Survey with Businesses in Japan:

Comparison of pre-testing methods

DanDan Zhang

Twitter

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Context

Small and Medium businesses are the backbone of the economy. They are very diverse with their business objectives and how they operate day to day

We'd like to understand at scale who are small and medium businesses in Japan to identify growth opportunities

Challenges

Methodological

- Lack of a sample frame in Japan
- Limited existing knowledge about small and medium business in Japan
- Limited methodological research

Multiple stakeholders

- From different functions: product, design, sales and marketing
- From different locations: Japan, US

Questionnaire Testing

	Cognitive Interview	**Expert Review**
+	• End respondent perspective	• Analytic perspective • Least expensive • Easier to carry out
–	• May not be representative • Generalizability of the result • Different conditions	• Lack of respondent perspective

Methodology

- Items evaluated: Business Firmographics; Business Objectives; Social Network Usage and Perceptions

- Cognitive interview with 6 participants using concurrent think aloud

- Expert review with 3 internal stakeholders

Problems Identified

Example1:

Q.How frequently do you target your online audience using the following characteristics?
1) Age
2) Gender
3) Marital Status
4) **Ethnicity**
5) ...
6) ...
7) ...

- 'Ethnicity' is not relevant to Japan

Example 2:

Q.How frequently do you **target** your online audience using the following characteristics?
1) Age
2) Gender
3) Marital Status
4) Ethnicity
5) ...
6) ...
7) ...

- 'Target' seems too jargony, would suggest using 'reach'

Example 3:

Q. For which of the following purposes do you use each site? Please select all that apply.
1) ...
2) ...
3) ...
4) ...
5) ...
6) ...
7) ...

- Suggested additional response option of 'recruiting' to be added to list

Other examples:

- Preference for using phonetic Japanese translation (インセンティブ) instead of current Japanese character translation of incentives (報酬提供)

Findings

	Expert Review	Cognitive Interview
Number of Problems Identified		✓
Type of Problems Identified		
○ Ambiguous Wording	✓	✓
○ Technical Term		✓
○ Missing Key Response Options	✓	✓
○ Culturally undesirable questions	✓	✓

Summary

- Both methods are working well in detecting major problems with the questionnaire

- Cognitive interview is able to detect more questions with jargony wording

- Experts review is more cost and time efficient and is a great way to engage with stakeholders

Recommendations

- Would recommend using both methods to ensure survey quality and best participant experiences

- Expert review has slight advantages when resources are constrained; However, special attention to jargony word needs to be paid to ensure accurate question interpretation

Thanks

dandanz@twitter.com