

CQI Conference – Cognitive Interview Guide Activity

Scenario:

You have been contracted to work with CQI-Fit Gyms to conduct a survey of their clientele. CQI-Fit Gym leaders want to send a survey to all current registered gym members to assess whether the gym is meeting the needs of their clientele. As part of the development of this survey, you plan to conduct cognitive interviews and testing of the questions with a small sample of current gym members.

Cognitive Interview Guide

1. Introduce Yourself:

Hello. My name is []. Thank you for meeting with me today. I am working with CQI-Fit Gym to create a survey to send to all current members to assess their gym experience. We have created the survey, however we want to make sure that the questions are clear, easy to understand, and easy to answer. If a question is not clear, then we will change them.

2. Introduce how the Interview will be conducted:

I am going to give you the survey to complete and ask you to read the questions and answer them. After you answer a section of the survey, I will ask you to pause and give me some feedback.

3. Ask the interviewee to introduce themselves:

Before we begin, may I ask you your age? _____

4. Start the Interview

Let's get started with question #1. Please read and respond to questions 1 through 8 and then we'll pause.

Interviewer Notes

Instructions: Include the question # and all feedback provided by the interviewee and any observations that you see (e.g., interviewee pauses at certain questions)

Now please verbalize your thoughts and understanding out loud for each of the questions that you have just answered.

Probing questions for questions 1 through 8:

- *Were any of these questions hard for you to answer?*
- *Was there anything confusing about a question?*
 - *[If the interviewee says yes]*
 - *Can you tell me in your own words what the question is asking you?*
- *For all the questions, how sure are you of your answers?*
 - *Did you feel like you had to guess anywhere?*
- *Were you able to find an answer choice from the options shown?*

If they say everything was clear, it is okay to move on with the interview. No need to continue probing each question.

Interviewer Notes Continued:

5. Continue the Interview

Let's continue with the questions. Please read and respond to questions 9 through 11 and then we'll pause.

Interviewer Notes

Instructions: Include the question # and all feedback provided by the interviewee and any observations that you see (e.g., interviewee pauses at certain questions)

Now please verbalize your thoughts and understanding out loud for each of the questions that you have just answered.

Probing questions:

- *Were any of these questions hard for you to answer?*
- *Was there anything confusing about a question?*
 - *[If the interviewee says yes]*
 - *Can you tell me in your own words what the question is asking you?*
- *For all the questions, how sure are you of your answers?*
 - *Did you feel like you had to guess anywhere?*
- *Were you able to find an answer choice from the options shown?*

6. Final Question

Are there any questions that you think that should have been asked that were not included?

CQI-Fit Survey

Please complete the questions below. Your responses will help us improve your CQI-Fit Gym experience.

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. I enjoy working out at CQI-Fit Gym	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. CQI-Fit Gym offers a lot of classes to choose from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I feel comfortable working out at CQI-Fit Gym	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. CQI-Fit Gym has the equipment I need to have a good workout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Machines are accessible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. CQI-Fit Gym follows good cleaning protocols	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. CQI-Fit Gym staff know what they are doing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. CQI-Fit Gym offers bang for my buck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us more about yourself:

9. How long have you been a member of the CQI-Fit Gym family?

☐ Just Started

☐ 1 Year

☐ 2 Years

☐ More than 2 Years

10. Please share your current level of physical fitness:

☐ Not Great

☐ Could be Better

☐ Pretty Fit

11. What date was the last time you came to the CQI-Fit Gym? _____