CENSUS 2010 Research – Digital Function and Usability Testing

USER INTERVIEW DISCUSSION OUTLINE

DRAFT July 16, 2008

I. **INTRODUCTION/WARM-UP**
- Explain purpose: We are conducting research to understand how to best provide online content and tools to help people better understand the US Census, its importance and how to complete the Census questionnaire.
- Name, occupation, marital/household status
- Where live, for how long?
- Explanation of procedure, observation, taping

II. **USE OF ONLINE CHANNEL**

- **General Usage**
  o How often do you use the Internet? (Probe: reasons behind usage)
  o Where do you use the Internet? (Probe: Work/HomeOther?)
  o How do you prefer to access the internet (Probe: Mobile, Browsers, PC/Mac, etc)
  o What do you use the Internet for? (Probe: News, Shopping, Staying in touch with friends and family, Other)
  o Do you ever use Instant Messaging? Email? Facebook? Myspace? Other?
  o What language do you prefer to navigate websites in? Does it vary depending on the content you are browsing? (i.e. probe for entertainment vs. more serious content)
  o Do you use Internet only for personal use or also to help out a family member, who is not very familiar with the medium? If yes, then what are their Internet needs and how do you help?
  o What is the barrier for them to use Internet on their own?

- **Specific Usage**
  o What sites do you visit most often?
  o Are there any ethnic sites you go to
  o Do you have favorite website(s)? What makes them your favorites?
  o What do you like about these sites? (Probe: Ease of use, Content, Convenience, Personalization, Personal or Cultural Relevance, Tools, Community)
  o Do these experiences meet your needs? (PROBE: Can you easily do what you want to do? Do you ever get frustrated with a website? What would you fix, if anything? What improvements would you make?)

- o Are there sites you like better than others that do the similar things?
- o Would it help if the content on these sites were also in language?
- o How do you normally find out about a website? (Probe: TV, Print, E-mail, Radio Online banners, Out of Home (OOH Word-of-mouth / Friends/Family, Google/Search, Just surfing around)
- o What methods do you usually rely on/is your most trusted source?
- o Have you ever responded to advertising (online or off) that directs you to a website?

III. USE OF GOVERNMENT SITES

- Have you ever visited websites created by city, state or federal government? (e.g. IRS, DMV, Other)
- If yes, why did you visit these sites? (Probe: Commerce, Transaction, Information Gathering)
    - o Did they help you with what you had to do or find out?
    - o What did you like/dislike?
    - o Did you find the information trustworthy?
    - o Would it help if the content were also in language?
- If no is there any particular reason why not?
- If no, why not? (Probe for issues with government sites)
- How did you learn about these websites? (Probe: TV, Print, E-mail, Radio Online banners, Out of Home (OOH Word-of-mouth / Friends/Family, Google/Search, Just surfing around
- What is your impression of the following types of sites .com, .gov, .org, .net, .us?

IV. CENSUS

- Census Awareness
    - o Are you aware of the US Census?
    - o Describe in your own words what Census is. What is it used for?
    - o Do you know how frequently the United States conducts a Census?

- Census Participation
    - o Have you ever filled out a Census questionnaire?
    - o If NO, Probe: Why didn't you complete the questionnaire?
    - o Ask ALL:
        Imagine you have just received a Census questionnaire would you be likely to simply complete the form or would you first seek more information about the Census?
        What kind of information would you be interested in looking for?
        Where would you likely go for this information?

How would you like to receive information about the Census?
Do you feel uneasy about giving the government information about yourself?
Would it help if the information were also in your native language?

V. CENSUS SITE
- Future Site
    o Would you be interested in a website created by the US Census Bureau communicating information and details about the US Census?
    o Would you be interested in a website created by your local community about the Census?
    o Would you be interested in a website created by a trusted voice outside of your community (i.e. Oprah, Sports Celebrity, etc)?
    o What would you expect to find? (Examples: Where/how to take the Census? When is the Census? Why the Census? What does the Census do for me?)
    o What would you hope to find?
    o What would you like to see that would encourage you to participate in the 2010 Census?
    o Would you expect it to be in your native language?
    o If there were a community aspect to the Census would you be comfortable participating / leaving a comment if you didn't have to supply personal information?

- Existing Site
    o Show existing site live (http://www.census.gov) for focus group, key pages will be sent to telephone interviewees.
    o Where would you be likely to go first? Why?
    o What is your overall impression of this page?
    o Take participant to the 2010 Census section http://www.census.gov/2010census/
    o Where would you be likely to go first on this page? Why?
    o What is your overall impression of this page?
    o Go through individual navigation tabs
    o What would you expect to find in each section?
    o Would you prefer if the content were in your native language?
    o Would/do you find this site helpful, what specifically do you find of interest?
    o Was this what you were expecting? (Probe: Why/why not)
    o What else would you like to see?
    o Is there anything here that you find unhelpful or too complicated?
    o Do these sites dispel any misconceptions you have about the Census?

- o Do these sites motivate you to participate in the 2010 Census?
- o Do you think you would be more likely to accurately complete the questionnaire? What added would?

VI. THANK YOU