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# ANALYSIS OF THE COGNITIVE INTERVIEW IN QUESTIONNAIRE DESIGN



Oxford University Press Inc, United States, 2015. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book. Cognitive interviewing, based on the self-report methods of Ericsson and Simon, is a key form of qualitative research that has developed over the past thirty years. The primary objective of cognitive interviewing, also known as cognitive testing, is to understand the cognitive mechanisms underlying the survey-response process. An equally important aim is contributing to the development of best practices...

### Read PDF Analysis of the Cognitive Interview in Questionnaire Design

- Authored by Cognitive Psychologist Gordon Willis
- Released at 2015



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