Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 3084-0159)

TITLE OF INFORMATION COLLECTION: Feedback Sessions for OnGuardOnline.gov

PURPOSE:

The FTC is requesting feedback on the design of OnGuardOnline.gov, the federal government's website to help people be safe, secure, and responsible online. The FTC manages OnGuardOnline.gov in partnership with 15 federal agencies. Feedback would include an analysis of navigation, presentation, and content.

Participants will be interviewed and asked to interact with the current design of the site. Their feedback will be used to evaluate possible improvements to the site.

DESCRIPTION OF RESPONDENTS:

The site includes plain language tips to help home computer users be safer and more secure online. The site also provides customized information for parents and educators. Respondents will be representative of these three groups: computer users, educators/trainers, and parents. We will conduct the test with 8 English-language respondents and 8 Spanish-language respondents.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [ ] Customer Satisfaction Survey
[X] Usability Testing (e.g., Website or Software)   [ ] Small Discussion Group
[ ] Focus Group   [ ] Other:_____

CERTIFICATION:

I certify the following to be true:
1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: <u>Nicole Vincent</u>

To assist review, please provide answers to the following question:

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [ ] No

3. If Applicable, has a System or Records Notice been published? [ ] Yes [ ] No [X] N/A

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [ ] No

There will be a $75 incentive. Participation will take approximately 90 minutes per person (including a 15-minute phone screening). There will be out-of-pocket costs to the respondent (i.e. transportation cost to site, taking time off work, etc.). In addition, other organizations pay respondents for these types of studies.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	16	90 minutes	24 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is <u>$31,000</u>.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents
1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
                                [] Yes [X] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)?   If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The target audience for the site includes computer users, educators, and parents. Potential candidates will be pulled from a database of willing participants who have opted to participate in this type of study. Participants can opt into the database by filling out a form on a recruiting website. Candidates will be screened by phone and asked if they are willing to participate in a 75-minute session.

The sessions will not ask for any personally identifiable information, and responses will be stored anonymously.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
        [X] Web-based or other forms of Social Media
        [X] Telephone

[X] In-person
[ ] Mail
[ ] Other, Explain

2. Will interviewers or facilitators be used? [X] Yes [ ] No