

1The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). We will conduct usability testing for the electronic version of the 2015 Management and Organizational Practices Survey (MOPS) form. The purpose of the MOPS is to provide information to data users on the use of decentralized decision rights, data-driven decision making, and investments in human capital. The results offer a better understanding of the benefits from these practices when measured in terms of firm productivity and/or firm market value. Understanding the drivers of productivity growth is essential to understanding the dynamics of the U.S. economy, and the management of firms plays a central role in this. Since the data will be publicly available through the Census Research Data Centers and public access anonymized datasets, this will benefit a wide group of researchers, including US policy-makers trying to measure similar economic growth.

During February 2016, the Data Collection Methods and Research Branch (DCMRB) will conduct one round of usability interviews with up to 20 respondents from businesses in metropolitan areas to be determined. Respondents to the 2015 MOPS are manufacturing establishments, both small and large, and are selected from the Annual Survey of Manufactures (ASM) frame. We will attempt to obtain interviews with establishments that vary in size, industry, and complexity. Interviews will take place at the site of the establishment. Findings from these usability interviews will be used to refine the 2015 MOPS electronic instrument before the survey is launched in May of 2016.

For the 2015 MOPS, questions on uncertainty were added to the questionnaire. During cognitive testing of these questions, some respondents had difficulty interpreting how to complete the matrices used in some of the uncertainty questions. As a result, a vignette was added to illustrate to respondents how a company should complete these questions. As such, usability testing will focus on the ease or difficulty for respondents to complete these uncertainty questions that use matrices. In addition, the usability testing will also assess respondents' interaction with the electronic instrument including the login screen, main menu, and navigation throughout the survey.. The protocol that will be used to guide testing, as well as select screenshots from many of the questions that will be tested, are enclosed.

We will make all attempts to interview the person who would serve as the respondent to the survey, but at times, the participant may be someone who is influential in providing critical input to the respondent. After participants are recruited, they will receive follow-up reminders about their appointments by phone or email. Participants will be informed that their response is voluntary and that the information they provide is confidential and will be seen only by Census Bureau or special sworn employees involved in the research project. We will not be providing monetary incentives to participants in this study.

Subject area specialists will accompany the researcher on most or all of the interviews. They typically attend as observers, but may assist with usability interviews, especially in cases where additional clarification of the subject matter is required. We will audio-record the interviews with the participants' permission; recordings will be used only to aid researchers in accurately reporting findings and recommendations.

We estimate that it will be necessary to interview one respondent at each establishment. We

estimate the length of the interviews will average one hour (20 cases X 1 hour per case = 20 hours). Additionally, to recruit respondents we expect to make up to five phone contacts per completed case. The recruiting calls are expected to last on average two minutes per call (5 attempted phone calls per completed case X 20 cases X 2 minutes = 3.33 hours). Thus, the estimated burden for this project is 23.33 hours (20 hours for interviews + 3.33 hours for recruiting).

The contact person for questions regarding data collection and statistical aspects of the design of this research is:

Kenneth Herrell
Data Collection Methodology and Research Branch
U.S. Census Bureau
Washington, D.C. 20233
(301) 763-2197
kenneth.herrell@census.gov

Enclosures

cc.:

William Bostic	(ADEP) with enclosures
Nick Orsini	(ADEP) with enclosures
Lucia Foster	(CES) with enclosures
Carol Caldwell	(ESMD) with enclosures
Julius Smith	(CES) with enclosures
Kevin Deardorff	(EWD) with enclosures
Carma Hogue	(ESMD) with enclosures
Diane Willimack	(ESMD) with enclosures
Amy Anderson Riemer	(ESMD) with enclosures
Danielle Norman	(PCO) with enclosures
Cathy Buffington	(ADRM) with enclosures
Andrew Hennessy	(EWD) with enclosures
Amy Newman Smith	(ESMD) with enclosures
Mary Davis	(CSM) with enclosures