

Taking Part: 2013/2014 Technical Report

Appendix K – Cognitive Pilot Report

Taking Part Year 9 – Cognitive Testing

Background and Overview

Taking Part, the Department for Culture, Media and Sport's flagship survey is due to start its ninth year of fieldwork in April 2013. In light of this, the research team at TNS BMRB conducted a day of cognitive testing on a series of potential new questions, which it has been proposed will appear in the survey for Year 9. Questions tested covered a range of different areas, including library usage, social media, happiness, well-being and anxiety, pregnancy and maternity and disability.

Question testing was conducted in a hall setting in close proximity to a busy town high street. Interviews were carried out by the research team at TNS BMRB who tested respondent's comprehension and probed for the thought processes adopted by respondents when constructing their answers. Respondents were recruited by a small team of interviewers, with 40 interviews achieved in the following demographic proportions:

Gender	Male	15
	Female	25
Age	16-29 years	15
	30-49 years	10
	50+ years	15
Working Status	Employed (FT/PT)	15
	Unemployed/Student/Retired	25

The quota was constructed in relation to the questions being tested, with an emphasis on the 16-29 age group and women as a result of the need to test new pregnancy and maternity questions. Furthermore, a larger proportion of respondents aged 50+ were also selected in order to successfully facilitate testing of the proposed disability question, with the prevalence of illness and disability shown to increase with age.

Interviews lasted between 10 and 15 minutes, with respondents given a £5 high street shopping voucher as an incentive for participation.

This document summarises the key findings from the cognitive testing, in addition to recommendations which have been made in light of the key learning's gathered over the course of the day.

Key Findings and Recommendations

Library Usage

Questions Tested

All respondents were asked whether they had used a public library service in the last 12 months, and if yes, whether their usage could be categorised as either physical, virtual or both. Regardless of whether the respondent had used a public library service in the last 12 months, either physically or virtually, respondents were also quizzed on their understanding of the terms 'physical' and 'virtual' in a libraries context. Furthermore, researchers also constructed a follow up question based on the current library definitions showcard, which listed different physical and virtual ways that respondents could engage with public library services. If respondents selected yes at virtual uses at this question, then respondents probed to try and understand why this wasn't mentioned at the previous screener question.

Learnings

It was clear as a result of testing these questions that respondents understanding of the terms physical and particularly virtual were blurred. Comprehension of the term physical largely drew on thoughts of physically being at the library and using its services, such as borrowing books, using a computer in the library and general browsing. For some respondents this also included using service provided in the library such as child classes and reading groups. The term virtual however was not so widely understood, with some respondents believing that using the internet in the library could be considered as a virtual use and others completely unsure of its meaning.

Recommendations

From cognitively testing these questions, it was immediately apparent that these would need to be adapted, in order to ensure full understanding. TNS BMRB propose the inclusion of examples in the physical or virtual screening question, to address this current limitation.

Social Media

Questions Tested

This question was an extension of the social networking and applications question which has been included in the survey since Taking Part Year 8. A series of additional codes were added to the list, in addition to an other specify option, to identify whether any key social networking sites had been unintentionally omitted from the list.

Learnings

Firstly, it was evident that the list in its current format was exhaustive in terms of key social networking sites and applications used, with no common themes arising in the other specify options. Despite this, it was felt that the list, which now comprised 20 codes, was a little too long, with researchers feeling that many of the codes would rarely appear in an interview setting. Moreover, through probing respondents, it was also clear that many respondents were using some of the sites for reasons other than social networking. For example, numerous respondents stated that they had used sites such as YouTube (to watch videos) and Flickr/Instagram (to view pictures) however these were not being used in the same way that they might be using Facebook and Twitter, for social networking alone.

Recommendations

Researchers felt that the response list should be cut down as it is too lengthy in its current format. Furthermore it was also felt that a re-evaluation of the research objectives of this question needs to be undertaken, to identify whether casual uses of the sites listed would be allowed.

Happiness/Wellbeing/Worthwhile/Anxiety

Questions Tested

A series of ONS harmonised questions on life satisfaction, how worthwhile the respondents felt the things they do in the life are, and anxiety were tested immediately following the happiness question currently used in Taking Part. The current happiness question asks respondent to rate their happiness on a scale of 1-10, however the other three questions used a scale of 0-10. As a result of these questions already being extensively tested by the ONS, researchers tested how well respondents could answer the questions in relation to their answering of the preceding happiness question as opposed to in-depth cognitive testing of the existing ONS questions. Researchers probed for the aspects of life that respondents drew upon when constructing their answer for each component of their life and also, how easy it was to quantify this on the scale.

Learnings

Understanding of these questions was generally good with few respondents reporting any major issues. Common themes occurring in the construction of happiness and life satisfaction included aspects of life such as health, family, children money, and in some cases career satisfaction, with the latter a common inclusion for the life satisfaction question. Very similar, if not identical scores were provided for the happiness and life satisfaction questions, despite the shift in scale from 1-10 to 0-10. When respondents were questioned to see if they had identified this shift, the vast majority hadn't and also reported that this would not have changed their answer if they had.

Questions on how worthwhile the respondent felt things in their life are and anxiety also produced some interesting findings. Scores for worthwhile tended to be higher, particularly in young mothers, who felt that bringing up children took precedent in their construction of their answer here, often in the region of 9 or 10. The anxiety question was also well understood, with just a few respondents commenting that the scale would work better the other way round. It was identified that respondents found anxiety the most difficult of the four elements of their lives to quantify, however felt it was still an appropriate and straight forward question.

Recommendations

Researchers were in agreement that these questions worked well, complementing the findings of the ONS. It was felt that the shift in scale went largely unnoticed by respondents, which should not compromise the construct validity of the current happiness question. The key challenge with this set of questions identified by researchers was where they should be positioned in the survey. TNS BMRB will liaise with DCMS to reach a solution on this.

Pregnancy & Maternity

Questions Tested

Female respondents were asked whether they had been pregnant in the last 12 months and also, whether they had been providing 'maternity' to a child aged 6 months or less in the last 12 months. The key area for testing on these questions was to identify respondent's level of understanding of the term maternity and the thoughts and feelings that they associated with this term.

Learnings

Whilst respondents generally answered the pregnancy question with little hesitation or misunderstanding, comprehension of the term maternity varied considerably from respondent to respondent. Common themes associated with the term (once researchers had probed respondents understanding of the term) included aspects of maternity such as being a mother, providing childcare, nurturing and feeding a child, preparing to have a child, pregnancy and maternity leave. Some respondents appeared confused by the question, completely unsure as to what was meant by the term maternity. Respondents also reported no major sensitivity when being asked this question.

Recommendations

Although respondents were largely able to provide an answer to these questions, the general consensus amongst researchers was that the term maternity was not clear and provided considerable confusion amongst some respondents. Options going forward include changing the question wording, or providing a definition for the term for respondents' reference.

Disability

Questions Tested

A new question was asked to identify the barriers that people with disabilities experience in their attendance and participation in the arts, culture and sport. Respondents were asked this question from the prerequisite condition that they had a limiting illness or infirmity, a question already apparent in the Taking Part survey. Respondents were probed to see how relevant they felt the question was to them and also how effectively the pre-requisite question addressed the desired target population for which this survey intended.

Learnings

Cognitive testing of this question quickly helped to identify a number of key issues. Firstly and of key importance, it was clear that the pre-requisite question was insufficient in ensuring that this question was relevant to respondents. Throughout cognitive testing, respondents who had answered yes at the limiting illness or infirmity question, felt that the barriers question was irrelevant to them, with a couple of respondents stopping interviewers half way through the question as a result. For example, respondents with minor illnesses such as high blood pressure or asthma, were clearly not who the question was intended for and as a result found the barriers question inappropriate and irrelevant. Furthermore, it was also felt that the response list led respondents to select more general codes such as cost and late showings in a more general setting, rather than in the disability context that the question was intended.

Recommendations

Researchers were of the opinion that this question did not work well in its current format in terms of both its target population and also its content and construct validity. Early recommendations include a changing of the wording of the question, and also a re-evaluation of an effective pre-requisite question so that only those respondents for whom the question is relevant are asked the question.

Good morning/afternoon. My name is [_____] and I am working on behalf of TNS BMRB.

We are currently testing some questions we have developed for an important survey for the Department for Culture, Media & Sport (DCMS), and offering a £5 high-street voucher for everyone who takes part.

I'd be grateful if you could help me. Can you spare some time?

Please be assured that in accordance with the Market Research Society Code of Conduct, all your answers would be treated in the strictest of confidence.

If necessary: please check that the respondent is aged 16 years or over

If asked: I just need to ask you a couple of quick questions to start with

If asked: the type of questions we will be asking about include activities that the respondent may do in their own time, their well being and health.

Please circle whichever apply

SEX

1. Male
2. Female

AGE

What was your age last birthday?

1. 16-19
2. 20-24
3. 25-29
4. 30-34
5. 35-39
6. 40-44
7. 45-49
8. 50-54
9. 55-59
10. 60-64
11. 65-69
12. 70-74
13. 75-79
14. 80+
- 1. Don't know
- 2. Refused

WORKING STATUS

What is your current working status?

1. Working full-time (30+ hours per week)
2. Working part-time (9 to 29 hours per week)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education studying for a recognised qualification
9. Student – in part-time education studying for a recognised qualification
10. Other
- 2 Refused

Library Use - Adults

Firstly, we would like to ask you about using public library services.

SCLIBN **{SCLIBRARY}**
[ASK ALL]

During the last 12 months, have you used a public library service at least once?

1. Yes
2. No
- 1. Don't know

If SCLIBRARY=1

Was this a physical or virtual use?

1. Physical
2. Virtual
3. Both
4. Spontaneous: None of these

ASK ALL

What comes to mind when you hear the term 'physical use' when referring to using public libraries?

What comes to mind when you hear the term 'virtual use' when referring to using public libraries?

If SCLIBRARY=1

Thinking about your use of public library services in the last 12 months, have you....

1. Visited a public library building or mobile library to make use of library services (including to print/use electronic resources or to take part in an event such as a reading group or author visit)
2. Used on-line library resources or services remotely (i.e. used a computer outside the library to view the website, catalogue or databases, loaned e-books)
3. Accessed, and/or received the library service by email, telephone, fax or letter
4. Received an outreach service such as home delivery or library events outside a library building
5. Used the library in some other way (SPECIFY)

Comments

If visited a library virtually and not mentioned 2 above, probe for why not included

Social Media – Adults

I would now like to ask you about your use of social networking sites and other similar applications.

SOCMED1

[ASK ALL]

INTERVIEWER: SHOW SCREEN

Do you ever access any of the following social networking sites or applications?

CODE ALL THAT APPLY

1. Facebook
2. Twitter
3. LinkedIn
4. Bebo
5. Myspace
6. Google+ (NOT the Google search engine)
7. Friends Reunited
8. Youtube
9. Vimeo
10. Flickr
11. Instragram
12. Tumblr
13. Blogs written by someone else
14. Your own blog(s)
15. Justgiving
16. Virgin money giving
17. Pinterest
18. Last.fm
19. Other – Please specify
20. None of these
- 1 Don't know

Comments

Happiness/well being – Adults

HAPPY

{HAPPY}

Taking all things together how happy would you say you are?

On a scale of 1 - 10, 10 = Extremely Happy and 1 = Extremely Unhappy

1 Extremely unhappy

2

3

4

5

6

7

8

9

10 Extremely happy

-1. Don't know

-2. Refused

SATISFIED

{SATISFIED}

Overall, how satisfied are you with your life nowadays?

On a scale of 0 – 10 where 10 = completely and 0 = Not at all

0 Not at all

1

2

3

4

5

6

7

8

9

10 Extremely happy

-1. Don't know

-2. Refused

(find out more about the decision making process from respondent)

When thinking about your level of happiness, what factors / areas of your life did you think about?

What time period were you thinking about? Eg. Now, yesterday, last week or so, recent times, last 12 months etc?

When thinking about your level of life satisfaction, what factors / areas of your life did you think about?

Comments

Include whether respondent spotted the shift in scale - did they have to adjust their response?

WORTHWHILE

{WORTHWHILE}

Overall, to what extent do you feel the things you do in your life are worthwhile?

On a scale of 0 – 10 where 10 = completely and 0 = Not at all

ANXIOUS

{ANXIOUS}

Overall, how anxious did you feel yesterday?

On a scale of 0 – 10 where 10 = completely and 0 = Not at all

Comments

How easy did respondents find rating these areas?

Any confusion at ANXIOUS – positive response to question at '0' rather than '10'?

Any sensitivity to asking these questions – comments/reaction from respondents?

Other comments

Pregnancy - Adults

PREGNANT **{PREG1}**

[ASK IF SEX = 2 AND RESPONDENT AGED UNDER 54]

Can I check, have you been pregnant in the last twelve months?

1. Currently pregnant
 2. Was pregnant in last twelve months but not now
 3. Not pregnant in last twelve months
- 1 Don't know
-2 Refused

MATERNITY **{MATERN1}**

[ASK IF SEX = 2 AND RESPONDENT AGED UNDER 54]

Can I check if you have been providing maternity in the last twelve months to a child under 6 months old?

1. Currently providing maternity for a child under 6 months old
 2. Was providing maternity for a child under 6 months old but not now
 3. Not provided maternity in the last 12 months to a child under 6 months old
- 1 Don't know
-2 Refused

What do you understand by the term 'maternity'?

<i>Comments</i>

Barriers for disability – Adults

ILLNESSR {ILLNESSR}

This question asks you about any health conditions, illnesses or impairments you may have.

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

INTERVIEWER: READ OUT

1. Yes
2. No
3. SPONTANEOUS ONLY – Don't know

ILLBAR

[ASK IF ILLNESSR = 1]

I am going to read out some common barriers that disabled people tell us they face and which sometimes deter them from attending or participating in the arts or sports.

Did any of the following affect your ability to participate or attend cultural and sporting activities in the last 12 months?

READ OUT

- (a) Too expensive
- (b) Lack of information about accessible facilities
- (c) Lack of general information in accessible format (e.g. on website, no minicomms installed at booking office, information not available in other formats such as large print/easy words and pictures)
- (d) Transport issues and/or lack of disabled parking
- (e) Timing of events (e.g. late night events)
- (f) Lack of support or companionship
- (g) Lack of adequate equipment for disabled people
- (h) Lack of facilities at event (e.g. rest rooms, quiet rooms, accessible toilet, step free access, lower counters, accessible lifts, audio description, live captioning, hearing loop, accessible platforms/viewing areas)
- (i) Lack of disability awareness / not feeling welcome
- (j) None of these (SPONTANEOUS – DO NOT READ OUT)

Are there any other barriers that have had an impact on your ability to take part in sporting or cultural activities in the last 12 months? LIST BELOW

Comments

Any comments from respondent about relevance of this question to respondent?

Does the respondent currently attend / participate in any type of activity?

Probe for experiences that may have led respondent to believe the barriers exist?

If expensive – in what way is it expensive eg. cost of activity, travel etc. Probe for reasoning behind other responses.