

## Recruiting Script for Technology Interviews

[NOTE: we don't have a question that directly translates to the technology questions in the ABS, but we do ask about cloud computing in Cloud Service Purchases question and robotics in the Business Technologies question so that is a good place to start when recruiting for these interviews.

In addition, Brandon did identify AI companies for the BRDS cognitive testing and hopefully there can be some coordination between the two sets of cognitive interviews.]

### From Sample

**Company Name:** \_\_\_\_\_  
**City and State:** \_\_\_\_\_  
**Contact Person:** \_\_\_\_\_  
**Contact Position:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**E-Mail:** \_\_\_\_\_  
**Company URL:** \_\_\_\_\_

**[REACHED VOICEMAIL - DO NOT LEAVE A VOICEMAIL UNTIL THIRD CONTACT ATTEMPT.]** Hello, my name is [RECRUITER NAME]. I am calling on behalf of the U.S. Census Bureau. Thank you for completing the Annual Business Survey co-sponsored by Census and the National Science Foundation. We are in the process of revising the survey and we would like to talk to you about your company, [COMPANY NAME]. Please call me back at [RECRUITER TELEPHONE]. Thank you.

**[REACHED PERSON:]** Hello, my name is [RECRUITER NAME]. I am calling from the U.S. Census Bureau. May I please speak to the person in your company who recently completed the Annual Business Survey? (If the person does not know who completed the ABS, ask for the person most knowledgeable about the company.)

**[IF NO:]** Is there another time when he/she will be available that I may call?

Date: \_\_\_\_\_ Time: \_\_\_\_:\_\_\_\_

Who should I ask for?

Name: \_\_\_\_\_

**[IF YES:]** The Census Bureau and NSF are making changes to the Annual Business Survey, and we would like to talk to you about your experiences and your company, [COMPANY NAME].

During the three years 2016 to 2018, did this business use the following technologies?

Artificial Intelligence  YES  NO

READ IF NECESSARY: Artificial intelligence is a branch of computer science and engineering devoted to making machines intelligent. Intelligence is that quality that enables an entity to perceive, analyze, determine response and act appropriately in its environment.

Cloud-based Computing Systems and Applications  YES  NO

READ IF NECESSARY: Cloud systems and applications are computing resources available on-demand via the internet.

Specialized Software  YES  NO

READ IF NECESSARY: Specialized software is software dedicated to performing a particular business function.

Robotics  YES  NO

READ IF NECESSARY: Robotic equipment (or robots) are automatically controlled, reprogrammable, and multipurpose machines used in automated operations in industrial and service environments.

Specialized Equipment  YES  NO

READ IF NECESSARY: Specialized equipment is equipment capable of automatically carrying out pre-specified task(s).

**IF RESPONDENT SAID YES TO ANY OF THE ABOVE ASK:**

As a company that has engaged in one of these technologies would you be willing to participate in the interview?

YES  NO

**IF YES,** Great! We would like to visit you at your office to conduct the interview. Would you be available on:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Please note that:

- This is not an official data collection.

- Your participation in this is voluntary.
- The purpose of our interview will be to try out some questions.
- Finally, you and your company will not be mentioned by name in any Census Bureau or NSF report.
- The persons attending the interview will be the interviewer, a note taker and a representative from the Census Bureau or NSF.

Again, the discussion should last about an hour. If you have any questions, please contact me at: Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**IF NO:** Thank for your time and have a nice day. **END**