

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)

TITLE OF INFORMATION COLLECTION: Critical Thinking for Tweens: Focus groups with Children and K-12 Educators

PURPOSE: *The FTC’s Division of Consumer and Business Education plans to explore the critical thinking skills of tweens and their knowledge of how to protect their privacy online, spot and avoid scams, and become good digital citizens. The focus groups will inform the design of consumer education outreach programs to help children between the ages of eight and twelve years old (“tweens”) understand online privacy and safety and avoid online scams. This research will help the FTC to create content relevant to tweens and to design content delivery mechanisms in a way most useful to those who deliver educational programs to tweens. Without this research, we are less confident that the delivery mechanisms, particularly, would serve this audience well; with the research, we are confident that the education program will benefit the target audience. The FTC plans to conduct two sets of focus groups: (1) four focus groups with families with children, ages eight to twelve years old; and (2) two focus groups with K-12 educators.*

DESCRIPTION OF RESPONDENTS:

- *Families with elementary school children, ages eight to twelve years old (for the first set of focus groups)*
- *K-12 Educators (for the second set of focus groups)*

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input checked="" type="checkbox"/> Focus Groups | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Jim Kreidler, Consumer Education Specialist

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

Incentive payments will be made by the FTC’s focus group contractor, Brunet-Garcia, as part of an overall contract to develop consumer education campaigns relating to childrens’ online activity. Brunet-Garcia plans to offer incentives of \$100 for participants in focus groups of families with children ages eight to twelve years old. The contractor plans to offer incentives of \$150.00 for focus group participants in the focus group for K-12 educators. The contractor has informed the FTC that these amounts are reasonable based on its work conducting focus groups for other government agencies this year and necessary to obtain effective participation. Brunet-Garcia has stated that a \$100 incentive for families with elementary age children is at the lowest end of incentives it has offered for government-sponsored focus groups this year. The contractor also recommends a \$150 per hour incentive for K-12 educators to reflect their level of expertise and professional standing. These incentive payments will not increase the overall cost of the FTC’s contract with Brunet-Garcia.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private sector (Focus group of families with school children, ages eight-to-twelve)	24	60 mins	24 hrs
Private sector (Screener for families with children, ages eight-to-twelve)	1000	5 mins	83 hrs
Private sector (Focus Group of K-12 Educators)	16	90 mins	24 hrs
Private sector (Screener for K-12 Educators)	1000	5 mins	83 hrs
Totals	2,040		214 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$19,500.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The focus group contractor will recruit participants using a national database of potential respondents. The database includes demographic information such as job and family information to allow for the identification of appropriate survey participants (i.e., families with children ages eight to twelve years old and elementary school educators). The focus group contractor will pull a randomized sample of potential participants from the database who meet the demographic criteria for participation until the focus groups are filled. Respondents will be selected according to screeners for the focus groups.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain: The focus groups will be conducted via Zoom video conferencing.

2. Will interviewers or facilitators be used? Yes No