

EXAMPLE

Form Approved
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INTERVIEWER SCRIPT FOR A SEMI-STRUCTURED COGNITIVE INTERVIEW

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INTERVIEWER READS:

Good morning, and thank you for your time. We've developed some questions for a survey that will be completed by students in middle school and high school. We need to know if the questions are clear. We'd also appreciate any other feedback that you'd like to provide. Your feedback will help us make the survey as understandable and useful as possible. During this discussion,

I will read each question and all the answer options out loud before you provide your answer.

We will move through the questions at a pace that you would use if you were taking the survey in a classroom.

There are no right or wrong answers.

Specific information about your tobacco use is not the main thing I'm interested in today. I will mainly be asking you what you think each questions means, or how you decided on the answer.

I will be taking notes and making an audio recording.

Thank you. Let's begin:

Example Question #1:

During the **past 30 days**, on how many days did you smoke cigarettes?

- A) 0 days
- B) 1 or 2 days
- C) 3 to 5 days
- D) 6 to 9 days
- E) 10 to 19 days
- F) 20 to 29 days
- G) All 30 days

Example Question #2:

During the **past 30 days**, on how many days did you use chewing tobacco, snuff, or dip?

- A) 0 days
- B) 1 or 2 days
- C) 3 to 5 days
- D) 6 to 9 days
- E) 10 to 19 days
- F) 20 to 29 days
- G) All 30 days

[insert additional questions]