

Cognitive Interviewing Activity

The purpose of this activity is to practice cognitive interviewing. You will be using the questionnaire from the Spring 2014 Eurobarometer survey, which is a longitudinal data collection effort dating to 1973. Working with a partner, you should practice cognitive interviewing techniques. One person should serve as interviewer and one person should serve as respondent. You can take turns if you wish.

For each question, the interviewer should read the question and then probe for points of clarification using any of the cognitive interviewing techniques we discussed in class and in the readings for this week. This might include:

- Asking the respondent to “think aloud” as they attempt to answer each question before providing an answer
- Asking the respondent to describe their thought process after providing an answer
- Probing the respondent for whether they thought about specific considerations that are intended by the survey instrument (e.g., counting flatmates into estimates of household income)
- Recording any difficulties reported by the respondent or any clarifying questions asked by the respondent
- Probing whether the available response options made sense or whether the respondents’ formulated answer did not fit any of the response options
- Any other techniques that seem appropriate

Be prepared to share your experiences as both interviewer and respondent with the class.

Questionnaire

1. How would you judge the current situation in each of the following?
 - (a) The situation of the Danish economy
 - (b) The situation of the European Union economy
 - (c) The financial situation of your household
 - (d) Your personal job situation
 - (e) The quality of life in your country
 - (f) The quality of life in the European Union

2. What are your expectations for the next twelve months: will the next twelve months be better, worse, or the same, when it comes to...
 - (a) The economic situation in Denmark
 - (b) The economic situation in the European Union
 - (c) The employment situation in your country
 - (d) Your personal job situation

3. What do you think are the two most important issues facing your country at the moment?

4. What do you think are the two most important issues you are facing at the moment?

5. For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it.
 - (a) The European Union
 - (b) The Danish parliament
 - (c) The Danish government

6. Soe analysts say that the impact of the economic crisis on the job market has already reached its peak and things will recover little by little. Others, on the contrary, say that the worst is still to come. Which of the following two statements is closer to your opinions:
 - (a) The impact of the crisis on jobs has already reached its peak
 - (b) The worst is still to come

7. In your opinion, which of the following is best able to take effective actions against the effects of the financial and economic crisis? The European Union, the Danish government, the G20, the International Monetary Fund, the United States.

8. Thinking about each of the following objectives to be reached by 2020 in the EU, would you say that it is too ambitious, about right, or too modest?
- (a) Three quarters of men and women between 20 and 64 years of age should have a job
 - (b) To increase energy efficiency in the EU by 20% by 2020
 - (c) To increase the share of renewable energy in the EU by 20% by 2020
 - (d) The share of funds invested in research and development should reach 3% of the wealth produced in the EU each year
 - (e) To reduce EU greenhouse gas emissions by at least 20% by 2020 compared to 1990
 - (f) The number of young people leaving school with no qualifications should fall to 10%
 - (g) The number of Europeans living below the poverty line should be reduced by a quarter by 2020
 - (h) At least 40% of the people aged 30 to 34 should have a higher education degree or diploma
9. For each of the following statements, please tell me to what extent it corresponds or not to your own opinion.
- (a) You feel you are a citizen of the EU
 - (b) You know what your rights are as a citizen of the EU
 - (c) You would like to know more about your rights as a citizen of the EU
10. Which of the following do you think is the most positive result of the EU?
- (a) The free movement of people, goods, and services within the EU
 - (b) Peace among the Member States of the EU
 - (c) The Euro
 - (d) Student exchange programs such as ERASMUS
 - (e) The political and diplomatic influence of the EU in the rest of the world
 - (f) The economic power of the EU
 - (g) The level of social welfare (healthcare, education, pensions) in the EU
 - (h) The common agricultural policy
11. I am now going to read out different aspects of everyday life. For each, could you tell me if this aspect of your life is very satisfactory, fairly satisfactory, not very satisfactory, or not at all satisfactory?
- (a) Your house or flat
 - (b) The quality of life in the area where you live
 - (c) Your state of health
 - (d) Your standard of living
 - (e) The time you have available to do the things you want to do