

Our respondents didn't understand these questions – do you?

Cognitive interviewing highlights unanticipated decision making in a DCE

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Many discrete choice experiments (DCEs) use debriefing questions to assess respondents' decision making in the choice tasks.

Q1: Do you think debriefing questions are necessary for a good DCE?

Q2: Do you routinely use debriefing questions in your DCEs?

A **yellow** disc in the box = **Yes**

A **red** disc in the box = **No**

Our experience with debriefing questions

We explored the comprehension and usefulness of DCE 'debriefing' questions.

Methods: We conducted 17 'think aloud' interviews with prostate and colorectal cancer survivors, to pre-test a survey of patient preferences for cancer follow-up care. The survey included a range of DCE debriefing questions testing task understanding, learning, engagement and heuristics.

Results: There was variability in how people understood and completed the debriefing questions. However, overall **individuals found the debriefing questions difficult to complete, and their answers were often inconsistent with their expressed and observed preferences** in the preceding choice sets.

Debrief Q: Did you consider all of the different factors that varied between the follow-up options when you made your choices?

CI19 survey response: 'Yes, always considered all factors'

CI19 verbal response: "All the factors that were applicable, anyway"

CI19 Interviewer notes: "CI19 answered yes, even though there were a number of factors he ignored because he felt they didn't relate to him (especially cost)."

Debrief Q: Did you understand the concept of making choices between the different follow-up options in Section B?

CI05 survey response: "Yes"

CI05 interviewer notes: "CI05 was unable to complete the choice task at all. Unable, even after prompting, to describe what he was being asked to do."

Debrief Q: Did you think that the available follow-up options in Section B made sense?

CI08 interviewer notes: "CI08 answered 'yes'; even though as she went through the choice sets she commented on a couple of factors that she thought were unrealistic (having more than one nurse, having to pay for care, etc.)."

Example debriefing questions	Aspect of decision making
Did you find making a choice between the different options confusing?	Understanding of task & completeness of preferences
Did you need more information than was provided when choosing between options?	Using assumptions external to choice task
Did you find that the more questions you answered the easier it was to make a choice?	Using simplifying heuristics; Learning
Do you believe your choices will have an impact on [topic] in the future?	Consequentiality and task engagement
Did you consider all of the different factors that varied between the options?	Attribute non-attendance; Monotonicity of preference

Have your say...

To put our findings into context, we would like to get your feedback. We therefore invite you to vote on the questions above, and leave comments below.

For example, do you have a favourite debriefing question? Have you tried different debriefing questions? Please leave any comments below using the pens provided. (Yes, you can write on this poster!)

Information

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Taking part in the voting on this poster is voluntary – it is up to you to decide whether or not to take part. We would like you to take part because you are a health economist attending the HESG 2015 conference in Manchester. None of the information you provide will be used to identify you, and all data will be kept safe and secure, and treated with strict confidence. We will keep the details of the poster for up to 5 years after the conference. There is no direct benefit to you of taking part, other than knowing you may be helping health economists in the future. Please contact the poster authors if you have any questions.