

Title: Online testing methods for survey development

Date: Wednesday, January 6, 2021

Time: 9:30 AM – 11:00 AM EST

Format: Presentation/Panel Discussion

Platform: Zoom (login information below)

Speakers:

- Erica Yu, Research Psychologist, Office of Survey Methods Research, Bureau of Labor Statistics
- Robin Kaplan, Research Psychologist, Office of Survey Methods Research, Bureau of Labor Statistics
- Paul Scanlon, Senior Survey Methodologist, National Center for Health Statistics

Abstract:

A recent innovation in federal agencies is the use of online testing methods to conduct questionnaire pretesting and evaluation, cognitive interviews, usability testing, and primary methodological research. Results from small-scale research conducted online can provide evidence evaluating surveys and supporting changes to survey questionnaires and data collection procedures before they are implemented in the field. Depending on the specific methods used, they can reduce the overall costs and staff time needed to conduct the research, while allowing researchers a potentially larger or more representative sample, as compared to other data collection methods.

This seminar will introduce conducting online testing within the federal system. The presenters, researchers from federal agencies including the Bureau of Labor Statistics and National Center for Health Statistics, will provide a foundation for thinking about whether online testing methods are appropriate for your project, guidance on how to use online testing methods to supplement and case studies from our experiences using several platforms. Finally, with traditional in-lab testing methods (e.g., in-person cognitive interviews and focus groups) largely unavailable during the COVID19 pandemic, the panelists will discuss practical considerations for adapting this type of testing to virtual formats.

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