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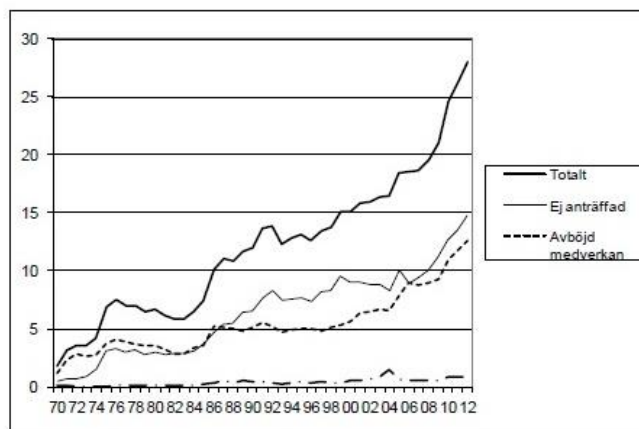
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STATISTISKA CENTRALBYRÅN
BV/AKU
Peter Beijron, Cecilia Karlsson, Elisabet Andersson

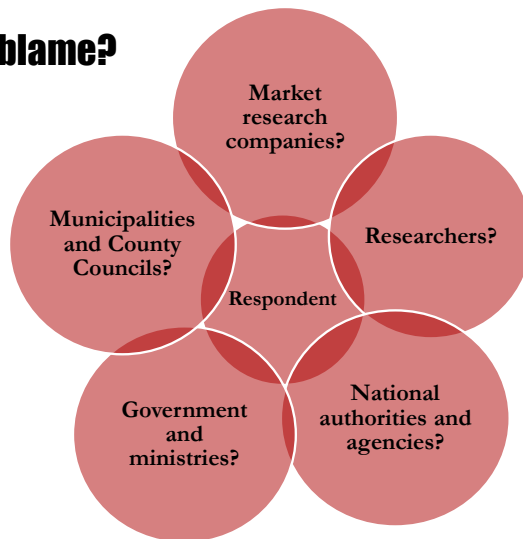
BESKRIVNING AV STATISTIKEN
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Figur 4. Bortfallet i AKU 1970–2012, åldersgruppen 16–64 år, ovägt i procent på årsbasis



Who is to blame?



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Factors that increase responsibility

- Asking many people
- Starting longitudinal studies
- National surveys
- Collecting/presenting results that may do harm
- Registries
- Asking ill/dependent/vulnerable people
- Asking children or adolescents

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Teenagers' wishes when planning a new health and lifestyle survey in Östergötland

- They want to be involved!
- They want to know what it will be used for
- They want to see the results
- They want the results to lead to improvements
- They don't want to answer weird questions

Jag skulle önska att man kan göra enkäter som får ungdomarna att känna sig starka, normala och se möjligheter”



”Patients should feel confident to give truthful and relevant information that they trust will be handled and used wisely to improve future health-care”



Tools for respondent focus

”Traditional” questionnaire design

Communication and social rules

Psychology of survey response

Cognitive interviews

Motivation theories

Ethics

Traditionell enkätmetodik

- Simple language
- One question at a time
- Specific questions
- Avoid leading questions
- Avoid double negations

Easy language

- Words that people understand
- Avoid hiding the question in a long sentence
- Use concepts consequently
- Start with a interrogative (frågeord)
- Question and response options that match

Lärna mig något
för det mesta.
Levs med min handcental
Kolonialen

Jag mår bra.

The questionnaire has 85 questions on illnesses/health problems, 20 neutral questions and one positive question:

Har du på det hela taget känt dig någorlunda lycklig de senaste veckorna?

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Common pitfalls

- Problem-focus
- Invalid assumptions

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”A survey is a voluntary social encounter between strangers and is subject to the rules that govern social relations between strangers”

Schwarz, Bradburn, Sudman 1996

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LiU
expanding reality

Some hints for communication

Choose your tone carefully!

Casual, bureaucratic, serious, nice, authoritarian?

What is your best arguments for them to participate?

What will the knowledge lead to?

Avoid to tell the respondent what they should think!

”This study is very important”

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Response psychology (Tourangeau 2000)

- Comprehension of the question
- Retrieval of information
- Judgement and estimation
- Reporting an answer

- Adjust the answer?

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Which strategy would you use?

How many years have you worked at
your current workplace?

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Cooperation with my boss has become better...

- | | | |
|--------------------------|--------------------------------|------------------|
| <input type="checkbox"/> | Instämmer helt | Bättre |
| <input type="checkbox"/> | Instämmer i hög utsträckning | Lite bättre |
| <input type="checkbox"/> | Instämmer i liten utsträckning | Lite lite bättre |
| <input type="checkbox"/> | Instämmer inte alls | Oförändrat/sämre |

Mycket bättre
Lite bättre
Oförändrat
Lite sämre
Mycket sämre

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Cognitive processes with agree-disagree scales

- More re-reading questions and response options
- More people expression difficulties to choose an option
- More "disagree" when negative statements

(Kamoen, Holleman, Mak, Sanders & Bergh 2011)

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Why are they so frequently used?

- Same scale for all items
- Layout looks easy
- Lower cost (paper, interview time etc.)
- Tradition

(Revilla, Saris & Krosnick 2014)

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Example ERQ

1	2	3	4	5	6	7
strongly agree			neutral			strongly disagree

When I am feeling *positive* emotions, I am careful not to express them.

Strongly disagree:

I'm careful to express them
I'm not careful not to express them
I never feel any positive emotions

Neutral:

I'm "average" careful not to express them
I'm sometimes careful – sometimes not
I have no opinion
I don't know

Difficult in Swedish:

Strongly agree – Strongly disagree

Samtycker starkt – Samtycker inte alls

Instämmer helt – Instämmer inte alls

Håller helt med – Tar helt avstånd



The questionnaire is proven valid and reliable...



What is most important?

That we can compare our results with international research

or

That patients find questions understandable and meaningful



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How can you test your questionnaire?

- Cognitive interviews
 - Read aloud method
 - Eye tracking

 - Reaction time
 - Expert review
 - Focus groups
 - Psychometric methods
-

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Cognitive interviewing

- Think aloud

 - Retrospective probing
-

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Example of probes

● Paraphrasing

Can you repeat the question in your own words?

● Interpretation probe

What does the term ... mean to you?

● Confidence probe

How certain are you that you went to the doctor xx times last year?

● Cognitive probe

How did you come up with the answer xx times a month?

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Hur bedömer du informationen du har fått när det gäller följande:

	Mycket bra	Ganska bra	Ganska dålig	Mycket dålig	Inte aktuellt
Undersökningar/provtagningar	[]	[]	[]	[]	[]
Cancersjukdomen	[]	[]	[]	[]	[]
Förväntad prognos	[]	[]	[]	[]	[]

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Read aloud method

Lika bra
som vanligt

Nästan lika
bra som
vanligt

Mycket
mindre än
vanligt

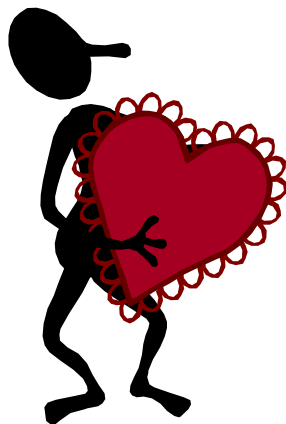
Inte
alls

Jag har kunnat skratta och se
tillvaron från den ljusa sidan

Tankar på att göra mig själv
illa har förekommit

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Does it matter to make an effort?



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This really made me think about how I live my life!

This is the most clear questionnaire I ever got!

This questionnaire didn't feel distorted (vinklat) as many other questionnaires do.

As a former interviewer at Statistics Sweden I found this questionnaire easy to understand.

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Can we guarantee that data won't be misused today or in the future?


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**Who is responsible for avoiding
multiple questionnaires to patients
with multiple diseases?**

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**How can we promote trust and
autonomy when asking patients to
participate?**

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”Patients should feel confident to give truthful and valuable information that they trust will be handled and used wisely to improve future health-care”



**Without respondents –
no study**

