

Appendix B – Online Qualitative Testing Guide and Activities

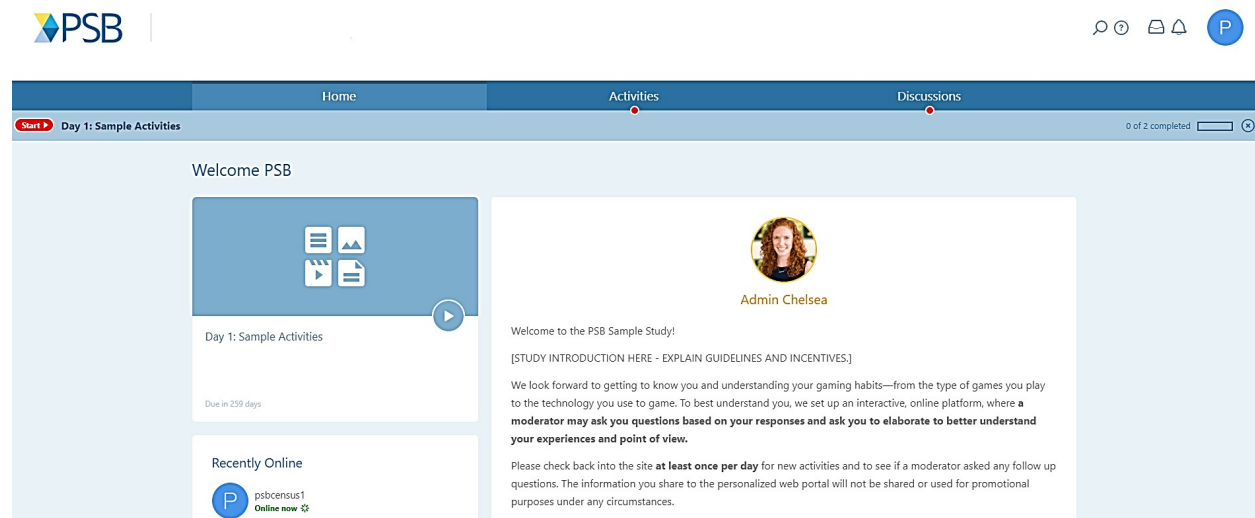
NOTE: The images presented in this guide are for illustrative purposes only; they are intended to exemplify what the participants will see and are not associated with this project or the U.S Census Bureau. Team Y&R will create a customized portal with project-specific images.

The Online Qualitative Dashboard and Process

During five days of the online session, participants will have access to our online activity platform where Team Y&R posts tasks for them to complete at times convenient for them throughout this period. Participants can choose when to login to the online community and complete the activities, but they must complete three days of activities to qualify as a “complete” and earn the incentive. These activities will include interactive mark-up activities on static originals, as well as discussion prompts regarding the test stimuli originals (across static, video, and audio formats) that participants are exposed to each day. Participants will receive an email notification when new activities or comments are added to their study.

Throughout the process, Team Y&R will closely monitor the responses and a Team Y&R moderator may probe for clarity. All activities will be individual-based, i.e., participant cannot see others’ responses to limit a potential breach of personally identifiable information (PII). The moderator will also remove any PII inadvertently shared by participants.

Figure 1. Sample Activity Dashboard for an Online Qualitative Session



Audiences

For the online qualitative sessions, Team Y&R will recruit a sample of Diverse Mass and five additional samples for each of these select audiences: Black/African Americans; English-proficient Hispanics; people who identify as LGBTQ; individuals in households with young children (four years old or younger); and military. Participants will review and provide their opinions and interpretations of the creative originals stimuli intended to motivate response in their audience group.

Table 1: Proposed Number Recruited and Completes by Audience for Online Qualitative Sessions

Audience	Description	Number Recruited	Completes
Diverse Mass	<ul style="list-style-type: none"> Includes participants from a variety of demographic background that reflect the English-speaking general population in the U.S. to the best degree possible 	100	50
Black/African Americans	<ul style="list-style-type: none"> Self-identify as Non-Hispanic Black/African American 	32	16

Hispanic, English-preferred	<ul style="list-style-type: none"> Self-identify as Hispanic, Latino, or Spanish Speaks English 	32	16
Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ)	<ul style="list-style-type: none"> Self-identify as LGBTQ 	32	16
People with young children in the household	<ul style="list-style-type: none"> Live with at least one child age four or younger 	32	16
Military	<ul style="list-style-type: none"> Previously served or currently in active military service 	32	16
TOTAL		260	130
<i>Note: Each “sample” will include participants representing a mix of age, gender, education, and region</i>			

Participants will review a mix of image (static) ad, video (animatic), and radio ad. The quantity and type of ads will vary by audience.

Activity Guide

This section provides details on the activities that participants will be asked to complete in the online qualitative sessions. Team Y&R includes three days of activities for the five-day sessions to allow participants more time to complete the study. Each day, participants will review a mix of three video, image, or radio originals intended for their audience group and discuss elements that stand out, either positively or negatively, to them. At the end, participants will share how what they have seen might have changed their thoughts about the decennial census.

Please keep in mind that the images presented in this guide are for illustrative purposes only; they are intended to exemplify what the participants will see and are not associated with this project or the U.S. Census Bureau.

Introduction – Home Page

The following introduction will appear on the home page of every participant, which is the first thing participants will see upon entering the online qualitative session.

Welcome to the [STUDY NAME]!

This is a study sponsored by the U.S. Census Bureau. You can validate that this survey is a legitimate federally-approved information collection using the U.S. Office of Management and Budget approval number 0607-0978, expiring on 08/31/2020.

Our discussion will be about the U.S. decennial census. We’d like to start by sharing some information about what the U.S. decennial census is to be sure we’re all thinking about the same thing. **The U.S. census is the count of all the people who live in the United States. It happens every 10 years, which is why it is called the decennial census. The Census plans to ask questions such as how many people live at your address or place and their age, gender, race, ethnicity, relationships, and citizenship. The next census is in 2020.** For the rest of the study, please think about this when we say “the census.”

We look forward to getting to know you and understanding your perspectives. Your thoughts and opinions are very important to us – there are no right or wrong answers, and your individual responses won’t be shared outside of the research team.

To best understand you, we set up an interactive website where a moderator may ask you questions based on your responses to aid our understanding of your experiences and point of view. Please check back into the site at least three times before the study ends on **Friday, April 12, 2019** for new activities and to

answer any follow-up questions the moderator may have asked. The information you provide to the web portal will not be shared or used for promotional purposes under any circumstances.

Again, thank you for participating in the [NAME] study – we look forward to hearing what you have to say!

Figure 2: Sample Home Page and Welcome Message

The image shows a screenshot of a web portal. At the top, there is a navigation bar with three tabs: "Home", "Activities", and "Discussions". The "Activities" tab is currently selected, indicated by a red dot. Below the navigation bar, the page is divided into two main sections. On the left is a sidebar with a blue header containing icons for a list, a photo, a video, and a document. Below this header, there is a section titled "Day 1: Sample Activities" with a play button icon and a note "Due in 259 days". Below that is a "Recently Online" section listing three users: "psbcensus1" (Online now), "psbsampleuser2" (6 days ago), and "ukdemotester1" (12 days ago). On the right is the main content area. It features a circular profile picture of a woman with the name "Admin Chelsea" below it. The main text begins with "Welcome to the PSB Sample Study!" followed by a large, semi-transparent "EXAMPLE" watermark. The text continues: "[STUDY INFORMATION HERE - EXAMPLE GUIDELINE AND INCENTIVES] We look forward to getting to know you and understanding your gaming habits—from the type of games you play to the technology you use to game. To best understand you, we set up an interactive, online platform, where a moderator may ask you questions based on your responses and ask you to elaborate to better understand your experiences and point of view." This is followed by a paragraph: "Please check back into the site at least once per day for new activities and to see if a moderator asked any follow up questions. The information you share to the personalized web portal will not be shared or used for promotional purposes under any circumstances." Next is a bolded paragraph: "Once you are ready, you can purchase your gaming keyboard, however you must do so before the study ends on Tuesday, March 21st. Before doing so, please click on the 'Make Your Purchase' activity and review the activity objectives (we will ask you to document your purchase experience). Please go about purchasing a gaming keyboard in the same way you would have normally purchased this item. We're interested in learning the steps you normally take for this type of purchase decision." This is followed by another bolded paragraph: "Please be aware that you MUST make your purchase during the course of the study in order to complete all the activities and receive the full incentive so please plan accordingly. We recommend doing this by Wednesday, March 15th in order to account for any shipping time and in order to complete the post-purchase activities." The final paragraph in this section states: "Once you have made your purchase, the additional activities will be open for you to complete. The post-purchase activities will take around 30 minutes to an hour of your time. Please note that incentive will only be provided to participants who complete all the activities within these two weeks." The page concludes with: "Your experiences and insights are very important to us – we look forward to hearing what you have to say!"

Description of Activities

Activity A: Static (Image) Advertisement Review

Activity Description: Participants will mark up static advertisements, such as ones seen in print or on billboards. Participants will be able to select a variety of reactions and pinpoint where on the ad they are reacting. Reaction icons include:

○	I like this	!	This surprised me
✕	I don't like this	😊	This makes me happy
?	This confuses me		

Upon clicking an area on the piece and selecting the desired reaction, participants will then be prompted to explain what they are reacting to and why.

Shown to Participants:

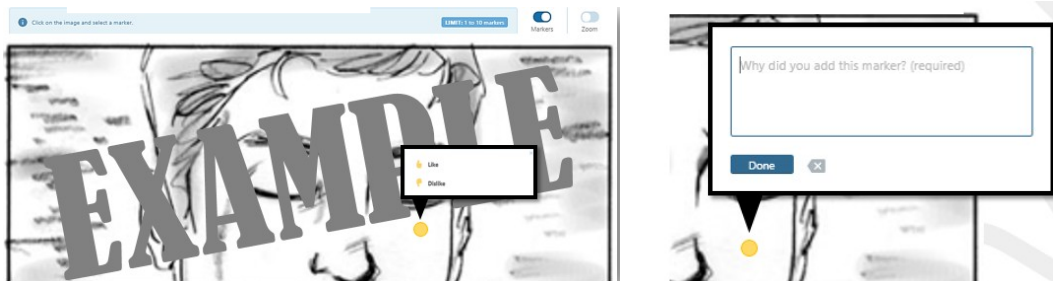
For today's activity, we would like to understand your opinions about some draft advertisements that the Census Bureau may use to encourage people to participate in the 2020 Census. These are not final, and may be later developed into complete advertisements that you might see in a newspaper, magazine, or on a billboard.

You will be asked some questions about these draft advertisements, and please keep in mind that these are work-in-progress, not final advertisements. Once you have completed today's activity, the moderator may have follow-up questions for you. Please check back to see those.

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Click on the image and select a marker to show what you liked, disliked, or found confusing about the advertisement.

Figure 3: Sample Image Markup Activity



*Note – the reaction icons will be the same as mentioned above

Below you will see some questions about the advertisement you just viewed. Please complete your responses by filling in the blank spaces.

Figure 4: Sample Discussion Activity

Which part(s) of this profile do you identify with the most and why? If you do not identify with any part(s) of the above profiles, please write N/A in the box below.

Does the part of the profile you just mentioned make you think of an event that has happened to you in the past? Can you give an example from your life that this section reminds you of specifically?

Are there any parts of this profile that feel out of place to you or that don't fit with your own personality? Please describe.

Questions for this activity may include:

Metric	Question
Overall Reaction	First, let's start general. Tell me what caught your attention overall.
Main Message	In your own words, what do you think the ad is trying to convey?
	What questions, if any, come to mind when you see this?
	What did you learn, if anything, from the ad?
	Who do you think this ad is trying to reach? Someone like you or someone else? Describe that person.
Emotion	How does this ad make you feel?
	Does it make you feel differently?
Clarity	What, if anything, was confusing about the ad?
Opinion	How, if at all, does it change your view of the census?
Relevance	Is the ad useful or relevant to you in any sense?
Concerns	Do you have any concerns or doubts after seeing this ad?
Suggestion	What, if anything, is missing from this ad? Moderator to limit "art direction" comments.

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Activity B: Animatic (Video) Advertisement Review

Activity Description: Participants will provide open-end responses of the advertisements to be used on TV or in a digital setting. Participants will view the video/animatic once. They will then be shown instructions to watch the video a second time and think about specific parts of the video to which they have (or do not have) a variety of reactions. After, they will be prompted with open-end boxes to say what they liked, disliked, were surprised by, were confused by, or what made them happy.

Shown to Participants:

For today's exercise, we'd like you to review and give your opinions on some draft video advertisements that the Census Bureau may use for the 2020 Census. We will show you a video ad and then ask some follow-up questions.

Keep in mind this is a draft advertisement that the Census Bureau may use to encourage people to participate in the 2020 Census. This may be developed into more a complete advertisements you might see on TV. It's really expensive to develop ads, so getting your feedback early on is important. Please keep in mind that this is an idea that would be polished. In fact, the video ad you are about to see is made of rough sketches that are animated and is not like an ad you may be accustomed to seeing on TV.

Once you have completed today's activity, the moderator may have follow-up questions for you. Please make sure to check back to see those.

First, we'd like to ask you to watch the video ad below (60 seconds). Please make sure that the sound is not disabled on your device. **/* NEXT BUTTON NOT VISIBLE UNTIL FULL VIDEO IS VIEWED */**

Now we will show you the video ad again. Please think about specific parts of that ad that you like, dislike, or have any other reactions to. You will be asked to share your thoughts about and emotional reaction to the ad on the next page. **/* NEXT BUTTON NOT VISIBLE UNTIL FULL VIDEO IS VIEWED */**

Figure 6: Sample Video Response Activity

What did you like about the ad?	Response box
What did you not like about the ad?	Response box
Was there anything about the ad that confused you? Please describe.	Response box
Was there anything about the ad that surprised you? Please describe.	Response box
Was there anything about the ad that made you happy? Please describe.	Response box

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Below you will see some more questions about the advertisement you just viewed. Please complete your responses by filling in the blank spaces.

Figure 7: Sample Discussion Activity

Which part(s) of this profile do you identify with the most and why? If you do not identify with any part(s) of the above profiles, please write N/A in the box below.

Does the part of the profile you just mentioned make you think of an event that has happened to you in the past? Can you give an example from your life that this section reminds you of specifically?

Are there any parts of this profile that feel out of place to you or that don't fit with your own personality? Please describe.

Questions for this activity may include:

Metric	Question
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Overall Reaction	First, let's start general. Tell me what caught your attention overall.
Main Message	In your own words, what do you think the ad is trying to convey?
	What questions, if any, come to mind when you see this?
	What did you learn, if anything, from the ad?
	Who do you think this ad is trying to reach? Someone like you or someone else? Describe that person.
Emotion	How does this ad make you feel?
	Does it make you feel differently?
Clarity	What, if anything, was confusing about the ad?
Opinion	How, if at all, does it change your view of the census?
Relevance	Is the ad useful or relevant to you in any sense?
Concerns	Do you have any concerns or doubts after seeing this ad?
Suggestion	What, if anything, is missing from this ad? Moderator to limit "art direction" comments.

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Activity C: Radio Advertisement Review

Activity Description: Participants will provide open-end responses of the advertisements to be used on radio. Participants will listen to the audio once. They will then be shown instructions to listen to the audio a second time and think about specific parts of the audio to which they have (or do not have) a variety of reactions. After, they will be prompted with open-end boxes to say what they liked, disliked, were surprised by, were confused by, or what made them happy.

Shown to Participants:

For today's exercise, we'd like you to review and give your opinions on some draft radio advertisements that the Census Bureau may use for the 2020 Census. We will show you a radio ad and then ask some follow-up questions.

Keep in mind this is a draft advertisement that the Census Bureau may use to encourage people to participate in the 2020 Census. This may be developed into more a complete advertisements you might hear on the radio. It's really expensive to develop ads, so getting your feedback early on is important. Please keep in mind that this is an idea that would be polished.

Once you have completed today's activity, the moderator may have follow-up questions for you. Please make sure to check back to see those.

First, we'd like to ask you to listen to the audio (60 seconds). Please make sure that the sound is not disabled on your device. **/* NEXT BUTTON NOT VISIBLE UNTIL FULL RADIO AD IS COMPLETE */**

Now we will show you the radio ad again. Please think about specific parts of that ad that you like, dislike, or have any other reactions to. You will be asked to share your thoughts about and emotional reaction to the ad on the next page. **/* NEXT BUTTON NOT VISIBLE UNTIL FULL RADIO AD IS VIEWED */**

Figure 8: Sample Radio Response Activity

What did you like about the ad?	Response box
What did you not like about the ad?	Response box
Was there anything about the ad that confused you? Please describe.	Response box
Was there anything about the ad that surprised you? Please describe.	Response box
Was there anything about the ad that made you happy? Please describe.	Response box

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Below you will see some more questions about the advertisement you just listened to. Please complete your responses by filling in the blank spaces.

Figure 9: Sample Discussion Activity

Which part(s) of this profile do you identify with the most and why? *If you do not identify with any part(s) of the above profiles, please write N/A in the box below.*

Does the part of the profile you just mentioned make you think of an event that has happened to you in the past? Can you give an example from your life that this section reminds you of specifically?

Are there any parts of this profile that feel out of place to you or that don't fit with your own personality? Please describe.

Questions for this activity may include:

Metric	Question
Overall Reaction	First, let's start general. Tell me what caught your attention overall.
Main Message	In your own words, what do you think the ad is trying to convey?
	What questions, if any, come to mind when you see this?
	What did you learn, if anything, from the ad?
	Who do you think this ad is trying to reach? Someone like you or someone else? Describe that person.
Emotion	How does this ad make you feel?
	Does it make you feel differently?
Clarity	What, if anything, was confusing about the ad?
Opinion	How, if at all, does it change your view of the census?
Relevance	Is the ad useful or relevant to you in any sense?
Concerns	Do you have any concerns or doubts after seeing this ad?
Suggestion	What, if anything, is missing from this ad? Moderator to limit "art

direction” comments.

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Activity D: Take-Away Message about the Census

Activity Description: After being exposed to all the ads, respondents will reflect on what they’ve learned about the census during the online qualitative session and their take-away message about the 2020 Census.

Shown to participants:

APPEAR ON FINAL DAY OF AD REVIEW##

For today’s exercise, we would like you to reflect on what you have learned about the census during the last five days that you did not necessarily know before. Please check back to see if the moderator have follow-up questions for you.

Figure 11: Sample Reflection Activity

Which part(s) of this profile do you identify with the most and why? If you do not identify with any part(s) of the above profiles, please write N/A in the box below.

Does the part of the profile you just mentioned make you think of an event that has happened to you in the past? Can you give an example from your life that this section reminds you of specifically?

Are there any parts of this profile that feel out of place to you or that don’t fit with your own personality? Please describe.

Questions for this activity may include:

Metric	Question
Post Reaction	After what you have seen, how do you feel about the census?
	What would you tell your families, friends, and colleagues to encourage them to fill out the 2020 Census?
Interest	Is there anything else that you would like to share that we haven’t touched on during the study?