Pretesting

At Each Stage
- Concepts
- Partially completed materials
- Revised products
- Final products

Steps
1. Identify objectives
2. Develop questions
3. Select methods
4. Design sampling strategy
5. Pretest
6. Revise, pretest, revise...
Exercise
- Handout or refer to materials to test
- Explain purpose

1. Identify Objectives
- Comprehension
- Attention–Getting
- Relevancy
- Believability
- Persuasiveness
- Untoward effects

Exercise: Select Objectives
- Comprehension
- Attention–Getting
- Relevancy
- Believability
- Acceptability
- Persuasiveness
- Untoward effects
- Attractiveness
- Others
2. Plan Methodology

- Develop questions
- Select appropriate data collection methods
- Estimate sample size
- Develop recruitment plan

Pretesting Questions

- See Sample Pretesting Questions
- Select appropriate questions from categories that correspond to your pretesting objectives.

Exercise

- Develop questions for each objective
  - Review and select from list
  - Add any additional questions
Questions

- Comprehension
  - What do you think this brochure/poster is telling you to do?
  - What is the main idea it is trying to get across?
  - What will you get if you do that?
  - What does it tell people will happen if you do that?
- Others
  - What words/sentences are difficult to read/understand? How can we say that so it is easier to understand?

Untoward Effects

- What parts are offensive?
- What features are annoying?
- How can they improve this to make it more valuable?

Exercise

- Review sample questions
- Circle ones you prefer
- Keep for future exercise
3. Select Data Collection Methods

- Individual interviews
  - Cheaper and easier to set up
- Group interviews
  - Allow you to watch interaction

Design Sample

- Source of subjects
- Recruitment strategy
  - Eligibility requirements
  - Invitation scripts
  - Incentives

Exercise

- Which methods?
- Where can you find respondents?
  - Eligibility requirements?
  - Incentives?
5. Pretest

- Break into pairs or triads
  - Select interviewer
  - Be yourselves
  - Record one or two lessons learned to share

Pretest Advice

- Focus on key elements
  - Not a popularity contest
  - Don’t count
  - Search for insights

Common Mistakes

- Substitute staff for participants
- Fail to sample for variation
- Overlook what is not said
6. Revise and Re-test

- Two or more rounds
- Sufficient redundancy
- Pretest with all audiences

Measures of Success

- Understand the message
- Believe the promise
- Think the messages for them
- Are not confused or offended
- Are motivated to act

Role Play Results
Steps Reviewed
1. Identify objectives
2. Develop questions
3. Select methods
4. Design sampling strategy
5. Pretest
6. Revise, pretest, revise...

Measures of Success
- Understand message
- Believe the promise
- Think the message is designed for them
- Are not confused, annoyed, or offended
- Are motivated to act