

Privacy Act Cognitive Testing Protocol A

Participant ID #: |_P_|_A_|_C_|T_|_|_|_|_|_|_|_|_|_|

Interview Date: |_|_|_|_| / |_|_|_|_| / |_2_|_0_|_1_|_| (mm/dd/yyyy)

Interviewer initials: |_|_|_|_|

Start Time: _____ AM / PM End Time: _____ AM / PM

Section 1: Interviewer: Read/ Paraphrase the following text:

Greeting: Hello. My name is _____, and I work for the Census Bureau. Thank you for agreeing to participate in our study.

What: As you may already know, the Census Bureau conducts many surveys, including the 2020 Census. When we send out surveys or letters, we include information about how survey responses will be used, including information about privacy and confidentiality. Today we are working on improving how we communicate these ideas. We want to make sure that the messages we use are clear and easy for people to understand. We have found that the best way to do that is to have people read the messages and then tell us what they think about them. You will be helping us test messages that are often found in letters and other communications about our surveys. There will be two part of our testing today. First, I will show you a letter and ask you a few questions about it and then we will look at some different wording for the letter. For the second part, I will show you a series of short messages and ask you questions about those.

Think Aloud: As you read the messages today, I would like you to think aloud. I am interested in the thoughts and reactions that go through your mind as you process the messages. I would like you to tell me everything that you are thinking and feeling as we go through these messages.

Practice: Lets practice before we start: SHOW RESPONDENT PRACTICE PARAGRAPH. Please think aloud as you read this short paragraph.

Practice probes: **In your own words, can you tell me what this paragraph is saying?**

Did you find any part of it difficult to understand?

Thank you. I am going to ask you these questions again. I will also ask you about your reactions to the messages or statements. Remember, there are no wrong answers, because only you know what you are thinking. I really want to hear your opinions and reactions, so don't hesitate to speak up whenever something is unclear, or not easy to understand. Do you have any questions before we begin?

Confidentiality: Our session today is completely confidential. Your participation in this study is completely voluntary. You may decline to answer any particular question.

Recording: So I don't have to rely on my memory later on, I'd like to tape record this interview. Is that ok with you?

**** HAVE PARTICIPANT SIGN CONSENT FORM****

****TURN ON RECORDER****

OK, let's begin. Please remember to describe whatever you may be thinking about as you look at the materials.

First, we will be looking at part of a letter that you might get if you were selected to be in one of our surveys.

[SHOW RESPONDENT Commerce FAQ]

Please take a look and let me know when you are finished.

Tell me about your immediate reactions to what you just read.

Thank you for your feedback. Now I'm going to ask you about specific parts.

[POINT TO ROUTINE USES STATEMENT IN FAQ]

Let's begin with this section here. Please read or re-read this section and after I am going to ask you a few questions about it.

Can you tell me in your own words what this is saying?

Would you say that this section is easy to understand or is it difficult to understand?

Probe if necessary: **Tell me more about what makes it [difficult/easy]?**

Have you ever heard of a Systems of Record Notice before? If no, what comes to mind when you hear this term?

After reading this statement do you feel confident or not confident about your privacy? Tell me more about that?

Commerce version specific probes

What does the term "disclosure" mean to you in this sentence?

What does the phrase "work-related purposes" mean to you here?

What about "published routine uses"?

What about "Special Sworn Status individuals"?

Now I am going to show you some other statements we are considering.

[HAND RESPONDENT CSM STATEMENT SHEET]

Please take a moment to read this section and let me know when you are finished.

[WHEN RESPONDENT IS FINISHED READING, POINT TO ROUTINE USES SENTENCE]

Let's talk about this sentence in particular.

Can you tell me in your own words what this sentence is saying?

Would you say that it is easy to understand or is it difficult to understand?

Tell me about your reaction to this sentence.

Probe if necessary: After reading this statement do you feel confident or not confident about your privacy? Tell me more about that?

In your opinion, do you find this information helpful or not helpful? Why do you say that?

What does the term "limited" mean to you in this sentence?

[HAND RESPONDENT SIPP STATEMENT SHEET]

Please take a moment to read this section and let me know when you are finished.

[WHEN RESPONDENT IS FINISHED READING, POINT TO ROUTINE USES SENTENCE]

Let's talk about this sentence in particular.

Can you tell me in your own words what this sentence is saying?

Would you say that it is easy to understand or is it difficult to understand?

Probe if necessary: Tell me more about what makes it [difficult/easy]?

Tell me about your reaction to this sentence.

Probe if necessary: Are you reassured about your privacy by this statement? Tell me more about that?

What does the term "routine uses" mean to you in this sentence?

[HAND RESPONDENT EJ STATEMENT SHEET]

Please take a moment to read this section and let me know when you are finished.

[WHEN RESPONDENT IS FINISHED READING, POINT TO ROUTINE USES SENTENCE]

Let's talk about this sentence in particular.

Can you tell me in your own words what this sentence is saying?

Would you say that it is easy to understand or is it difficult to understand?

Probe if necessary: **Tell me more about what makes it [difficult/easy]?**

Tell me about your reaction to this sentence.

Probe if necessary: **Are you reassured about your privacy by this statement? Tell me more about that?**

What does the term "shared" mean to you in this sentence?

Message Testing

Now we are going to look at some messages that the Census Bureau uses to tell respondents about privacy and confidentiality. These messages could appear in letters, on an internet survey form, or on a postcard for example. There are 12 brief messages that we are going to look at and I am going to ask you to tell me what they mean in your own words for each of them. Please remember to think aloud and tell me any immediate reactions you have to these messages as we go along.

[SHOW RESPONDENT CONFIDENTIALITY MESSAGING SHEET, MESSAGE 1]

In your own words, what is this message saying?

After reading this message, are you more or less likely to participate in the Census?

[MOVE THE COVER SHEET TO REVEAL MESSAGE 2... MESSAGE 3... MESSAGE 17]

What about this message? Can you tell me what this message is saying in your own words?

After reading this message, are you more or less likely to participate in the Census?

[Repeat the above two probes for each message as necessary.]

Debriefing Questions:

Thank you for your answers. I have a few questions before we end.

- 1. Do you have concerns about the government collecting your data?**
- 2. What about data for other people who live in your household? Do you have any concerns about the government collecting data on those people from you?**
- 3. Once the government gets data about individuals, what do you think happens to this data?**
- 4. Do you have any specific privacy or confidentiality concerns related to online and computer data security?**
- 5. Is there anything else you would like to tell us that you haven't gotten a chance to say yet?**

Thank the participant for their help. Have them fill out the voucher and give them \$40.

Practice Paragraph

A recent study shows that some shoppers are repeatedly drawn to buy new products that are doomed to fail, such as clear Pepsi or yogurt shampoo. If you find that you regularly purchase items that are quickly discontinued, you just might be one of these so-called "harbingers of failure".