

Cognitive interviewing skills

Duration:

Two days

Objective

This comprehensive two day programme provides delegates with a thorough grounding in cognitive question testing methods combined with practical experience in cognitive interviewing skills. The course also covers the analysis and reporting of cognitive interview data. Participants will learn through a combination of taught and practical sessions and a structured role-play on the afternoon of day two. Delegates should also expect some additional homework.

By the end of this programme delegates will be able to:

- determine when question testing is needed
- design an appropriate sampling strategy
- design cognitive testing
- take into account different cognitive interviewing methods and their uses
- conduct cognitive interviews
- note-take effectively and report back on the test
- plan and conduct a cognitive test
- sell question testing to sponsors and clients

Contents

- What are cognitive techniques
- Why are cognitive techniques useful?
- Explain the different types of cognitive questioning method
- Conducting a cognitive interview
- Designing How to design cognitive interview probe sheets
- Selecting and recruiting respondents
- Analysing and reporting cognitive interviews
- Implementing changes as a result of the findings
- Things to consider when organising cognitive interviews
- Using cognitive interviewing technique in a health and safety investigation

Who should attend

You should attend this course if:

- you wish to acquire a theoretical understanding of the role of cognitive methods in the development and testing of survey instruments;
- you need to gain practical experience in cognitive interviewing techniques and analysis of the data;
- you need to plan a cognitive test for the first time;
- you commission or manage research in central or local government, health or other applied policy sectors and need to learn about pre-testing methods so you can incorporate this stage of development into your work

Course benefits

- Understand how human memory works
- Use techniques to enhance memory and recall from victims and witnesses
- Identify deceptive and unreliable information in interviews
- Gather accurate facts

Distinguish between information coming from memory and information that is fabricated
Conduct cognitive interviews in a variety of contexts

Additional information

This programme includes numerous recommended texts for additional reading.

Certificates

All delegates who attend this course will receive a certificate of attendance.

Trainers background