

## **SECTION B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

### **B1. Respondent universe, sampling, or other selection procedures**

The information gathered will be used mainly to improve data collection, analysis, and dissemination. The studies will cover a broad range of topics. Generally, small purposive samples of participants will be recruited for projects. However, when a sampling plan is necessary (for instance, in the case of a pilot study or experiments), the plan will be described in the clearance request for the specific project.

### **B2. Procedures for collection of the information**

The techniques that NCSES envisions using are the following widely accepted standard industry methods for improving data collection, analysis, and dissemination activities, including, but not limited to: focus groups, cognitive and usability laboratory and field techniques, participatory design workshops, exploratory and key-informant interviews, behavior coding, respondent debriefing, pilot studies, experiments, and response analysis 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 project and will be described in the clearance request for each specific data project

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

To maximize response rates, NCSES will use methods appropriate to the project, the mode, and the research questions that are being addressed. Each project conducted under the generic clearance will provide details on the methods that will be used, such as phone calls, emails, text messages, push notifications, and mailings. Testing alternative combinations or designs of contact materials to determine what will produce higher response rates may also be included in some of the projects.

### **B4. Tests or procedures**

This submission covers the testing and evaluation of data collection and statistical activities, methodologies, and dissemination methods and tools, and engaging with data users and external stakeholders. NCSES will analyze the results of these projects in a manner that is consistent with the goals of the project. Measures will include, but are not limited to, unit and item nonresponse rates, error patterns, consistency of responses, utility of the data produced, and 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, 2) develop new analytical techniques, and 3) develop and implement data dissemination activities 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 Jennifer Beck, NCSES Survey Methodologist. Questions as to the person in charge of each project should be directed to Ms. Emilda Rivers, NCSES Director, at 703-292-7773.