

Request for Approval

TITLE OF INFORMATION COLLECTION: Usability/Cognitive Testing of Privacy and Confidentiality Messages

PURPOSE: This planned evaluation is an online, joint cognitive and usability test of messaging about privacy and confidentiality protections. The goal is to both evaluate this methodology as well as collect substantive findings on effective messaging about respondent privacy and confidentiality. The planned usability evaluation will focus on assessing and improving the user experience on census.gov for the general population, in terms of both usability of the site and clarity of the language used.

DESCRIPTION OF RESPONDENTS: A sample of the U.S. General Public for whom we have an email address

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form Customer Satisfaction Survey

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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.

5. Information gathered will not be used for the purpose of substantially informing influential 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: _____

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No

2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No

3. If Yes, has an up-to-date System of Records Notice (SORN) been published?
 Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Remote Interviews	200	10 mins	34 hrs

FEDERAL COST: The estimated annual cost to the Federal government is minimal.

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 No

Staff from the Center for Administrative Records Research and Applications (CARRA) will sample email addresses from 10,000 MAFIDS in the Contact Frame. We expect to achieve a 2% response rate, determined by experience with other recent studies, with a goal of 200 completes for this study. Participants can respond to the voluntary research study at a time convenient for them. They can also unsubscribe or opt-out at any time.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other:

2. Will interviewers or facilitators be used? Yes No

1. Line of Business – General Government
2. Subfunction - Central Records & Statistical Mgt
3. Number of Respondents for small entity - 0
4. Affected Public – Individuals and Households
5. Percentage of respondents reporting electronically – 100%

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed -

OMB Control No. 0690-0030

Expiration Date: 6/30/17