

Pricing overview for cognitive pretests

1. Services

GESIS supports researchers who develop new survey instruments or adapt existing ones with the following services:

- Publication of tested questions via the GESIS pretest database (pretest.gesis.org)
- Consulting on pretesting methods
- Conducting cognitive pretests (by means of cognitive interviewing, eye tracking, and web probing)
- Coordination of intercultural cognitive pretests

2. Pricing

A distinction must be made between services that are free of charge and those that are fee-based.

2.1 Services free of charge

The GESIS pretest database is freely accessible in the spirit of Open Science.

Our consultation on the selection and application of suitable pretesting methods in the form of ‘helping you to help yourself’ is free of charge for

- scientific institutional or third-party funded projects at universities and publicly funded research institutes
- scientific projects at federal and state institutions or other public institutions.

For more in-depth services (e.g., project-specific support in the development of interview protocols and data entry masks, training of cognitive interviewers), the conditions for fee-based consulting currently apply at the rate of 80 euros per hour (plus VAT).

2.2 Fee-based services

Fee-based services include (i) conducting cognitive pretests (by means of cognitive interviewing, eye tracking, or web probing) and (ii) coordinating cross-cultural cognitive pretests.

In accordance with the statutory purpose of GESIS - the promotion of social science research - and the underlying target group, a distinction is made between (i) partial-cost pricing and (ii) full-cost pricing for fee-based services:

Partial costs apply to the scientific target group, that is, to

- scientific institutional or third-party funded projects at universities and publicly funded research institutes
- scientific projects at federal and state institutions or other public institutions

under the condition that a *publication of the pretest results* via the GESIS Pretest Database is agreed and the results are thus made available to the scientific public.

Full costs apply to

- scientists at institutions that are neither publicly funded nor non-profit or whose objective is not scientific
- the scientific target group, provided that they do not agree to the *publication of the pretest results* via the GESIS pretest database
- applications to calls for tenders from third-party funding sources

2.2.1 Cognitive Interviewing / Eye Tracking

(i) Full-cost pricing

The costs for conducting **cognitive interviews (with/without eye tracking)** are calculated **per test person**. These currently amount to 800 euros (net) per test person plus the costs for incentivizing the test persons of currently 30 euros per interview (with a duration of 60 minutes). The estimated costs are therefore **830 euros net per test person**.

(ii) Partial-cost pricing

For members of the scientific target group who agree to the publication of the pretest results via the pretest database, discounted prices of 270 euros (net) per test person apply, plus the costs for incentives of currently 30 euros per interview (corresponds to **300 euros (net) per test person**). If the order to conduct a pretest is carried out via an award procedure, which requires additional resource expenditure, an additional fee of 10 percent will be charged for the award process.

Example:

Type of cost	Cost per unit	Quantity	Total costs
Interview à 60 minutes	270 €	10	2.700 €
Incentive	30 €	10	300 €
<i>Award fee, due for award procedures</i>	<i>10% of the total order volume</i>	<i>1</i>	<i>300 €</i>
Total costs for pretest without award process (plus VAT)			3.000 €
Total costs for pretest with award process (plus VAT)			3.300 €

2.2.2 Web Probing

(i) Full-cost pricing

The costs for conducting pretests by means of **web probing** are calculated **per question** and amount to **560 euros (net) per question to be tested**. For each pretest carried out by means of web probing, minimum project costs of 350 euros are incurred for the implementation, whereby the billing of additionally purchased services from third-party providers is based on time and effort. The costs for programming the online questionnaire must also be added (if not programmed by the client). The costs to be estimated for this depend on the scope and complexity of the questionnaire, so they can be calculated on a project-by-project basis and an offer can be made.

(ii) Partial-cost pricing

Analogous to cognitive interviews, discounted prices are also offered for web probing pretests, provided that publication of the pretest results via the pretest database is agreed to. These amount to **180 euros (net) per question to be tested**. If the order to conduct a pretest is carried out via an award procedure, which requires additional resource expenditure, an additional fee of 10 percent will be charged for the award process.

Example:

Type of cost	Cost per unit	Quantity	Total costs
Questions to be tested (120 test persons)	180 €	10	1.800 €
Implementation fee	min 350 €	1	min 350 €
<i>Programming of questionnaire</i>	<i>project-dependent according to effort</i>	<i>tbd</i>	<i>tbd</i>

<i>Award fee, due for award procedures</i>	<i>10% of the total order volume</i>	<i>1</i>	<i>215 €</i>
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Total costs for pretest without award process (plus VAT)			2.150 €
<i>Total costs for pretest with award process (plus VAT)</i>			2.365 €
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2.2.3 Coordination of intercultural cognitive pretests

The costs for the coordination of intercultural cognitive pretests are project-specific and depend, among other things, on the pretesting methods used as well as the number of countries and languages in which the survey instruments are to be tested. We will be happy to provide you with an individual offer.