

Taking Part: 2014/2015 Technical Report

Appendix K – Cognitive Pilot Report

Taking Part Year 10 – Cognitive Testing

Background and Overview

The Department for Culture, Media and Sport (DCMS) commissioned TNS BMRB to cognitively test a number of potential new questions to be included on the survey from July 1st 2014. The questions cover First World War Centenary events and payments that respondents have received.

TNS BMRB conducted 32 cognitive interviews on the 6th June 2014 in Kingston upon Thames.

Respondents were recruited in the street by a small team of interviewers. The interviewers briefly introduced the survey and how long the interview was likely to take, before bringing them in to the central venue to be interviewed face-to-face by one of three TNS BMRB researchers. A quota guide was used to ensure variation in respondents' gender, age and working status. Each respondent received a £5 high street shopping voucher as an incentive for participation.

Interviews lasted between 10 and 15 minutes, depending on the answers provided. The interviews tested the respondent's comprehension of the questions and probed for the thought processes adopted by respondents when constructing their answers.

The profile of respondents that were interviewed is shown in Table 1.1.

Table 1.1 Profile of respondents

Gender	Male	18
	Female	14
Age	16-29 years	13
	30-49 years	8
	50+ years	11
Working Status	Employed (FT/PT)	11
	Unemployed/Student/Retired	23

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

Key Findings and Recommendations

First World War Centenary events

Question tested:

[ASK ALL]

- P1. Are you aware of local or national events or activities being held in the UK to commemorate the Centenary of the First World War between 2014 and 2018?

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

Objectives of question and testing:

- To determine whether respondents were aware of any First World War Centenary events without being prompted
- To check respondents' understanding of the term 'commemorate'
- Respondents were also asked how interested they were in the events or activities being held to commemorate the Centenary of the First World War, on a scale of 1-10.

Findings:

- The majority of respondents were not aware of any First World War Centenary events or activities. Those who said they were aware, were not able to name any specific events, giving answers such as 'Kingston War Memorial', 'big thing in Imperial War Museum', 'radio or TV programmes' or 'no specific events'. A few respondents confused the First World War and the Second World War commemorative events, providing D-Day landing commemorative events as an example of events they were aware of.
- Comprehension of the term 'commemorate' was generally good, only one respondent, whose first language was not English, was not able to explain what they understood by this term. Another respondent spontaneously said that he did not understand what 'commemorate' meant. However, when he was asked what he thought it might mean, he did not have problems explaining the meaning of the term.
- Respondents were asked to rate their interest in events or activities being held to commemorate the Centenary of First World War on a scale of 1-10, where 1 was very disinterested and 10 was very interested. The majority of respondents expressed moderate or strong interest (5-10), even though many of them were unaware of any First World War Centenary events. Only two respondents provided 1 as an answer. Interestingly, both of them said that they were aware of the First World War centenary events being held in the UK in P1.

Recommendations:

- The aim of this question needs to be established – is it used to check whether respondents are aware of any First World War Centenary commemorative events or those that DCMS are responsible for? As prompted questions will be also asked, it ought to be considered whether inclusion of P1 in the questionnaire is essential.
- For those who do not understand the term 'commemorate', a definition for respondents' reference could be provided. A brief instruction for interviewers after the main question text, to "add if necessary", followed by an agreed definition, may help to eradicate confusion surrounding the use of the word.

Question tested:

[ASK ALL]

INTERVIEWER: SHOW SCREEN (SHOWCARD FOR PILOT)

- P2. Here is a list of some of the events that will be held in the UK to commemorate the Centenary of the First World War between 2014 and 2018.

Which, if any, are you aware of?
CODE ALL THAT APPLY

SHOWCARD 1

4th August 2014: Commemorating the centenary of the British Empire's entry into the First World War

- Commonwealth themed service at Glasgow Cathedral
- Cultural event at St Symphorien cemetery in Mons, Belgium
- Candlelit vigil at Westminster Abbey

25th April 2015:

- Centenary commemorations of the Gallipoli Campaign

1st July 2016:

- Centenary commemorations of the battle of Somme

31st May – 1st June 2016:

- Centenary celebrations of the battle of Jutland

2017:

- Centenary commemorations of the 3rd battle of Ypres (Passchendaele)

11th November 2018:

- Centenary celebration of the Armistice

None of these

Don't know

Objectives of question and testing:

- To determine whether respondents were aware of the listed events commemorating the Centenary of the First World War, including these held from 2016 onwards.
- To check whether respondents referred to historical events that they were aware of or the centenary events that will be held in 2014-2018, when answering the question.
- The wording of the question was slightly amended for the pilot to take into account that the list was on a showcard rather than on screen. The original wording was as follows: 'Are you aware of the following events being held in the UK to commemorate the Centenary of the First World War between 2014 and 2018?'

Findings:

- Lack of awareness about the events among the respondents was evident. Among the events that will happen within a year, 'candlelit vigil at Westminster Abbey' was mentioned most often (by 5 out of 32 respondents). Furthermore, one respondent was aware of Commonwealth themed service at Glasgow Cathedral, and one respondent was aware of the cultural event at St Symphorien cemetery in Mons, Belgium.

In the case of events taking place in 2016 - 2018, a few respondents stated that they were aware of some of them, but from follow-up questions it became clear that they recognised the names of the places where the battles took place, rather than the events that will be held to commemorate them.

- A number of respondents asked the researchers for more information about the events (time and who is invited) and indicated that they have not been advertised.

Recommendations:

- It is recommended to include only the events that will happen within a year from the interview date in the prompt list in this question (and if a specific event has been planned).
- Interviewers could be provided with information about specific First World War commemorative events to be able to answer any questions that respondents might have regarding the events.

Question tested:

[ASK ALL]

P3. How do you feel about the UK commemorating the Centenary of the First World War? Are you...

1. Strongly against
 2. Slightly against
 3. Neither against nor supportive
 4. Slightly supportive, or
 5. Strongly supportive?
- 1. Don't know

Objectives:

- To discover whether respondents were supportive of the UK commemorating the Centenary of the First World War, and their reasons for that.
- The wording of the question was slightly changed in order to improve 'flow' of the question and make it easier to read. 'Are you...' and 'or' in point 4 were added.

Findings:

- Almost all the respondents stated that they were either slightly or strongly supportive, with just one person being slightly against (a 'pacifist') and two respondents stating they were neither against nor supportive ('not interested, no difference to my life' and 'I don't know much about it').
- The reasons for respondents' support were emotional: respondents often mentioned that many people sacrificed their lives in the First World War and this ought to be remembered. Practical aspects such as cost or safety during the events were not considered.

Recommendations:

- This question mirrors a question that used to be asked in the Olympics section in the survey. However, unlike the Olympics, this question is prone to social desirability bias. When asked about support for the Olympics, respondents considered various practical aspects of event organisation, including costs as well as personal interest in the Olympics, while in the case of the First World War centenary events, responses were driven by emotion and a sense that we *should* remember the sacrifice that

many people made for their country. If included in Taking Part, the testing would indicate that the majority of responses would be positive and those that have no opinion or are against the UK commemorating the Centenary, have no interest in history or are against war in general. It is recommended that this question is not included in Taking Part.

Questions tested:

[ASK ALL]

P4. Have you followed or do you intend to follow any of the First World War Centenary events in any of the following ways?

INTERVIEWER: READ OUT

1. Watching on TV
2. Listening to the radio
3. Watching or listening on the internet
4. Engaging online or via social media
5. Reading a newspaper online or offline
6. None of these
7. Other- Please specify _____
- 1. Don't know

[ASK ALL]

P5. And looking at this card, in what other ways, if any, have you followed or got involved (or intend to follow or get involved) in any First World War Centenary events? This may include activities you are already doing.

SHOWCARD 2

CODE ALL THAT APPLY

1. Attending a local or national commemorative event (including remembrance services)
2. Attending or taking part in a related cultural event (e.g. the 14-18 NOW cultural programme)
3. Visiting a First World War battlefield, memorial or burial site
4. Visiting a museum or exhibition related to the First World War
5. Researching local or family history related to the First World War
6. Learning about the First World War (watching TV programmes, listening to radio programmes, reading books, internet research, attending lectures)
7. Marking or remembering the First World War (Lighting a candle, planting poppy seeds)
8. Other – Please specify

9. None of the above

10. Not yet decided/Don't know

Objectives:

- To discover if, and how, respondents are going to engage with the First World War Centenary events.
- 'Other' was included in the cognitive testing as 'other specify' to gather additional events and activities that the respondent mentioned.

Findings:

- The vast majority of the respondents mentioned that they intended to follow or get involved in the First World War Centenary events in one or more ways listed in P4 and P5. Their responses however may have been influenced by social desirability bias as respondents might have felt that they should follow these events.
- In P5, when talking about the things that they had done to commemorate the First World War, respondents usually considered anything associated with the First World War that they had ever done (for instance, school trips to battlefields, memorials or museums, documentaries that they watched in the past, etc.), not necessarily the centenary events.

Recommendations:

- It may be worthwhile considering asking what respondents have already done and what they intend to do separately, as the latter one is prone to social desirability bias.
- Interviewers need to ensure that respondents consider only centenary events when answering these questions. Alternatively, the questions could be reworded so that it is underlined that they ask only about the First World War centenary events and activities, not any activities and events connected with the First World War.

Question tested:

[IF P1= 1 OR P2=1]

P6a. Do you think that the UK hosting events to commemorate the First World War Centenary has increased your interest in learning about the First World War?

1. Yes, a lot
2. Yes, a little
3. Only slightly
4. Not at all
5. Don't know

P6b. Possible alternative question to test

Which of the following statements applies most to you?

1. The UK hosting events to commemorate the First World War Centenary has increased my interest in learning about the First World War A LOT
 2. The UK hosting events to commemorate the First World War Centenary has increased my interest in learning about the First World War A LITTLE
 3. The UK hosting events to commemorate the First World War Centenary has NOT increased my interest in learning about the First World War at all
- 1. Don't know

Objectives:

- TNS BMRB formulated an alternative question to test (P6b), as it was suspected that P6a might be prone to social desirability bias and that 2 categories used in P6a ('only slightly' and 'yes, a little') might be overlapping. Half of respondents were asked P6a and half were asked P6b.

Findings:

- The vast majority of respondents mentioned that the UK hosting the First World War Centenary events has increased their interest in learning about the First World War, even if they were not aware of specific events.
- When asked why they chose a particular category, it became clear that many respondents seemed to have misunderstood P6a and P6b and explained why it was important to learn about the First World War in general, rather than how the UK hosting the commemorative events has increased their interest in learning about the First World War.
- In general, respondents found it difficult to explain the difference between 'only slightly' and 'yes, a little'.

Recommendation:

- The objective of this question needs to be properly considered before making a decision on whether it should be included in the questionnaire, for the following reasons:
 1. Respondents' level of knowledge about the First World War may differ and therefore they might have different levels of interest to learn more
 2. The question asks about interest in learning, and interest does not mean that people will actually learn more; they might say that they will because they feel that this is a socially desirable answer
 3. The question might be misunderstood.
- If the question is to be included in the survey, P6b is recommended. It will not eradicate social desirability bias, but it is likely to reduce it, as compared with P6a. Additionally, the phrasing of the question could be reconsidered in order to improve the quality of responses provided by respondents.

Payments

Questions tested:

[ASK ALL]

P7. Since April 2011 have you personally received any payments, or payment in any kind, from anything listed on this card?

SHOWCARD 3

1. Yes
2. No

- 1. Don't know

[IF P7 = 1]

P8. Which ones?

INTERVIEWER: PROBE 'Any others?'

SHOWCARD 3

1. A life insurance policy
2. A lump pension payout
3. A personal accident claim
4. A redundancy payment
5. A win of the football pools, national lottery or other form of gambling
6. Other (Please specify)

[IF P8 = 1]

INTERVIEWER: FOR EACH PAYMENT RECEIVED ASK:

P9. About how much in total did you receive (was this worth?)

IF 'DON'T KNOW/CAN'T REMEMBER', PROBE: 'Can you give me an approximate amount?'

WRITE IN TO NEAREST £

1. A life insurance policy

2. A lump pension payout

3. A personal accident claim

4. A redundancy payment

5. A win of the football pools, national lottery or other form of gambling

6. Other (Please specify)

Objectives:

- The aim of these questions is to enable analysis of changes in behaviour following an increase in income.
- To determine whether respondents felt at ease answering the question.
- To check if respondents would find it difficult to recall if they had received any payments since April 2011 and if they would remember the exact amount of money that they had received.
- To check if respondents would consider large or small amounts of money when answering these questions
- An introduction to these questions was added to provide respondents with explanation why they are asked these questions

Findings:

- The vast majority of people stated that they had not received any payments in P7, and therefore P8 and P9 were not asked.
- Only six respondents stated that they had received a payment since April 2011, none of which was a win in the national lottery. Some of them found it difficult to remember an exact amount of money that they had received and gave an estimate instead. One respondent had received several pension payments (although prior to 2011), all of which were handed over to a financial advisor to provide a weekly sum of money for living expenses. In this case the respondent did not know the approximate total received.
- Different amounts of money were considered by respondents when answering these questions. Some of the respondents said that they were thinking only about large amounts, while another respondent included a £10 win in football gambling in P8 and P9.
- In general, respondents did not feel that these questions were too sensitive and they felt comfortable answering them.
- It was difficult to test whether respondents had any problems with recalling payments that they had received since April 2011, as the majority had never received a payment. Those that had received a payment, for example, a pension or redundancy payment could remember as it coincided with a significant life event, specifically, retirement or the loss of a job (and in both cases this was 2010).

Recommendations:

- As not many respondents had received payments since April 2011, these questions could not be fully tested. Nevertheless, as they were included in BHPS survey, they are 'tried and tested' and could be added to Taking Part without causing any problems.
- It is recommended to provide an example of an amount of money that respondents ought to consider in questions P7 and P8 (eg. payments greater than £500) or add an explanation of the sort of payment we are asking them to consider.
- Low incidence is expected in these questions. Mainly older people are expected to say 'yes' in P7, as they are likely to have received pension payouts.