

SECTION B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

B1. Respondent universe, sampling, or other selection procedures

The information gathered will be used mainly for questionnaire development, revisions to data dissemination tools, and other research. The studies will cover a broad range of topics designed to improve NCSES data collections and data dissemination. Generally, small purposive samples of respondents/participants will be recruited to participate in the projects.

However, when a sampling plan is necessary (for instance, in the case of a pilot study or split-panel test), the plan will be described in the clearance request for the specific data collection.

B2. Procedures for collection of the information

The techniques that NCSES envisions using are the following widely accepted standard industry methods of developing, testing, and evaluating surveys: focus groups, cognitive and usability laboratory and field techniques, exploratory interviews, behavior coding, respondent debriefing, pilot studies, pretests, split-panel tests, and brief customer satisfaction surveys. Descriptions of these methods were given at the beginning of this request. The particular technique (or techniques) chosen will depend on the objectives of the improvement study and will be described in the clearance request for each specific data collection.

B3. Methods to maximize response rates and to minimize nonresponse rate

For projects such as pilot studies and pretests that may use personal visits or telephone interviews, callbacks will be used to maximize response rates. For projects using mail surveys, reminder phone calls, reminder mailings, or mailings of another copy of the questionnaire will be used to maximize response rates. For projects using a web survey, NCSES will use email, phone calls, and mailings as appropriate to maximize response rates. Testing alternative combinations or designs of contact materials to determine what seems to produce higher response rates may also be included in some of the generic clearance projects.

B4. Tests or procedures

This submission covers testing of survey instruments and associated survey and data collection procedures; it also covers tests and evaluations of data delivery mechanisms. NCSES will analyze the results of these projects depending on the focus of each project. Measures to indicate improvement will include unit and item nonresponse rates, error patterns, consistency of

responses within an instrument, use of “other” categories, total response time, quality, ease of use, functionality, and navigation. In general, new items, procedures, and tools will replace existing ones only if they show improvement. The purpose of activities conducted under this generic clearance will be to 1) develop and implement questionnaires and data collection procedures that will increase data quality and minimize respondent burden, and 2) develop and implement data dissemination tools and methods that meet data user needs and expectations.

B5. Name and telephone number of individual

NCSES program officers will have primary responsibility for the information gathering efforts, with assistance from Rebecca L. Morrison, NCSES Survey Methodologist. Questions as to the person in charge of each project should be directed to Ms. Emilda Rivers, NCSES Division Director, at 703-292-7773.