

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). We will be conducting usability testing to evaluate the Chinese and Korean Language Assistance Guides (LAG) of the American Community Survey (ACS) paper questionnaire. The LAG is a translation of the ACS form, and is intended to help respondents to fill out the English ACS questionnaire. This is because if respondents were to fill out the Chinese or Korean translated form of the ACS, the Census Bureau would have to establish a data capture system for each individual language. If respondents write their answers on the English form, then we do not have to establish separate processing systems.

This research has several objectives:

- To understand the process of using two different documents (a language guide and an English questionnaire) to complete a survey questionnaire
- To determine how usable a language assistance guide is in the process of completing an English questionnaire
- To identify navigation issues such as skip patterns and instructions in the use of a language assistance guide

Attachment A contains the English form, and Attachments B and C contain the Chinese and Korean language assistance guides.

Between May and July of 2011, staff from the Center for Survey Measurement (CSM) will conduct usability testing with a maximum of 20 respondents (10 interviews with monolingual Chinese speakers conducted in Chinese, and 10 with monolingual Korean speakers conducted in Korean). Attachment D contains the English version of the interview protocol to be used in the testing. The interview protocol will be translated into Chinese and Korean prior to the testing.

Participants will be recruited through flyers, newspaper advertisements, and through local ethnic communities in the Greater Washington, DC area. Interviews will be conducted at the offices of community organizations used to recruit respondents, at local public facilities or locations convenient to interviewees, or at the usability lab of the Census Bureau.

During the session, each participant will complete a portion of the ACS questionnaire using the Chinese or Korean language assistance guide as a reference. Participants' eye movements will be tracked using a Tobii eye tracker (Model X120, which works for paper stimuli) to obtain empirical evidence about how monolingual Chinese or Korean speakers use the Chinese or Korean language assistance guide to complete the ACS questionnaire. The eye tracking equipment is portable. We will take the equipment with us to be used in all interviews so that conditions will be as

consistent as possible for all respondents. We expect that the eye-tracker will not be able to calibrate some participants' eyes. We will continue without eye tracking for those participants whose eyes do not calibrate. We plan to measure user efficiency, accuracy, and user satisfaction with the ACS language assistance guide.

We will also evaluate if participants have difficulty using the Chinese or Korean language assistance guide to locate the appropriate questions and mark the right answer categories in the English version of the ACS questionnaire, and if they can follow the instructions and skip patterns in the questionnaire. All participants will be asked to provide commentary on their experience during a retrospective debriefing. The debriefing session is included as part of the protocol in Attachment A.

The interview sessions will be audio- and video-recorded, with the participants' permission, to facilitate summary of the results. All participants will be informed that their response is voluntary and that the information they provide is confidential. The consent form will be developed in English and translated into Chinese and Korean. They will receive \$40 for their participation.

The estimated time for completion of each of the usability sessions is an hour. Thus, the estimated burden for this research is 20 hours.

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