

Generic Information Collection Request (Addendum)

Request: The purpose of this letter is to inform OMB of additional experiments conducted for the project, Mobile UI Design Framework for Survey Operation. The original letter and the previous Addendum specified 27 experiments total for Phase I. This addendum specifies additional 4 experiments for Phase II – developing guidelines and collecting evidence supporting the guidelines.

We estimate that each participant will spend about 60 minutes to participate in the study. During a 60-min session, three to six experiments will be conducted. The participants will receive \$40 to offset the costs of participation. The maximum burden hours will be 195 hours (one hour of testing and 5 minutes for screening per participant, maximum 180 participants).

Purpose: The experiments for Phase II cover the research topics listed in Table 1. If an experimental design for a particular research topic calls for a questionnaire, most of the questions in the questionnaire are selected from existing surveys designed by the U.S. government agencies or major survey organizations. The questions were selected such that the data collected from the experiment would be appropriate to address the research topic.

Table 1. Phase II experiments

Experiment Number	Research Topic
6	Font styles in outdoor viewing condition
50	Instruction text placement
51	“Don’t know” placement
52	State abbreviation presentation

Population of Interest: Individuals in U.S. between 18 and 65 years old. We will conduct sessions with up to 180 participants.

Timeline: Data collection will take place through September 2018.

Language: English only.

Method: Researchers from the Usability Lab at the U.S. Census Bureau will conduct these experiments. Only Census-owned equipment will be used for the experiments. All data collection activities will comply with the Census Bureau policies and regulations on privacy protection and IT security. To facilitate data analysis, a video recording of participant’s task performance may be conducted with the participant’s permission. Participants will be informed that their response is voluntary, the information they provide is confidential, and that only the Census Bureau staff who are involved in the project will have access to the information for only research purposes.

Sample Recruitment: We will conduct experiments at community centers. The intercept method will be used to recruit participants.

Use of Incentive: We will be providing \$40 per participant.

Length of interview: The length of one experimental session is expected to be 60 minutes per participant after they are screened. Screening will take approximately 5 minutes per participant.

Protocol: Enclosed are (1) a sample study plan (Experiment 52); (2) Privacy Act Statement; (3) Consent Form.

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

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Enclosures:

1. Sample study plan
2. Privacy Act Statement
3. Consent Form
4. Reading materials seen by the participant