

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: Evaluation of Different Qualitative Pretesting Methods

PURPOSE: Researchers in the Center for Behavioral Science Methods (CBSM) are planning to evaluate the performance of multiple approaches and platforms for qualitative data collection and analysis. The proposed data collection is a replication of the data collection done in GroupSolver’s Testing of Privacy and Confidentiality Messaging. The new data will be analyzed using two different qualitative analysis tools, and results will be compared to those from GroupSolver’s testing. Results from each method will be used to assess the extent to which each provides a unique contribution to the qualitative analysis process.

DESCRIPTION OF RESPONDENTS: A sample of the U.S. General Public for whom we have an email address.

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form Customer Satisfaction Survey

Usability Testing (e.g., Website or Software) Small Discussion Group

Focus Group Other: Qualitative Testing

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: Mandi Martinez

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Remote Interviews	500	10 minutes	84 hours

FEDERAL COST: The estimated annual cost to the Federal government is minimal.

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?

Staff from the Center for Behavioral Science Methods (CBSM) will sample 5,000 email addresses from the Affinity Panel. This panel is comprised of people who have opted to participate in research studies for the U.S. Census Bureau; currently there are over 42,000 email addresses in the panel. We expect to achieve a 10% response rate, determined by experience with other recent studies, with a goal of 500 completes for this study. Participants can respond to the voluntary research study at a time convenient for them. They can also opt-out at any time.

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

2. Will interviewers or facilitators be used? Yes No

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed -

OMB Control No. 0690-0030

Expiration Date: 7/30/20