

## Attachment A: Survey 1 content

Welcome! Thanks for your interest in this study. On the following pages, you'll be asked to respond to a survey that will ask you a variety of types of questions. Please consider the questions carefully. You will also be asked about your experience answering those questions.

This HIT is part of our research into how to improve surveys. We're interested in your opinions and there are no right or wrong answers. We are not collecting any personally identifiable information in the survey questions. The study should take about 10 minutes.

Please do not use your browser's back button.

This voluntary study is being collected by the Bureau of Labor Statistics under OMB No. 1220-0141. This survey will take approximately 10 minutes to complete. Your participation is voluntary, and you have the right to stop at any time. This survey is being administered by Qualtrics and resides on a server outside of the BLS domain. The BLS cannot guarantee the protection of survey responses and advises against the inclusion of sensitive personal information in any response. By proceeding, you give your consent to participate in this study.

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1. When looking for work, people sometimes do not accept the first job that they are offered. What would you say is the more likely reason that someone would not accept the first job they are offered?  
The job doesn't offer enough hours  
The security protocols are too strict
2. A study of native born residents in Newland found that two-thirds of the children developed considerable levels of nearsightedness after starting school, while their illiterate parents and grandparents, who had no opportunity for formal schooling, showed no signs of this disability.  
If the above statements are true, which of the following conclusions is most strongly supported by them?  
(A) Only people who have the opportunity for formal schooling develop nearsightedness.  
(B) People who are illiterate do not suffer from nearsightedness.  
(C) The nearsightedness in the children is caused by the visual stress required by reading and other class work.  
(D) Only literate people are nearsighted.  
(E) One-third of the children are illiterate.
3. Below are several statements that may or may not represent your own beliefs or attitudes. Please consider them carefully and choose the one that you think best represents you. If more than one seems to fit, then choose the one that best fits. If none seem to fit well, please still choose one that fits best.  
I am very familiar with the arguments for increases in national security  
I am somewhat familiar with the arguments for increases in national security  
I am not familiar with the arguments for increases in national security

4. Choose the option that best represents you:  
I am very interested in the economy  
I am somewhat interested in the economy  
I am not interested in the economy

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5. Please think about this situation. Two scientists want to know if a certain drug is effective against high blood pressure. The first scientist wants to give the drug to one thousand people with high blood pressure and see how many of them experience lower blood pressure levels. The second scientist wants to give the drug to five hundred people with high blood pressure, and not give the drug to another five hundred people with high blood pressure, and see how many in both groups experience lower blood pressure levels. Which is the better way to test this drug?  
All 1000 get the drug  
500 get the drug, 500 don't
6. Please think about this situation. A school teacher has 20 students in her class. Half of the students go out to the playground for recess. How many students are left in the class?  
None  
5  
10  
15
7. How do you prefer to answer surveys- on a desktop computer or a mobile smartphone?  
Desktop computer  
Mobile smartphone
8. Thinking of movies that were released in 2010, what was your favorite?  
[open text entry]

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9. How many hours per day do you usually spend at a computer (not including your phone)?  
[numeric text entry]
10. Yesterday, how many times did you check your phone?  
[numeric text entry]
11. Thinking about the last seven days, how many hours total did you spend watching television?  
[numeric text entry]
12. In what month did you purchase the computer that you are currently using?  
[choice of months or not applicable]

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13. Think back to a large purchase that you made – a car, a TV, or a computer, perhaps. Now, please think of another expense that you made at around the same time. What was that expense?  
[open text entry]
  
14. Think back to the most recent purchase that you made, of anything of any size – groceries, gas, or something online, perhaps. Was your expense more or less than \$20?  
The recent purchase was more than \$20  
The recent purchase was less than \$20
  
15. How many people, including children, live in your neighborhood?  
0-50  
51-100  
101-150  
... [continue in groups of 50]  
1001 or more
  
16. About what percentage of households in your neighborhood own at least one vehicle?  
0-10%  
11-90%  
91-100%

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17. Lycopene, glutathione, and glutamine are powerful antioxidants that neutralize the free radicals that are produced in the body as a result of routine bodily processes. Do these antioxidants cause aging?  
Yes  
No
  
18. The liver, lungs, and heart are all organs of the human body. Are these organs all necessary for regular bodily functioning?  
Yes  
No
  
19. Do you think that people under the age of 14 suffer any ill effects from watching programs with violence in them? By ill effects I mean increased aggression in school or at home, increased nightmares, inability to concentrate on routine chores, and so on. By violence, I mean graphic depictions of individuals inflicting physical injuries on others or on themselves, depictions of individuals wantonly damaging property or possessions, abusive behavior and language to others, and so on.

Yes  
No

20. Do you think that teenagers spend a lot of their time using social media?

Yes  
No

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Thanks for answering those questions.

Now, please think back to how you felt as you were answering the questions you just finished answering before you came to this screen – during the main survey.

1. How burdensome was participating in this survey?

Extremely burdensome  
Very burdensome  
Somewhat burdensome  
A little burdensome  
Not at all burdensome

---page break---

2. We would like to understand how your experience participating in this survey relates to other experiences in real life.

a. Name an activity from real life that you would give a rating of "Extremely burdensome".

[open text entry]

And please explain what makes that activity extremely burdensome:

[open text entry]

b. Name an activity from real life that you would give a rating of "Not at all burdensome".

[open text entry]

And please explain what makes that activity not at all burdensome:

[open text entry]

c. Name an activity from real life that you would give a middle rating of "Somewhat burdensome".

[open text entry]

And please explain what makes that activity somewhat burdensome:

[open text entry]

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Please think back to how you felt as you answered questions during the main survey.

3. How short or long did you feel the survey was?
  - Very short
  - Somewhat short
  - Neither short nor long
  - Somewhat long
  - Very long
4. How easy or difficult did you feel it was to come up with your answers?
  - Very easy
  - Somewhat easy
  - Neither easy nor difficult
  - Somewhat difficult
  - Very difficult
5. How much mental effort did you put into answering the questions?
  - Very high effort
  - Somewhat high effort
  - Neither high nor low effort
  - Somewhat low effort
  - Very low effort
6. How long would you guess that it took to complete the survey? Consider the time starting from the instructions screen until the thank-you screen.  
\_\_\_\_\_ minutes
7. How important to your community did you feel this survey was?
  - Extremely important
  - Very important
  - Somewhat important
  - Slightly important
  - Not at all important
8. How helpful for your community did you feel this survey was?
  - Extremely helpful
  - Very helpful
  - Somewhat helpful
  - Slightly helpful
  - Not at all helpful
9. How interesting did you feel the topics covered by this survey were?
  - Extremely interesting
  - Very interesting

Somewhat interesting  
Slightly interesting  
Not at all interesting

10. How sensitive did you feel the topics covered by this survey were?

Extremely sensitive  
Very sensitive  
Somewhat sensitive  
Slightly sensitive  
Not at all sensitive

11. How intrusive did you feel the topics covered by this survey were?

Extremely intrusive  
Very intrusive  
Somewhat intrusive  
Slightly intrusive  
Not at all intrusive

12. How private did you feel the topics covered by this survey were?

Extremely private  
Very private  
Somewhat private  
Slightly private  
Not at all private

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And now just a few final questions about yourself.

1. In what year were you born?

[open text box; numeric]

2. What is your sex?

Male

Female

3. Are you Hispanic or Latino?

Yes

No

4. What is your race? (Please select one or more)

American Indian or Alaska native

Asian

Black or African American

Native Hawaiian or Pacific Islander

White

5. What is the highest degree you have received?
- No schooling completed
  - Elementary school diploma
  - High school diploma or the equivalent (GED)
  - Associate degree
  - Bachelor's degree
  - Master's degree
  - Professional or doctorate degree

---page break---

And one last question.

*Group 1:*

The survey that you are taking right now was specifically designed with you, the respondent, in mind. Sometimes we hear from respondents that our surveys should be easier to complete and so we have rewritten some questions to be simpler for you. We are studying ways to reduce the feelings of burden that we impose on our respondents, and we hope that by simplifying some questions, your experience was an improvement over what past respondents may have felt.

Please take a moment now to rate your experience taking this survey.

- Very positive
- Somewhat positive
- A little bit positive
- Neither positive nor negative
- A little bit negative
- Somewhat negative
- Very negative

*Group 2:*

The survey that you are taking right now was designed to improve data quality. Sometimes the data we get from respondents is not very good and so we have rewritten some questions to be more demanding and require more effort from you. We are studying how best to write survey questions to ensure that we get accurate data from our respondents, and we hope that by writing some more difficult questions, the data we received from you is improved over what we got from respondents in the past.

Please take a moment now to rate your experience taking this survey.

- Very positive
- Somewhat positive
- A little bit positive
- Neither positive nor negative
- A little bit negative
- Somewhat negative

Very negative

*Group 3:*

Please take a moment now to rate your experience taking this survey.

Very positive

Somewhat positive

A little bit positive

Neither positive nor negative

A little bit negative

Somewhat negative

Very negative

---page break---

We have recorded your answer as [FILL: Very positive/Somewhat positive/A little bit positive/Neither positive nor negative/A little bit negative/Somewhat negative/Very negative]. Your responses will help us to investigate the impact on the survey experience of questions like those that you were asked today.

Here is your completion code. Please paste this code into the HIT to verify your participation.  
[random numeric code]

Thank you for your participation!



## Attachment B: Survey 2 Content

Welcome back!

On the following pages, you'll be asked to tell us about what it's like to participate in surveys. We are specifically interested in your experience participating in the last survey that you completed for us. There are no right or wrong answers. We are not collecting any personally identifiable information in the survey questions. Your responses will be used to understand the survey experience so that we can learn what it is like to answer questions like these. Our objective with this study is to improve the survey experience for respondents. The study will take less than 10 minutes to complete. Please do not use your browser's back button.

Please enter the survey invitation code that you received by email:  
[open text entry]

This voluntary study is being collected by the Bureau of Labor Statistics under OMB No. 1220-0141. This survey will take approximately 10 minutes to complete. Your participation is voluntary, and you have the right to stop at any time. This survey is being administered by Qualtrics and resides on a server outside of the BLS domain. The BLS cannot guarantee the protection of survey responses and advises against the inclusion of sensitive personal information in any response. By proceeding, you give your consent to participate in this study.

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First, three questions about the last survey:

1. What do you remember about the 1<sup>st</sup> survey that you took for us?  
[long open text entry]
2. How did you decide whether to participate in this survey right now?  
[long open text entry]
3. Do you remember what rating you gave that 1<sup>st</sup> survey? If you do remember, please indicate which rating you chose. If not, that's ok! – just mark that option below.  
Very positive  
Somewhat positive  
A little bit positive  
Neither positive nor negative  
A little bit negative  
Somewhat negative  
Very negative

I don't remember what rating I chose

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Now, we'd like to ask you about your thoughts about participating in surveys. These questions are important because they will help us to learn how to design better surveys in the future. Please answer honestly; your responses will not affect your earnings in any way.

4. In your own words, what does it mean for **participating** in a survey to be “burdensome”?  
[long open text entry]
5. In your own words, what does it mean for a **survey question** to be “burdensome”?
6. Write a survey question that you would consider “extremely burdensome”. Do not include your response.  
[long open text entry]

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In the first survey that you took for us last week, we asked you a range of questions – you may have noticed that some were more burdensome than others to answer. We would like to learn which ones you thought were more burdensome to answer. On the following pages, you will see pairs of screenshots of questions that you saw. Please choose which one you thought was more burdensome to answer and describe what made you feel that way.

7.

<p>Do you think that people under the age of 14 suffer any ill effects from watching programs with violence in them? By ill effects I mean increased aggression in school or at home, increased nightmares, inability to concentrate on routine chores, and so on. By violence, I mean graphic depictions of individuals inflicting physical injuries on others or on themselves, depictions of individuals wantonly damaging property or possessions, abusive behavior and language to others, and so on.</p> <p>Yes No</p>	<p>How many people, including children, live in your neighborhood?</p> <p>0-50 51-100 101-150 ... [continue] 1001 or more</p>
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And please briefly explain why that question was more burdensome to answer:  
[open text entry]

8.

<p>How do you prefer to answer surveys- on a desktop computer or a mobile smartphone?</p> <p>Desktop computer Mobile smartphone</p>	<p>Do you think that teenagers spend a lot of their time using social media?</p> <p>Yes No</p>
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And please briefly explain why that question was more burdensome to answer:  
[open text entry]

9.

How many hours per day do you usually spend at a computer (not including your phone)? [numeric text entry]	Yesterday, how many times did you check your phone? [numeric text entry]
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And please briefly explain why that question was more burdensome to answer:  
[open text entry]

10.

When looking for work, people sometimes do not accept the first job that they are offered. What would you say is the more likely reason that someone would not accept the first job they are offered? The job doesn't offer enough hours The security protocols are too strict	Think back to a large purchase that you made – a car, a TV, or a computer, perhaps. Now, please think of another expense that you made at around the same time. What was that expense? [open text entry]
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And please briefly explain why that question was more burdensome to answer:  
[open text entry]

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11. Which of the following would make a survey feel burdensome to you?

(Select all that apply)

- Long
- Boring
- Unimportant
- Useless
- Annoying
- Intrusive
- Sensitive
- Embarrassing
- Tedious
- Difficult
- No benefit to me
- Disorganized
- Unethical
- Other \_\_\_\_\_

[RANDOMIZE ORDER OF THE RESPONSE OPTIONS]

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That's all the questions we have for you.

Thank you for participating in this research. The purpose of this study was to explore perceptions of burden of survey respondents, and how survey designers may be able to improve the survey experience. We apologize if participating in this survey caused you any confusion or frustration. It is our hope that this study will help to reduce the burden that surveys impose on respondents in the future by informing our understanding of how it feels to take burdensome surveys.

Please do not discuss the content or purpose of the study with anyone else for the next few days while we are still collecting data. Thanks for your help in keeping this study valid. If you have any other comments on this topic, please leave them here:

[open text entry]