

PEOPLE | PROPERTY | REPUTATION

ASSET PROTECTION



THE VOICE OF FOOD RETAIL 

WHERE ARE MY CAR KEYS?

AN INTRODUCTION TO COGNITIVE INTERVIEWING

Presented by L. Wayne Hoover, CFI
Owner/VP Wicklander-Zulawski



What is the Cognitive Interview?

- The CI is a systematic approach to interviewing cooperative witnesses toward increasing the amount of relevant information obtained.
- The CI is based on scientifically derived principles of memory and communication theory as well as analysis of police interviews.
 - We have made adjustments to make the CI useful in cases for Loss Prevention, Human Resources and Safety.

ALTERNATIVE INVESTIGATIVE INTERVIEW PROTOCOLS

- **Standard, Step-Wise Interview
(Selective, BAI, Fact Finding Etc...)**
- **Hypnosis Interview**
- **Sodium Amytal Interview**
- **Cognitive Interview (CI)**



Introductory Overview of the Cognitive Interview

THE CI ELICITS 35-50% MORE INFORMATION
FROM WITNESSES WITHOUT AFFECTING THE
ACCURACY RATE.



THE RESEARCH

- **LABORATORY STUDIES**

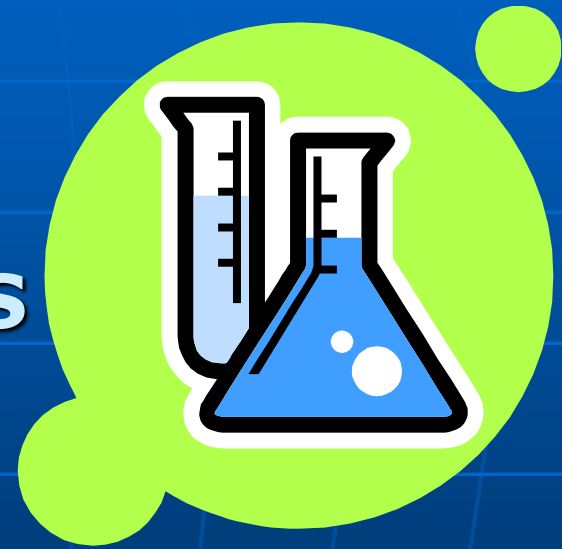
- *Experimental control*

- **FIELD STUDIES**

- *Ecological validity*

DEPENDENT VARIABLES

- Number correct
- Number incorrect
- Number confabulated
- Accuracy rate
- Interview duration (questioning time)
- Number of questions asked

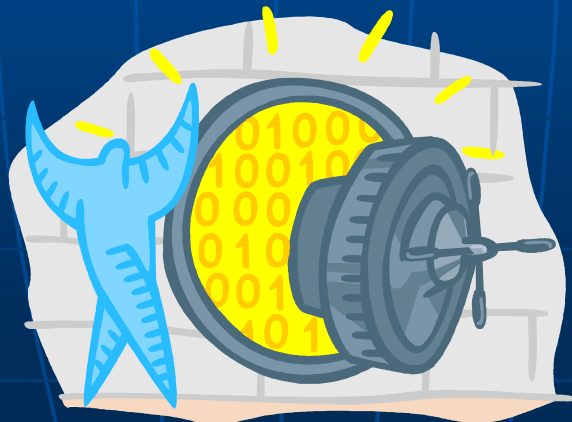


The Three Phases of Memory

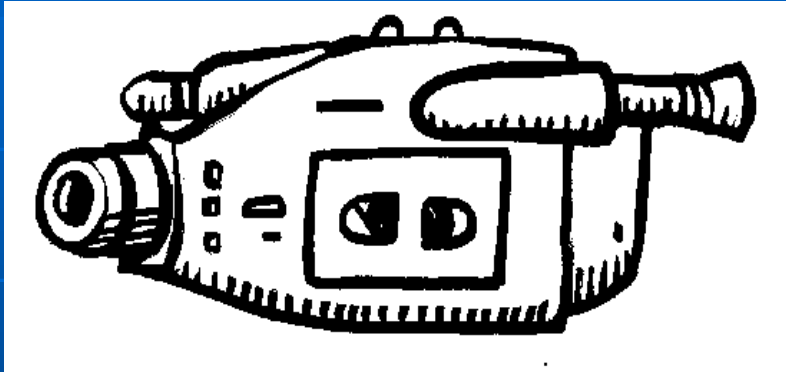
Encoding

Storage

Retrieval

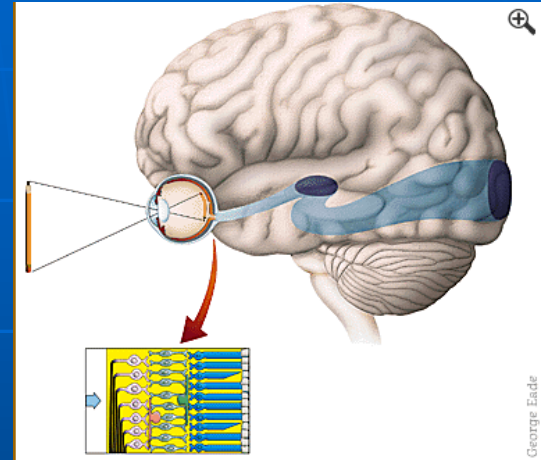


How Memory Does Not Work



VIDEOTAPE ANALOG
STORAGE

VS



MULTI-FEATURE
DIGITAL STORAGE

“Brain Can’t Text While Driving Even With Hands Free: AAA”

Identification from a Sketch



Biases Filter What We See and What We Recall

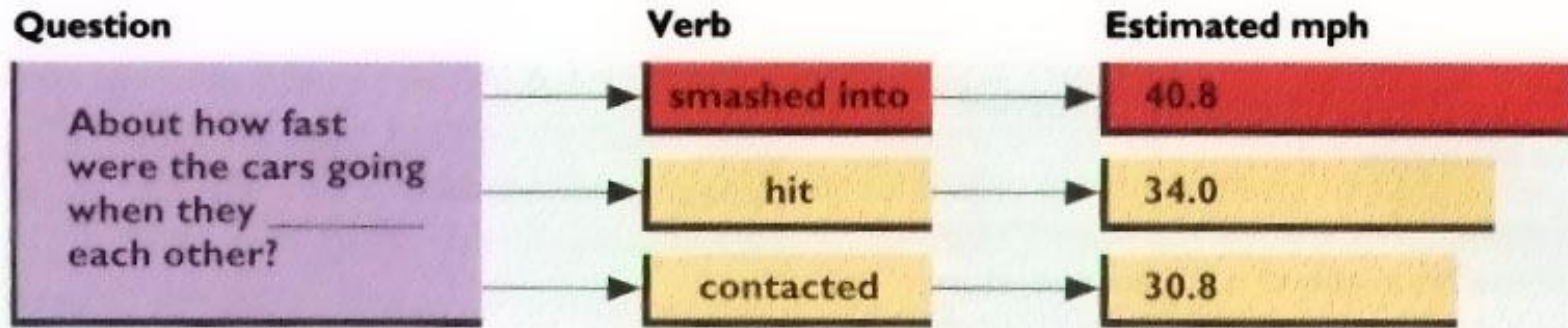


FEMALE FACES

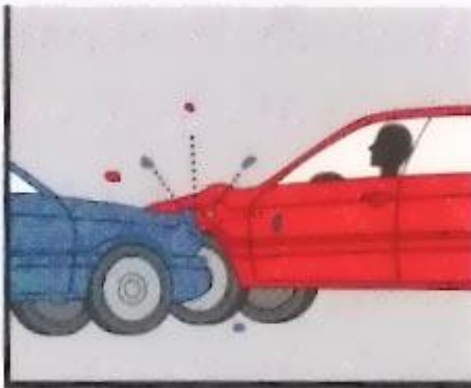


MALE FACES

Misleading Post event Information



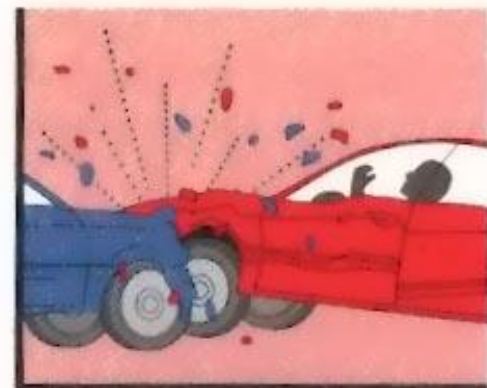
Original information



External information

About how fast were the cars going when they **SMASHED INTO** each other?

The "memory"



Interview Protocols

STANDARD

Rapport

**Narrative Report
Specific Questions**

**Review
Closure**

COGNITIVE

Rapport

Interview Prep.
Instructions.
Reinstate Context
Be Complete

**Narrative Report
Specific Questions**

Reverse Order
Change Perspectives

**Review
Closure**



Sequence of the Full Cognitive Interview Protocol

The CI is divided into five sections:

- **Introduction**
- **Open-ended Narration**
- **Probing Memory Scenes**
- **Reviewing the Interview**
- **Closing the Interview**

INTRODUCTION

Setting the Stage for the Interview:

- (1) Rapport
- (2) Build Teamwork
- (3) Encourage Completeness
- (4) Encourage Concentration
- (5) Context Recreation

(1) Developing Rapport

- The development of rapport is essential for a good interview.
- It is particularly important when interviewing anxious or traumatized persons.
- Maintain eye contact at this stage, show interest and present yourself as just another person.

Building Rapport with the Witness

- Communicate with empathy
- Ask neutral questions
- Reduce anxiety
- 'Mirroring'
- Learn how they process information
- Observe for baseline

(2) Transfer Control to E/W

- The eyewitness (E/W) has the needed information in his/her memory. You were not there.
- Therefore, encourage an active, voluntary style of communication (witness centered) rather than passive responding (interviewer centered).

(3) Encourage Reporting Everything

- Most people are not used to providing complete details when describing an event to someone else.
- Up front, encourage the witness to describe everything that comes to mind as soon as he/she thinks of it, whether it seems trivial, out of place, or inconsistent.

(4) Focused Concentration

Remind the E/W that memory recall is difficult work. Encourage the E/W to make the effort.

Signs of intense concentration:

E/W might exhibit slow speech, close eyes or look away, dilated pupils, infrequent blinking, little gross body movement.

(5) Context Recreation

Encourage the E/W to think back to the original event, recreating his/her thoughts, emotions, and physiological state at the time.

Ask the E/W to think about the physical environment surrounding the event (room, weather, time of day, lighting, smells).

The Principles of (a) Detail and (b) Momentum

(a) Ask about what appears to be the most detailed scene first and exhaust that image of its contents before moving on.

(b) Ask your questions so that the E/W can answer them from the scene presently in consciousness – don't skip around between scenes.



SPECIFIC QUESTIONING METHODS

- Use open-ended questions
- Allow time for detailed descriptions
- Listen without interruptions
- Encourage multiple retrieval attempts
- Recalling specific information
- Periodic review

Multiple Recall Attempts

(1) Ask the E/W to describe the events in backward (reverse) order, or by starting with the part that impressed him/her the most and work backward.

(2) Consider requesting the E/W to adopt someone else's perspective, but **remind the E/W to only report those things that he/she actually witnessed and to not make anything up.** Also, consider different physical perspectives.



Probing Person Concepts

At some point, ask such questions as...

- “What was your general impression of the suspect?”
(educated, foreign...)
- Did he remind you of anybody you know? If so, why?
- Think about the incident again, but this time from the suspect’s perspective.

Most Common Errors



- Failure to establish rapport
- Too many closed-ended questions and not enough open-ended questions
- Interrupting
- Failure to pause after the E/W ends his/her response
- Failure to give the E/W enough time to develop the requested scene
- Asking questions that skip around from scene to scene

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