

1SUPPORTING STATEMENT
U.S. Department of Commerce
National Institute of Standards and Technology
Generic Clearance for Usability Data Collections
OMB CONTROL NO. 0693-0043

SUPPORTING STATEMENT PART B

Data clearance methods and procedures will vary for collections conducted under this generic clearance. Some of the individual clearances may use statistical methods to select respondents and analyze results. In such cases, NIST will provide OMB with the specific statistical information typically covered by Questions 1 thru 5 of this section as a part of the individual information clearance submission or request.

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

The activities under this collection may involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected to cover a broad range of customers to conduct usability testing of certain products or services. Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys are tools used by managers to change or improve products, or services. The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

The samples associated with this clearance are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public.

2. Describe the procedures for the collection of information including:

- **Statistical methodology for stratification and sample selection,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

Data collection methods and procedures may vary and the specifics of these will be provided with each collection request. NIST experts may use a variety of methodologies for these collections; and commercial survey-specific software to automate its collection and analysis of feedback. Usability testing is user-center interaction but may also involve physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of a NIST web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used and if applicable, will be provided as a part of the submission.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

Information collected under this generic clearance may not yield generalizable quantitative findings; however, it can provide useful input about the usability of NIST products that can be generalized.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

Pretesting may be done with internal staff, a limited number of external colleagues, and/or customers familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, NIST will submit the pretest instruments for review under this generic clearance.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

If statistical methods are used, NIST will obtain and provide information from the statisticians involved in the development, design, conduct, and analysis of usability data collections to be conducted, when appropriate. NIST will provide the name and contact information of the persons consulted in specific information collection requests submitted under this generic clearance.