CROM Symposium 2021

Survey Methodology

December 9, 2021 | A Virtual Event

4:00 to 7:15 pm CET

Programme

The symposium will be held on Teams Webcast from 4:00 to 7:15 pm CET

AGENDA

4:00 p.m.- 4:05 p.m.	Introduction to the Symposium	Christelle Chrea, PhD CROM Consortium Coordinator

SURVEY METHODOLOGY: THE BIG PICTURE

4:05 p.m.- 4:55 p.m.	Adapting Web-push Survey Methods to Countries Throughout the World	Don A. Dillman, PhD Washington State University
4:55 p.m.- 5:15 p.m.	Reducing Measurement Error with Qualitative Research Before and After Designing and Finalizing a Survey	David F. Harris, M.A. Insight and measurement, LLC

SURVEY METHODOLOGY IN THE CONTEXT OF TOBACCO REGULATORY SCIENCE

5:15 p.m.- 5:35 p.m.	Evaluation of Tobacco Product Perception and Intention Data to Inform Tobacco Product Review	Benjamin Apelberg, PhD Center for Tobacco Products, U.S Food & Drug Administration
5:35 p.m.- 5:50 p.m.	***Break***	
5:50 p.m.- 6:10 p.m.	Longitudinal studies for modified risk tobacco products in postmarket surveillance settings	Hui Cheng, PhD and Brendan Noggle, PhD Altria Client Services
6:10 p.m.- 6:30 p.m.	Design and Methods of the Adult JUUL Switching and Smoking Trajectories (ADJUSST)	Nicholas I. Goldenson, PhD JUUL Labs Inc.
6:30 p.m.- 7:15 p.m.	Audience Q&A following panel presentations	Panel presenters

Adapting Web-push Survey Methods to Countries Throughout the World

Don A. Dillman, *PhD, Regents Professor, Washington State University*

Web-push survey data collection involves contacting people by mail, telephone, or in-person with a request to respond over the Web, while withholding alternative modes of responding until later in the implementation process. It has been shown to improve response rates, reduce survey errors, and lower survey costs. This presentation begins with a brief discussion of why probability sampling methods and simultaneously trying to reduce coverage, sampling, measurement, and nonresponse errors are important for achieving high quality results for web-push data collection. Experimental research conducted by the presenter will be discussed, which shows how questionnaire design, certain uses of incentives, multiple communications, and opportunities to respond by an alternative survey mode will improve sample survey response rates while reducing non-response error. Also discussed is the need for unified mode construction of questions in order to achieve the same measurement of opinions and behaviors by the different response modes, especially in longitudinal surveys. Although web-push survey methods have been successfully conducted in many different countries, it is apparent that individual countries present somewhat different design challenges, several of which are discussed in this presentation. Also, to be discussed is how different survey populations and situations, for example general public vs. product customers provide somewhat different challenges for developing the most efficient and effective web-push data collection designs.

Don A. Dillman is Regent's professor in the Department of Sociology University and Deputy Director for Research and Development in the Social and Economic Sciences Research Center at Washington State University in Pullman, Washington, USA. Previously, he served as the senior survey methodologist in the office of the director at the U.S. Census Bureau. He is recognized internationally as a major contributor to the development of modern mail, telephone, and internet survey methods. In 2000, he received the Roger Herriot Award for Innovation in Federal Statistics for his work at the Census Bureau on creating new methods for the 2000 Decennial Census. He is an elected fellow of the American Association for the Advancement of Science and the American Statistical Association and served as past president of the American Association for Public Opinion Research and the Rural Sociological Society. He has a Ph.D. in sociology from Iowa State University and has authored nearly 280 articles and books including Internet, Phone Mail and Mixed-Mode Surveys; The Tailored Design Method. 4th edition (Dillman, Smyth and Christian, 2014). In 2017 he and his research team received the AAPOR Warren J. Mitofsky Innovator's Award for the development of web-push data collection methods now being used in many countries throughout the world. His current research emphasizes adapting those methods for use in survey various populations in different countries throughout the world.

Reducing Measurement Error with Qualitative Research Before and After Designing and Finalizing a Survey

***David F. Harris**, M.A.,* Insight and Measurement, LLC

Good survey research requires two stages of qualitative research. To start, we need to conduct qualitative research with respondents to refine our understanding of what to ask and how to ask it in the survey. Survey researchers who skip hearing from the target audience are vulnerable to measurement errors throughout their surveys. Then, after the survey is developed and before it is finalized, we need to conduct cognitive interviews with respondents to determine if the questions perform as intended. Cognitive interviewing is a qualitative method. Virtually every survey that uses cognitive interviewing is improved by the findings and insights from cognitive interviewing. This presentation will show examples of how these two stages of qualitative research are essential to reducing measurement error in survey research. Hence, these two qualitative steps are required by many regulatory agencies such as the US Food and Drug Administration (FDA) for surveys such as patient reported outcomes (PRO) instruments.

David F. Harris is President of Insight and Measurement, LLC, in Durham, North Carolina, where he consults with a wide variety of organizations to develop qualitative and quantitative approaches to measurement. Previously, he served as Director of Research Methods at GlaxoSmithKline and directed marketing research and training for commercial operations and business development in the United States. In 2014 he published, The Complete Guide to Writing Questionnaires: How to Get Better Information for Better Decisions. He does speaking and consulting on questionnaire design, research planning, and the integration of qualitative and quantitative research. He also conducts training seminars on how to write questionnaires that get accurate information for decision-making. David earned his Master of Arts in Quantitative Psychology at the L.L. Thurstone Psychometric Laboratory from the University of North Carolina at Chapel Hill. He earned a Bachelor of Arts in Psychology from Reed College, in Portland, Oregon. David is currently a contributing member of the American Association of Public Opinion Research (AAPOR), the Insights Association, and the American Psychological Association (APA).

Evaluation of Tobacco **Product** Perception and Intention Data to Inform Tobacco Product Review

***Benjamin Apelberg**, PhD, Office of Science, Center for Tobacco Products, U.S. Food and Drug Administration*

The purpose of my talk is to discuss the use and evaluation of tobacco product perception and intention data to inform tobacco product review. In this presentation, I will define what we mean by tobacco product perception and intention studies; describe how data from these studies can inform tobacco product applications; discuss best practices for studies collecting such data; and discuss limitations and challenges in their use.

Benjamin Apelberg is the Deputy Director for Regulatory Science in the Office of Science at FDA's Center for Tobacco Products in the U.S. He was previously Director of the Division of Population Health Science at CTP and has been with the Center for more than 10 years. He is an epidemiologist by training and received his PhD in epidemiology from Johns Hopkins Bloomberg School of Public Health.

Longitudinal Studies for Modified Risk Tobacco Products in Postmarket Surveillance Settings

***Hui Cheng**, PhD and **Brendan Noggle**, PhD, Altria Client Services*

Postmarket surveillance and studies are required for products authorized as Modified Risk Tobacco Products (MRTP) to "determine the impact of the order on consumer perception, behavior, and health, and to enable the [FDA] to review the accuracy of the determinations upon which the order was based." This presentation will discuss the design and conduct of longitudinal studies in postmarket settings and Altria's approach of assessing and administering appropriate methodology to determine consumer perception, behavior, and health, and if these attributes are transient or stable. Time-phased questions and methodology are critical for assessing behavior change. Longitudinal cohort studies will be described as particularly suited to provide insights about changes over time of the perception of tobacco products, use behaviors, and health outcomes among consumers of MRTPs. We will discuss benefits of longitudinal studies such as the ability to measure overall and intermediate behavior change and reduce recall bias. Challenges facing the conduct of longitudinal studies, including attrition, bias, and response reactivity, will also be discussed.

The presentation will include a summary of the application of these concepts to the IQOS postmarket surveillance cohort study, designed to assess tobacco use behaviors (including uptake, transitions, and dual/poly use), self-reported health outcomes and risk perception over a period of 2 years.

Dr. Hui Cheng is a Principal Scientist at the Department of Population Science within Regulatory Affairs at Altria. She applies her knowledge and skills in epidemiology to tobacco harm reduction through the investigation of the potential impact of non-combusted tobacco products to the population, and research and analyses designed to aid in the prevention of underage tobacco use. The breadth of this line of work includes the designing and execution of postmarket surveillance studies to assess the potential impact of products authorized as modified risk tobacco products, the assessment of tobacco use behaviors using existing data to gain insights about transitions of the use of various tobacco products, the implementation and monitoring of population-based studies on underage tobacco use, and external engagements. Before joining the Altria family of companies in 2017, she had served as a research fellow at multiple academic institutions, including Michigan State University, Shanghai Jiao Tong University Shanghai Mental Health Center, and Peking University Institute of Mental Health. To date, Dr. Cheng has authored more than 60 peer-reviewed publications in scientific journals, three book chapters, and various conference presentations.

Brendan Noggle, MPH is a Principal Scientist II in the Department of Population Science within Regulatory Sciences and Regulatory Affairs at Altria. He contributes to harm reduction research and regulatory submissions for non-combustible tobacco products for Altria's tobacco operating companies. Research includes perception and behaviors studies, application of real-world data, and preparing for a longitudinal IQOS postmarket consumer survey. Harm reduction work at Altria is guided by almost two decades of public health related surveillance and study of human subjects. Prior work at the Centers for Disease Control and Prevention involved domestic surveillance of antimicrobial resistance and multiple bacterial and viral pathogens including SARS-CoV-1. A move to state based public health included epidemiology of newborn metabolic and hearing screening and maternal and child health, chronic disease, injury, cancer, healthy life expectancy, and finally tobacco. State-level work on the potential of e-vapor as a harm reduction tool was the link to current work at Altria.

Design and Methods of the Adult JUUL Switching and Smoking Trajectories (ADJUSST) Study

Nicholas I. Goldenson, *PhD, Juul Labs, Inc.*

Objectives: This presentation describes the methods and conceptual framework for the Adult JUUL System User Switching and Smoking Trajectories (ADJUSST) Study. The ADJUSST Study recruited adults who purchased the JUUL System ("JUUL") in the United States in 2018 and assessed their smoking and JUUL use behaviors over 1-year. The ADJUSST Study's design allows for the longitudinal assessment of patterns of use including switching away from smoking, initiation of smoking and transitions between products, as well as factors associated with use patterns.

Methods: The ADJUSST Study is a longitudinal prospective cohort study of adults in the USA, aged 21 years and older. Participants were recruited following their purchase of a JUUL starter kit for the first time (online or at retail) in 2018. Retail purchasers were invited to participate via cards in the JUUL starter kit package distributed to retailers throughout the US that contained a Web address and a unique code that was valid for one entry; online purchasers were emailed invitations within 1-2 days after the scheduled delivery of their JUUL starter kit. Participants were subsequently invited to complete follow-up assessments 1, 2, 3, 6, 9, and 12 months later. Online surveys collected information on tobacco-use patterns including switching to JUUL as well as related constructs such as risk perceptions, dependence and subjective effects. Enrollees who missed the 12-month survey (N=26,561, 48% of the enrolled) were invited to participate in a re-engagement survey.

Results: A total of 55,414 adult JUUL purchasers completed the baseline survey, over three-fourths of the enrollees (42,981; 77.6%) provided at least some follow-up data. One-fourth (N=13,729; 24.8%) completed all 6 follow-ups and 51.9% (N=28,752) completed the 12-month follow-up; 18% (N=4,692) of eligible enrollees completed the re-engagement survey.

Conclusions: The ADJUSST Study and similar surveillance studies of ENDS purchasers can elucidate tobacco use trajectories and inform the public health effects of ENDS. The data generated by the ADJUSST Study will contribute to the evidence base to inform the population health impact of ENDS, specifically JUUL.

Nicholas I. Goldenson, PhD, is a Behavioral Scientist at Juul Labs, Inc. where he works in the regulatory science department and supports behavioral research studies focused on use of tobacco and nicotine products. He completed his PhD in health behavior research from the University of Southern California (USA) School of medicine; his doctoral research focused on the effects of flavorings in electronic cigarettes. His research expertise includes behavioral pharmacology and epidemiology surveillance methodologies. He has published manuscripts in in the areas of tobacco regulatory science and public health in peer-reviewed journals including *JAMA, Addiction, Nicotine & Tobacco Research and Drug and Alcohol Dependence.*