall Bender, and Paul Mullin
Sun Exposure Recall: Instrument Development and Evaluation	Diane Nishri, Beth Theis, Jennifer Froot, Fred Ashbury, David Northrup, and Loraine Marrett
Contextuality of Survey Responses as a Challenge to the Development of Questionnaire Testing Methods	Anja Ahola and Marjaana Lehtinen

USABILITY - NON-INTERNET

Approaches for Incorporating User-centered Design into CAI Development	Bill Mockovak and Jean Fox
Pretesting an Interactive Voice Response Survey	Pat Dean Brick, Sid Schneider, and David Cantor

INTERNET - I

Identifying and Reducing the Response Burden in Internet Business Surveys	Gustav Haraldsen, Dag Roll-Hansen, and Tore Notnes
Evaluation of Users' Experience of the Census 2000 Internet Form	Elizabeth Murphy and Courtney Stapleton
Usability Testing of Web Data Collection Instruments	Elizabeth Wiebe, Lisa Thalji, and Robert Wagers

INTERNET - II

Satisfaction Scales in a CAWI Survey on University Teaching Evaluation	Luigi Fabbris
Using the Multimedia Capabilities of Web-enabled Probability-based Survey Methodology to Gather Vaccination Information for the National Immunization Program	William McCreedy, Michael Dennis, and Lisa Thalji
Web as Questionnaire Designing Tool: Is There a Limit?	Katja Lozar Manfreda, Valentina Hlebec, and Vasja Vehovar

MATHEMATICAL METHODS FOR QUESTIONNAIRE EVALUATION

Survey Design and Validation Using the Rasch Model	Kathy Green
Principle Component Factor Analysis: An Analytic Strategy to Increase Content Validity of Questionnaire Factors	Manouchehr Afshinnia and Farsad Afshinnia
Applications of Item Response Theory (IRT) in Questionnaire Evaluation	Bryce Reeve and Louise Masse

TECHNICAL DOCUMENTATION OF QUESTIONNAIRES

On the Documentation and Analysis of Electronic Questionnaires	Jelke Bethlehem and Anco Hundepool
New Tools for the Documentation of Questionnaire Development	Frauke Kreuter and Rainer Schnell

ESTABLISHMENT SURVEY QDET METHODS: ISSUES AND CURRENT PRACTICES AROUND THE WORLD

Experiences Implementing Establishment Survey Questionnaire Development and Testing at Selected U.S. Government Agencies	Amy Anderson, Fran Featherston, James Fields, Luann Moy, Stanley Freedman, Robert Rutchik, Sylvia Fisher, and Karen Goldenberg
Establishment Survey Instrument Development and Testing in an Integrated Survey Environment at Statistics Canada	Frances Laffey
Questionnaire Development for Establishment Surveys: The Cases of Holland, Norway and Sweden	Johan Erikson, Gustav Haraldsen, Lars Lyberg, and Ger Snijkers
Expert Review Followed by Interviews with Editing Staff - Effective First Steps in the Testing Process for Business Surveys	Olwen Rowlands, Jack Eldridge, and Sarah Williams

SHORT COURSES ♦ Thursday, November 14, 2002

Refer to conference Website for course descriptions.

Morning Courses: 8:30 a.m. - 12:30 p.m.

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I. Methods for Questionnaire Appraisal and Expert Review Instructors: Barbara Forsyth, Westat, Inc., and Gordon Willis, National Cancer Institute	\$100
II. Cognitive Interviewing Instructor: Eleanor Gerber, U.S. Census Bureau	\$100

Afternoon Courses: 1:30 - 5:30 p.m.

III. Question Testing for Establishment Surveys Instructor: Jaki Stanley McCarthy, National Agricultural Statistics Service	\$100
IV. Behavior Coding: Tool for Questionnaire Evaluation Instructor: Nancy Mathiowetz, University of Maryland/University of Michigan	\$100