

Read-Aloud Cognitive Interview Protocol

Usually when we read we read silently, to ourselves. But today I am going to ask you to read in a different way. I'd like you to read the brochure that I will be giving you one phrase or one sentence at a time. At the end of each phrase or sentence, I'd like you to comment out loud about your understanding of the text at that point. For example, if the text said, "Breakfast is the most important meal of the day," you might state your comprehension by saying, "Eating a good breakfast is more important than eating lunch or dinner."

In addition to telling what you are understanding about that phrase or sentence, you might comment on your evaluation of the text at that point. For example, if the text said, "Radon is a hidden danger in our homes," you might comment something like, "That's a pretty scary thing to tell people. I don't think it's right to frighten people like that. Maybe it's just better to give people solutions to problems instead of just scaring them."

Finally, you might comment on how the phrase or sentence applies to you. For example, if the text said, "Each cigarette takes 18 minutes from your life," you might say, "Well I have never smoked, so this message isn't speaking to me. But on the other hand people I know and love smoke, so this is a message I guess I could pass along to them."

So just go ahead and start at the beginning of the message. You can stop after a few words to make some comments, or maybe there's a particular word that makes you stop and think. It's up to you.

[Note: Allowable probes: "Is there anything you'd like to say about that phrase?" "What are you thinking now?" "How does that phrase strike you?"]