

**Project 4.2 Multilingual Focus Group
Moderator's Guide
Self-Administered Materials (Internet/Written)**

Revision History

Date	Version Number & Purpose	Author	Submitted by
4/15/2015	_v1	Alisú Schoua-Glusberg Co-lead researcher	Not submitted
4/20/2015	_v2	Hyunjoo Park, Co-lead researcher	Not submitted
4/24/2015	_v3	Mandy Sha, project manager	Mandy Sha, project manager
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SECTION I. INTRODUCTION - 15 minutes

Welcome! Thank you for coming to talk with us today. We know we all live busy lives so we really appreciate that you are taking a couple of hours of your day to help us review materials and messages that the Census Bureau has designed and would like to use in the 2015 National Census Test.

Every ten years the United States conducts a census, or count, of everyone who is living in this country. The next census will take place in the year 2020, but the Census Bureau spends several years preparing for it and doing research to improve the census. This year there will be a large national test in preparation for 2020. The Census Bureau has developed the census form in multiple languages, including <TARGET LANGUAGE>, to be mailed to people across the United States who request it during the 2015 National Test.

This focus group is part of a Census Bureau research project. My name is [MODERATOR NAME] and I will be guiding today's conversation. I work for [RTI International, a non-profit research organization/RSS, a research firm]. The Census Bureau has hired us to conduct this research. Today we will be looking with you at the Census form and other materials in <TARGET LANGUAGE>. We want your opinions about the language and the content of these materials. Your participation is very important because it will help the Census Bureau determine if these forms are translated well and are culturally appropriate.

Here is a consent form. It explains everything we will be doing and it asks for your authorization to audio and video record our conversation. It also explains that we will keep everything you say today confidential and will only use it for research purposes to improve the Census materials in [TARGET LANGUAGE]. Please read the consent form and let me know if you have any questions before signing it.

<DISTRIBUTE CONSENT FORM. ANSWER ANY QUESTIONS. COLLECT SIGNED FORMS>

Thank you. Some of you may have taken part in focus groups before and for others this may be your first time. Let me mention a few basic rules.

- **First, I will be asking a lot of questions.** There are no right or wrong answers to my questions; we just want your honest opinions. We don't need to have everyone agree. In fact, if you have a view different from others it is especially important for us to hear it because you may be the only person who is representing a different point of view here today.
- **Only one person speaks at a time and we'd like everyone to get a turn.** We need to hear what everyone has to say. Please do not have a side conversation with the person sitting next to you or speak while somebody else is talking. Please speak up and let us know what you are thinking. If you are the type of person who always participates, please give a chance to others to talk.
- **I may have to interrupt.** Due to limited time, I must move the discussion along and may sometimes have to interrupt in order to do so. Please do not be offended – it is my job to cover a certain number of topics during the group period.

- **We are in a focus group room** with a one-way mirror. My colleagues who are working with me on this project can watch it from the other room without getting in our way. We are also doing a video and audio recording of the conversation to help us prepare a report.
- **Please keep what everyone says here private.** During the group conversation, we use first names only. We keep what you say entirely confidential and I ask that each of you treat confidentially what others say around the table. Your names are not used in any reports.
- **Make yourselves comfortable.** We will have a break about half-way through the session. You may leave your seat at any time to use the bathroom or to stretch your legs, but please do so quietly. If you need to leave your phones on, please have them on vibrate.

Does anyone have any questions before we start?

Let's go around the room and have each of you tell us your name, where you were born, and how long you have lived in the United States.

<GO ONE BY ONE AROUND THE ROOM.>

What do you like and dislike about living here?

<ENCOURAGE EACH PERSON TO SPEAK AND PROBE FOR AGREEMENT AND DIFFERENCE IN OPINION>

SECTION II. MATERIALS REVIEW

A. MULTILINGUAL BROCHURES - 40 minutes

Version #1. Multilingual Brochure “DD-12”

Thank you. First we will look at a brochure, marked #1, that will be mailed to all households randomly selected for the 2015 Census Test. Please take 5 minutes to read it. As you read, please use your [X_COLOR] marker to highlight anything that catches your attention in a positive way, anything that you particularly like. It can be something in the content, the language, or the pictures. We want to hear about all aspects.

<GIVE GROUP 5 MINUTES>

Now I would like you to look at it again, and mark with your [Z_COLOR] marker anything you do NOT like.

< GIVE GROUP 5 MINUTES>

Before I ask you about what you highlighted, I have a few questions:

A1. What do you think the purpose of this brochure is? What is the most important content?

A2. Is there anything you particularly like about the content? What did you highlight in [X_COLOR]?

A3. Is there anything you particularly dislike about the content? What did you highlight in [Z_COLOR]?

A4. What do you think about the way it looks? The images? The graphic design and layout? The font? PROBE FOR LIKES AND DISLIKES.

Let’s review each paragraph of this brochure together.

<MODERATOR:

- Use flipchart or poster to highlight messages being discussed in each paragraph.
- If needed, encourage participants to indicate agreement or disagreement via the voting cards in front of them.>

A5. FIRST 1ST PARAGRAPH. (The U.S. Census Bureau is conducting the 2015 Census Test. Your response to this brief survey is important.....)

First, I'd like you to take a look at the first paragraph. What do you think this paragraph is trying to say?

The purpose of the first paragraph is to let households know that:

- It is time to complete the Census test,
- Why survey participation is important.
- How survey results will be used.

Probe if needed:

- A5-1.How well does the brochure transmit these messages in <TARGET LANGUAGE>? Are any of these messages not clear?
- A5-2.What do you think about the way the information is presented here?
- A5-3.What about the words used? Do you think any words will be difficult to understand for some speakers of <TARGET LANGUAGE>? Are there any sentences that some people may find confusing or difficult to understand?

A6. SECOND & THIRD 2ND & 3RD PARAGRAPHS. (Using the enclosed instruction card, please complete....)

What about the 2nd and the 3rd paragraph? What do you think they are trying to say?

The purpose of these paragraphs is to let households know that:

- You need to complete the survey online by Sep 5.
- A Census worker will visit your household if you don't respond on time
- Responding online to the survey saves time and resources
- There is a phone number you can call for help.

Probe if needed:

- A6-1.How well does the brochure transmit these messages in <TARGET LANGUAGE>? Are any of these messages not clear?
- A6-2.What do you think about the way the information is presented here?
- A6-3.What about the words used? Do you think any words will be difficult to understand for some speakers of <TARGET LANGUAGE>? Are there any sentences that some people may find confusing or difficult to understand?

A7. FORTH 4th PARAGRAPH. (You are required by U.S. law to respond.....).

Now, let's take a look at the 4th paragraph. What do you think this paragraph is trying to say?

The purpose of this paragraph is to let households know that (SHOW 3RD BULLET SET OF DD12 POSTER):

- About the mandatory nature of the survey
- The census must protect by law the confidentiality of your answers
- The information you provide will be used for statistical purpose only
- Your household was selected randomly as part of the sample that must answer the survey

Probe if needed:

- A7-1.How well does the brochure transmit these messages in <TARGET LANGUAGE>? Are any of these messages not clear?
- A7-2.What do you think about the way the information is presented here?
- A7-3.What about the words used? Do you think any words will be difficult to understand for some speakers of <TARGET LANGUAGE>? Are there any sentences that some people may find confusing or difficult to understand?

A8. LAST TWO PARAGRAPHS. (For more information... and Your answers are confidential)?

What about the last two paragraphs? What do you think they are trying to say?

The purpose of these paragraphs is to let households know that:

- Where to get additional information
- The title and sections of the U.S. Code that protect your privacy and the confidentiality of your answers
- Where to find further information about data protection

Probe if needed:

- A8-1.How well does the brochure transmit these messages in <TARGET LANGUAGE>? Are any of these messages not clear?
- A8-2.What do you think about the way the information is presented here?
- A8-3.What about the words used? Do you think any words will be difficult to understand for some speakers of <TARGET LANGUAGE>? Are there any sentences that some people may find confusing or difficult to understand?

Here I have a very similar brochure, marked #2. But the text is a little different. This brochure will be sent to the households who do not complete their census by September 5. Please take a couple of minutes to look at the text and then we will talk about it.

<GIVE GROUP 3 MINUTES>

A9. What do you think is the purpose of this brochure? What is the most important content?

A10. This brochure shows a few methods to complete the Census form. Did you notice that while reading the brochure? Do you remember what the methods are?

The purpose of this brochure is to let households know that (SHOW BULLET SETS OF DD14 POSTER):

- Census thanks them if they already completed the census form,
- If they did not complete the census, they have two options
- Option 1 is to answer on Internet
- There is a printed census form mailed with this brochure; answering the printed form is Option 2

A11. How well does the brochure transmit these messages in <TARGET LANGUAGE>? Are any of these messages not clear?

A12. What do you think about the way the information is presented? How well does it work for <TARGET LANGUAGE>-speakers?

A13. What about the words used? Do you think any words will be difficult to understand for some speakers of <TARGET LANGUAGE>? Are there any sentences that some people may find confusing or difficult to understand?

Both Versions #1 & #2 (DD-12 and DD-14)

A14. Is there any message in either of the two brochures that would worry a <TARGET LANGUAGE> speaker?

A15. Are any of the messages likely to encourage participation by <TARGET LANGUAGE> speakers? Are any of the messages likely to discourage participation?

B. INTERNET LANDING PAGES - 15 minutes

<DISTRIBUTE LANDING PAGE SLIDE>

The sheet I just distributed is an image of an internet page. This is where you can get more information about participating in the Census test. Take a moment to look at it and highlight on your sheet where you would click to get more information that you can read.

B1. Raise your hand if you marked something. COUNT HANDS.

B2. Let's go around quickly and show me what you marked.

B3. What were your general impressions of this page? What did you like there? What did you not like?

B4. Let's talk about how difficult or easy it was to find a place to click for more information.

B7. If you are a person who would design this web page to encourage <TARGET LANGUAGE> speakers to complete the Census form online, what would you include in terms of the content? Is there anything that you think is missing in this page?

B8. [HANDOUT] Here are a few important messages that we reviewed previously from the brochures. If we want to encourage people who speak <TARGET LANGUAGE> to participate in the Census, what do you think should be included? Could you choose 3 messages from the list that you think are most important to <TARGET LANGUAGE> speakers? Is there something else that is not on the list but would help encourage participation from <TARGET LANGUAGE> speakers?

LIST OF MESSAGES

- a. Confidentiality
- b. Why survey participation is important
- c. How survey results will be used
- d. The information collected will be used for statistical purposes only
- e. Mandatory nature of participation
- f. Where to get additional information
- g. If you don't respond, a census worker will visit your home.
- h. Why Census is asking that people respond online
- i. How long it will take to complete census form

B9. Do you have any suggestions for pictures, colors, font, font size, layout, or anything else?

C. SECURITY STATEMENT - 20 minutes

The brochure gives you an internet address to use to complete the census form online. Let's pretend that you decided to participate in the survey online and visited that address. The first screen you will see will look like this one. After you click on <LANGUAGE MESSAGE>, you will reach the second page I gave you.

C1. Where would you click to complete the census form online? Was it easy or difficult to find that?

C2. Did you notice the text written on the bottom?

C3. If you accessed this online in your home to complete the survey, how likely is it that you will read this message? Why or why not?

Please take a few minutes to read the text on the bottom. As you read, please use your [X_COLOR] marker to highlight anything that catches your attention in a positive way, anything that you particularly like. It can be something in the content or the language. We want to hear about all aspects.

<GIVE GROUP 5 MINUTES>

Now I would like you to look at it again, and mark with your [Z_COLOR] marker anything you do NOT like.

< GIVE GROUP 3 MINUTES>

C4. What do you think the purpose of this message is? What is the most important content?

C5. Is there anything you particularly like about the content? What did you highlight in [X_COLOR]?

C6. Is there anything you particularly dislike about the content? What did you highlight in [Z_COLOR]?

IF GROUP DID NOT GET PURPOSE CORRECTLY ABOVE: The purpose of this message is to let you know when you are trying to complete the census form on internet that:

- you have reached a government computer system,
- that you should only use this system to complete the census form
- that any information you enter can be used for statistical purposes
- that your information is protected under privacy laws
- that by using this computer system you authorize the Census Bureau to use your information
- that using this computer system for things not authorized is against the law

C7. How well does this message transmit these messages in <TARGET LANGUAGE>? Are any of these messages not clear?

C8. What do you think about the way the information is presented? How well does it work for <TARGET LANGUAGE>-speakers?

C9. What about the words used? Do you think any words will be difficult to understand for some speakers of <TARGET LANGUAGE>? Are there any sentences that some people may find confusing or difficult to understand?

C10. Are there any messages here that would worry a <TARGET LANGUAGE> speaker?

C11. Are any of the messages likely to encourage participation by <TARGET LANGUAGE> speakers? Are any of the messages likely to discourage participation?

D. CENSUS-FORM SPECIFIC ITEMS - 15 minutes

The last document I want you to look at is the census form. But I only want to ask you about a few specific questions.

<SPANISH & ENGLISH GROUPS: SHOW “CT4B” VERSION>

<CHINESE, KOREAN, VIETNAMESE, RUSSIAN & ARABIC GROUPS: SHOW FILLABLE FORM “DY2N” VERSION>

Form design

S1. [SPANISH, DIRECT PARTICIPANTS TO PAGE 3 OF THE GREEN SECTION, Q.11] One of the options to answer this question reads, “La dirección que aparece al dorso de este cuestionario.” What do you think they are saying here? IF NECESSARY: What does the term “el dorso” mean to you in this sentence?

Tenure question

D4. What does the term “home equity loans” [IN TARGET LANGUAGE] mean to you?

Relationship question

D5. This question lists ways in which a person can be related to someone else in the household. What do you think they mean here by “foster child” [IN TARGET LANGUAGE]?

Race question

S3. [SPANISH, DIRECT PARTICIPANTS TO PAGE 2 OF THE GREEN SECTION, Q.8.] What are these instructions asking you to do? IF NOT ALREADY DISCUSSED: What does the term “categorías” mean to you in this question?

S4. [SPANISH, DIRECT PARTICIPANTS TO THE EXAMPLES LISTED UNDER AIAN IN Q.8.] (POINT TO EXAMPLE “azteca”) Who do you think would write in 'azteca' here? In particular, those of you originally from Mexico, would you ever write this in? Tell me why. How does it relate to your individual ancestry?

3. CLOSING AND FILL PERSONAL INFO FORM - 10 minutes

We have finished with our group discussion. Does anyone have any questions for me before the meeting ends?

On behalf of the Census Bureau, I want to thank everyone for your participation. By talking to groups like this one we are able to improve census forms and materials and make them better for immigrant populations.

There is one final thing I need from you before you leave. Here is a brief form with just <#> questions. Please complete it and give it to me. Once you are done, you are free to go. Thanks again and good bye.

TO09 Information Sheet
Focus Group _____

THANK YOU FOR PARTICIPATING IN TODAY'S FOCUS GROUP. PLEASE COMPLETE THE FOLLOWING INFORMATION SHEET SO WE MAY BETTER UNDERSTAND YOUR HOUSEHOLD CHARACTERISTICS.

1. How many people are living or staying in your household including yourself? _____
2. For each person who lives in your house, please tell me their relationship to you and their age and in which country they were born and their race or origin. You don't have to write their names, just their relationship to you. If there are more than five persons, just complete the information for 5.

For example if you live with your husband, you might write: Husband, 43, male, USA

	What is their relationship to you?	What is their age in years?	Are they Male or Female	In what country were they born?
Person 1				
Person 2				
Person 3				
Person 4				
Person 5				

19. Do you or someone in your household rent or own your home?
 - a. Own _____
 - b. Rent _____ **Does your landlord live in the same [residence] as you? Yes/No**

20. Is there anyone else who stays at your home sometimes, a child with shared custody, someone who lives in a nursing or residential home or a friend who crashes on the couch or stays part time?

Yes—What is their relationship to you? _____

No

21. What is the ID assigned to you during today's session?
