

# 2022 CPS CIUS Cognitive Test: Round 1 Preliminary Findings

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# Purpose

- Test all questions, including new and revised content
- Specific issues
  - Reporting affordability as a reason for not accessing internet or cable TV at home
  - Underreporting of cyberbullying
  - Knowledge of dial-up internet access

# Method - Respondent Characteristics (n = 15)

Characteristic	Quantity
Race	
White	10
Black	5
Hispanic Origin	
Yes, Hispanic	1
Proxy respondents	8
No internet at home	1
Sex	
Male	9
Female	6

Characteristic	Quantity
Age	
20-30	3
31-40	5
41-50	3
51-60	3
61-70	2
Education	
High School or less	3
Bachelor's	11
Post-Grad	1

# Findings

- General impressions
  - Respondent said most questions were clear and not difficult to answer for themselves and others.
    - Inability to answer for others was due to lack of knowledge of the other person's usage
  - Respondents understood most technology terms, unless they did not use such technology.

# Findings on Specific Items

## 3. LAPTOP

What about a laptop or notebook? [Do you/Does anyone in this household] use a laptop or notebook computer? *(If needed)* A laptop, sometimes known as a notebook, is a personal computer that is portable and includes a built-in keyboard and screen.

- Finding
  - Eight respondents did not understand the meaning of “notebook”
    - Described the characteristics of a tablet
- Recommendation
  - Remove the term “notebook” and continue to probe on the term “laptop” in Round 2.

# Findings on Specific Items

## 8. DEVQUA

Thinking about all the different devices we just discussed, how well do the computers and other Internet-connected devices [you use/used by this household] work overall? [If R is unsure, ask for an average]

- Finding
  - One respondent considered the quality of the Wi-Fi connection in their response.
- Recommendation
  - Confirm whether Wi-Fi is in scope.
  - If not in scope, add an instruction stating that Wi-Fi is not in scope for this question.

# Findings on Specific Items

## 55. PSCON

Overall, what concerns [you/members of this household] the most when it comes to online privacy and security risks?

*Do not read; select all that apply and/or enter verbatim response if other*

Identity theft

Credit card or banking fraud

Data collection or tracking by online services

Data collection or tracking by government

Loss of control over personal data such as email or social network profiles

Threats to personal safety, such as online harassment, stalking, or cyber-bullying

No concerns

Other: \_\_\_\_\_

- Finding
  - One respondent named “unwanted solicitation” as a reason.
- Recommendation
  - Follow up with NTIA on how often this response is reported and whether it should be included as a response option.

# Findings on Specific Issues

- Reporting affordability as a reason for not accessing internet/access to TV channels at home
  - NOTV (Non-TV channel subscriber item) – Closed-ended format produced more data
    - Two of five closed-ended cases mentioned cost.
    - One of three open-ended cases mentioned cost.
- Underreporting of cyberbullying
  - Respondents were confident in their knowledge of the other person's experience.
  - Most considered the topic very important.



# Findings on Specific Issues

- Knowledge of dial-up
  - Most respondents did not know the definition of “dial-up,” but they did not confuse it with their type of internet access.

# Thank you!

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