



In-house pretesting with Qualitative Pretest Interviews (QPI) - the example of SHARE

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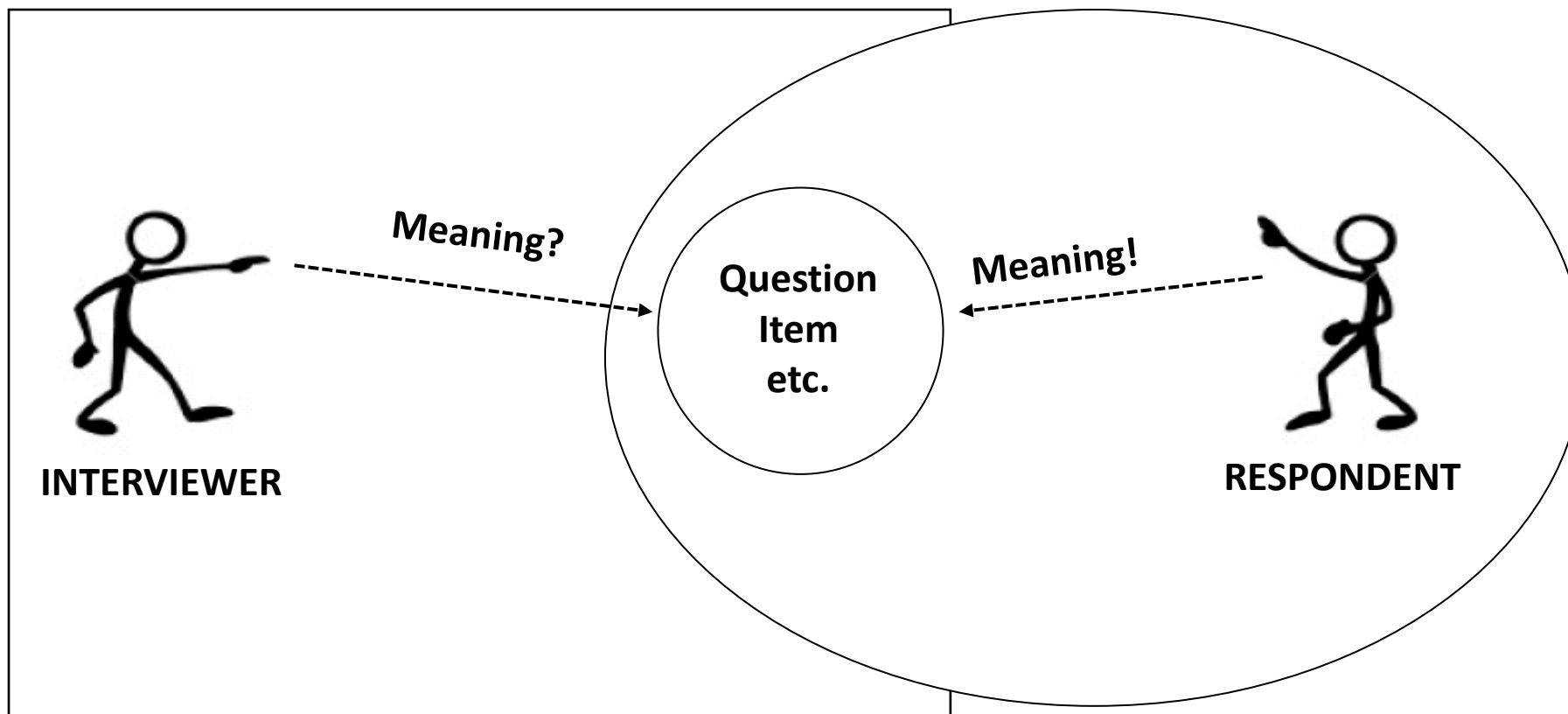
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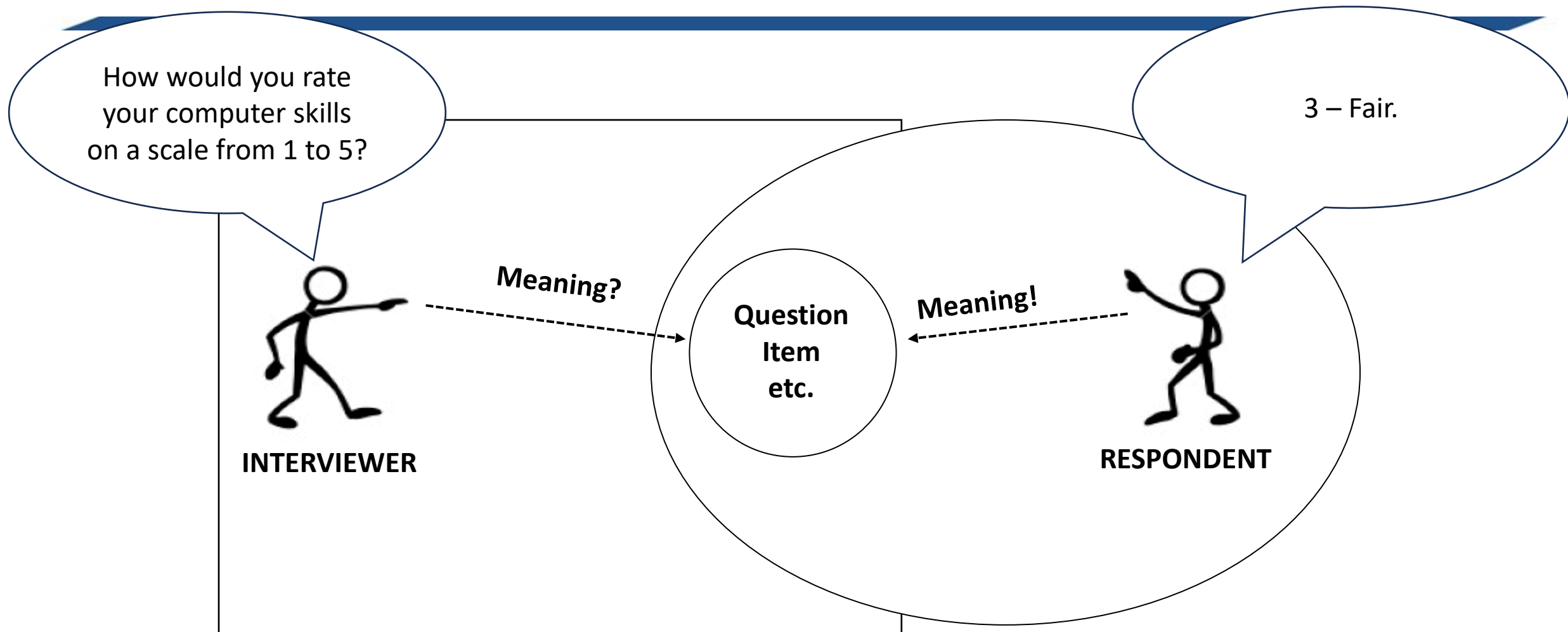
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“How can we formulate questions (and other standardised stimuli) in such a way that they are understood adequately and produce answers that we can consider valid?” (Buschle et al. 2022: 824)

Intersubjective understanding





IP: "How would you rate your computer skills? Would you say they are excellent, very good, good, average, poor, I have never used a computer". Well, I would say good to fair.

I: Mhm (affirmative) and if you [...] are only allowed to tick one, could you assign yourself?

IP: "Fair". Because I think there is no one who knows computers WELL. [...] [I]t's such a complex subject now that probably 95 percent of the people who work with computers have only a mediocre knowledge of what they're doing.

I: So that means you would set your frame of reference very high, because, as you said, you have worked professionally with software [...]?

IP: Yes.



Key Points of the QPI

- Method of pretest interviewing
- Involvement of interview partners as *co-experts*
- Underlying concept: clarification of comprehension as a social process of *negotiating meaning through intersubjective understanding*
- *Direct negotiation* of manifest and implied meanings and understandings of formulations and expressions
- Communication strategies (*active listening & active understanding*)



Why implement QPIs in SHARE?

- **S**(urvey) of **H**(ealth), **A**(geing) and **R**(etirement) in **E**(urope):
 - Representative cross-national household panel survey of 50+ population in 27 European countries & Israel
 - Focus on studying the effects of health, social, economic and environmental policies over the life-course
- Addition of new modules → maintenance of high quality
- Connecting the researcher's perspective with the respondent's perspective
 - Direct feedback leads to efficient adjustments
 - Use and increase of in-house expertise
- Introduction of new IT-module in W10 makes a perfect test case

How to implement QPIs in SHARE?

- German sub-study as test bed
- Recruitment of interviewers within our SHARE team
- Three sessions of interviewer training
- Start of our iterative QPI process



What happened so far?

- 1st round of pretesting the IT-Module questionnaire (16 questions)
- Collection of 15 interviews conducted by 7 in-house interviewers
- between 16 mins and 120 mins of length (average 45 mins)
- 11 hours and 16 minutes of recordings
- Different modes: mainly face-to-face, but also via Zoom
- preliminary analysis in workshops

- Analysis workshops with QPI team based on protocols, transcripts and original recordings
- Iterative process of listening to recording(s)/reading transcripts ↔ discussion
- Interview partners are represented with their original comments
- Flexible adjustments depending on needs/circumstances possible

What's next?

- 2nd round of QPIs with modified items
- Documentation of results and implementation of improvements in the questionnaire
- In-depth analysis of the data using qualitative methods (e.g. content analysis or sequential analysis)
- Open questions:
 - Are QPIs applicable for any interview mode?
 - **How to apply QPIs within an international, multilingual survey?**

Thank you for your attention!

Questions?



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