STUDY SERIES
(Survey Methodology #2015-05)

Pre-Registration for 2014 Census Test: Expert Review of Spanish Materials

Mikelyn Meyers
Patricia Goerman

Center for Survey Measurement
Research and Methodology Directorate
U.S. Census Bureau
Washington, D.C. 20233

Report Issued: September 30, 2015

Disclaimer: This report is released to inform interested parties of research and to encourage discussion. The views expressed are those of the authors and not necessarily those of the U.S. Census Bureau.

Table of Contents

Background....4

Expert Review Objectives....4

Methodology....4

Findings....4

1. Expert Review of Spanish Translation of Postcard....5
   a. Back Side of Postcard....5
2. Expert Review of Spanish Translation of "Notify Me" Website....5
   a. Pre-Registration Landing Page....6
   b. Spanish Captcha Screen....7
   c. Name and Phone Number Screen....8
   d. Address Screen (Street Address)....9
   e. Address Screen (PO Box)....11
   f. Address Screen (Rural Route)....13
   g. Address Screen Help Text....15
   h. Screen when Unable to Complete the Notify Me Process....17
   i. Printed Materials Page....18
   j. Email Address or Text Message Preference Screen....19
   k. Email Address Screen....20
   l. Cell Phone Screen....21
   m. Cell Carrier Screen....22
   n. How Respondent Heard About Census Test Screen....23
   o. Confirmation Screen....24
   p. Google/Symantec/Paypal Screen....25
   q. Google Screen....25
   r. Paypal Screen....26
   s. Symantec Screen....27
   t. Thank and End Screen....28
   u. Session Expiration Warning....29
   v. FAQ's....29
   w. Accessibility....31

x. Privacy.....31
y. Security 32
Conclusion 32
References.....33

Background

"Notify Me" is a pre-registration website that was evaluated in the 2014 Census Test as part of an effort to optimize self-response to the 2020 Census. The site was designed to collect the email address or telephone number of respondents so that the U.S. Census Bureau could utilize this contact information to remind respondents to complete the census online. The "Notify Me" website as well as one sentence on the advance postcard that notifies respondents that the website is available were both translated into Spanish.

Expert Review Objectives

The objective of the expert review of the Spanish translation of the "Notify Me" website and the advance postcard was to identify translation errors, particularly grave errors that would prevent respondents from utilizing the website during the 2014 Census Test.

Methodology

The expert review was conducted by one Spanish-speaking survey researcher over the course of a week in preparation for fielding the 2014 Census Test, and was reviewed retrospectively by another Spanish-speaking survey researcher. Ideally, future implementation of the Spanish translation of the "Notify Me" website would undergo Spanish usability and cognitive testing in addition to the expert review of the translation.

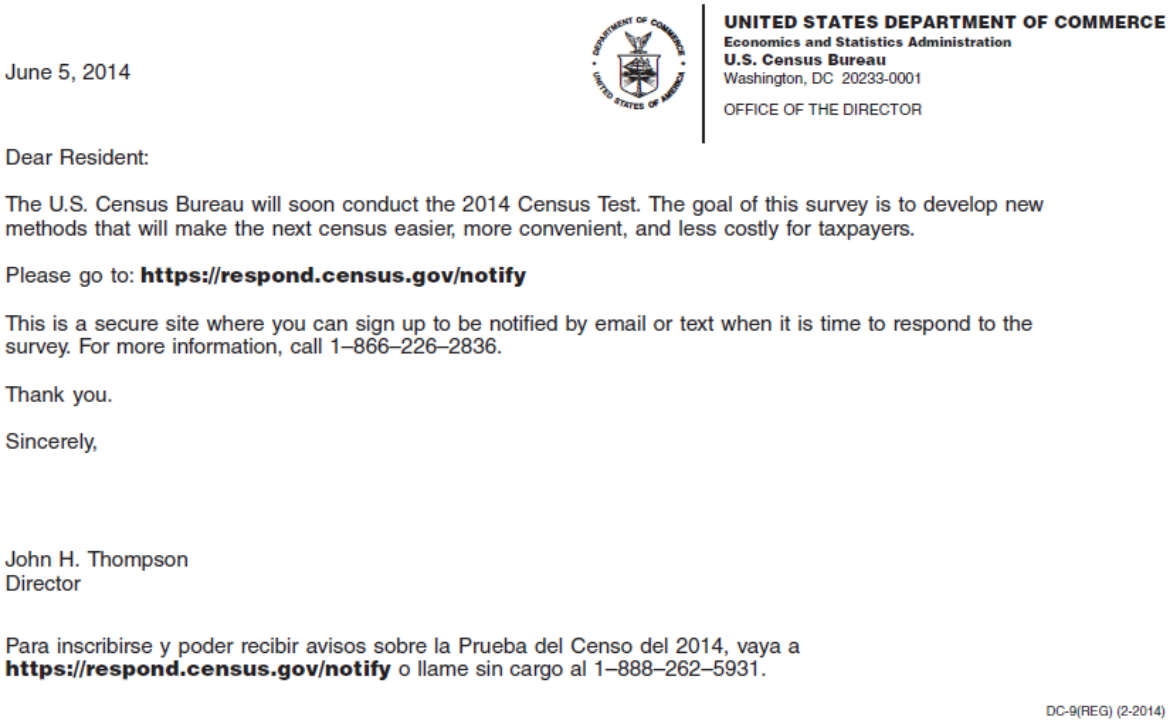
Findings

The materials for the expert review included both a postcard, written in English with one sentence in Spanish at the bottom of the postcard, as well as the text appearing on-screen in the actual "Notify Me" website. The reviewers pursued all possible paths on the "Notify Me" website and attempted to generate all possible error messages, in an effort to see all the text that might appear on-screen as users interact with the site. The translation errors, with an emphasis on grave errors that would prevent a user from completing the pre-registration process, as well as recommendations to correct such errors, are below[1].

[1] Throughout this expert review, back translations are provided in brackets. When English text is utilized in a Spanish translation, the Census Bureau's convention is to place that text between parentheses and in italics to indicate that it is in another language. For example, the English term "PO Box" could be rendered in a Spanish translation as "apartado postal (*PO Box*)."

1. Expert Review of Spanish Translation of Postcard

a. Back Side of Postcard



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

OFFICE OF THE DIRECTOR

June 5, 2014

Dear Resident:

The U.S. Census Bureau will soon conduct the 2014 Census Test. The goal of this survey is to develop new methods that will make the next census easier, more convenient, and less costly for taxpayers.

Please go to: **https://respond.census.gov/notify**

This is a secure site where you can sign up to be notified by email or text when it is time to respond to the survey. For more information, call 1–866–226–2836.

Thank you.

Sincerely,

John H. Thompson
Director

Para inscribirse y poder recibir avisos sobre la Prueba del Censo del 2014, vaya a **https://respond.census.gov/notify** o llame sin cargo al 1–888–262–5931.

DC-9(REG) (2-2014)

Translation of Spanish text:

> [To sign up and be able to receive notifications about the 2014 Census Test, go to **https://respond.census.gov/notify** or call toll free at 1–888–262–5931.]

Recommendation:

- *Issue 1. Priority: High*. While the Spanish sentence is grammatically correct, it immediately asks respondents to sign up for the Census Test. Respondents presumably do not know what the Census Test is since they cannot read the English explanation above that sentence. Given the limited space available for additional text, we recommend changing the Spanish sentence so that the first phrase they read lets them know where they can go to get more information:

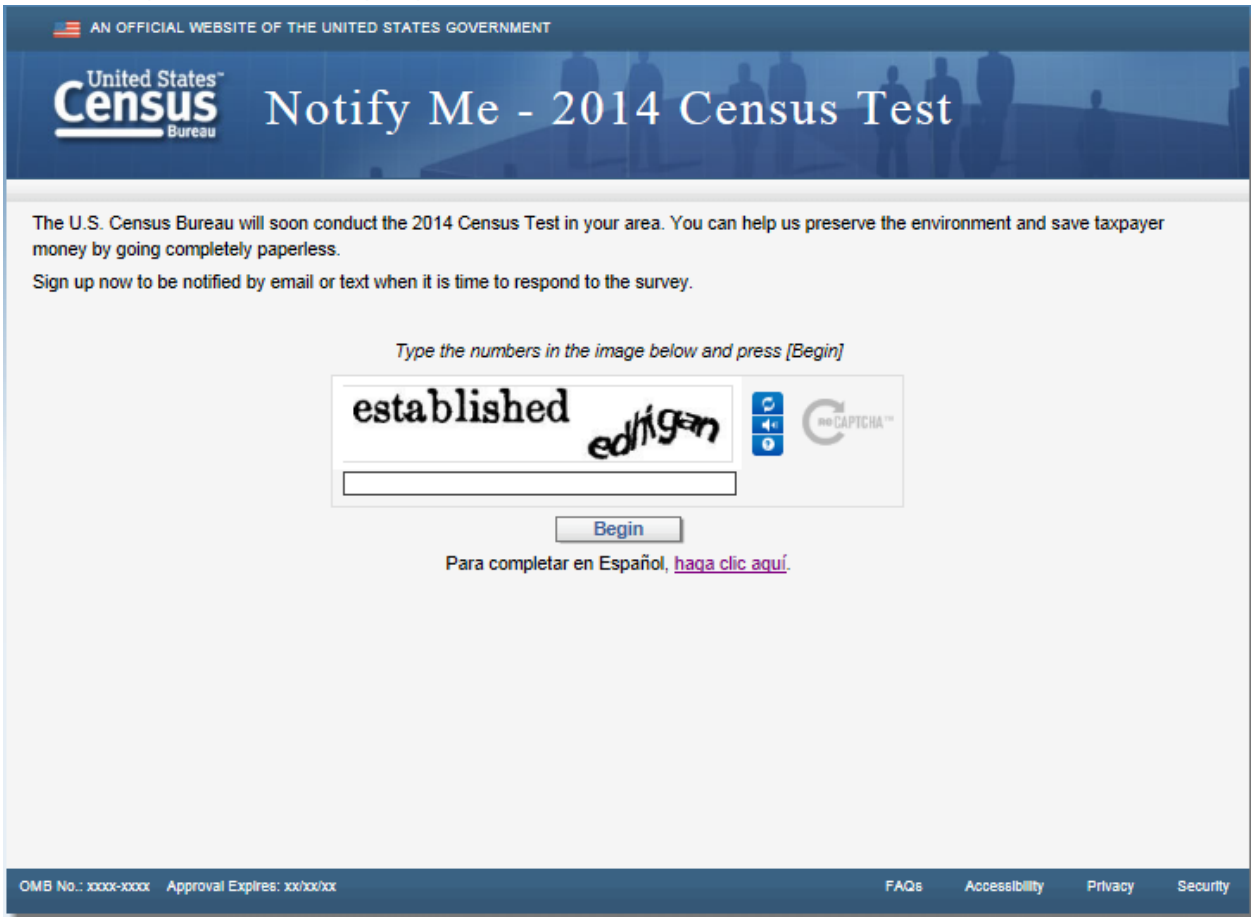
  Para más información sobre la Prueba del Censo del 2014 y para poder inscribirse, vaya a **https://respond.census.gov/notify** o llame sin cargo al 1–888–262–5931.

  [For more information about the 2014 Census Test and to be able to sign up, go to **https://respond.census.gov/notify** or call toll free at 1–888–262–5931.]

2. Expert Review of Spanish Translation of "Notify Me" Website

The "Notify Me" website allowed users to enter contact information so that they could be notified during the administration of the 2014 Census Test that they need to complete a census questionnaire. The website collected such information as address, telephone number, and email address, and attempted to verify the identity of the user via account information from an external site such as Google, Symantec, or Paypal.

a. Pre-Registration Landing Page



Recommendations:

- *Issue 1. Priority: High.* The directions in English say to type the "numbers" in the image below, but the captcha image contains letters. We recommend changing "numbers" to "characters" or to "numbers or letters" if both numbers and letters are possible in the captcha image. If only letters are possible, we recommend changing "numbers" to "letters."
- *Issue 2. Priority: Low.* "Español" should not have a capital "E;" this is grammatically incorrect. It should be "español."

b. Spanish Captcha Screen

Error Messages:

If the captcha is left blank:

[Recaptcha not valid]

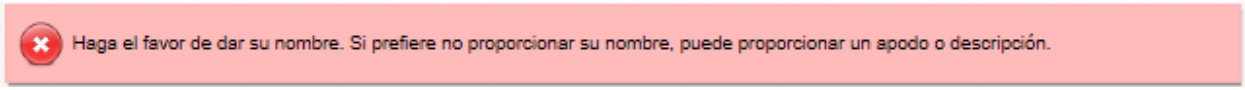
Recommendations:

- *Issue 1. Priority: High.* The directions in Spanish say to type the "números" [numbers] in the image below, but the captcha actually contains letters. We recommend changing "números" [numbers] to "caracteres" [characters] or to "números o letras" [numbers or letters] if both numbers and letters are possible in the captcha image. If only letters are possible, we recommend changing "números" [numbers] to "letras" [letters].
- *Issue 2. Priority: High.* The 2nd sentence of the Spanish text currently does not match the English text. Based on consultations with the survey sponsor, the English should say "Help us reduce the use of paper and save taxpayer money," and the corresponding Spanish sentence should say "Ayúdenos a reducir el uso de papel y a ahorrar el dinero de los contribuyentes."

c. Name and Phone Number Screen

Error Messages:

If name screen is left blank:



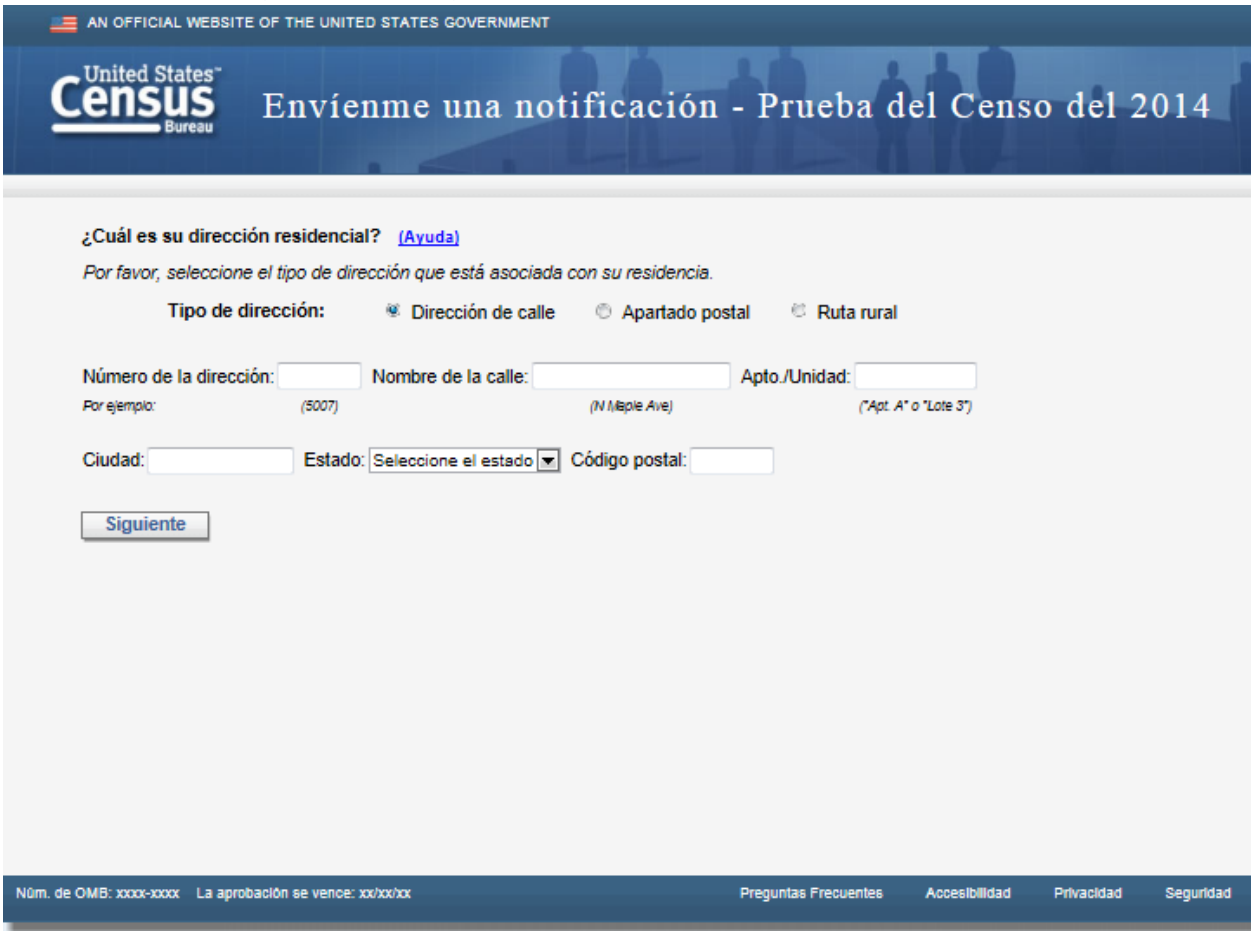
[Please give your name. If you prefer not to provide your name, please provide a nickname or description.]

Corresponding English error message:

Recommendation:

- *Issue 1. Priority: Low.* The Spanish error message translates "provide" inconsistently as either "dar" or "proporcionar" throughout the instrument. We recommend using one Spanish term consistently to translate the same English term. "Dar" [give] is a lower register term than "proporcionar" [provide] and thus preferrable. We recommend changing the text of this error message to, "Haga el favor de dar su nombre. Si prefiere no dar su nombre, puede dar un apodo o descripción." [Please give your name. If you prefer not to give your name, please give a nickname or description.]

d. Address Screen (Street Address)

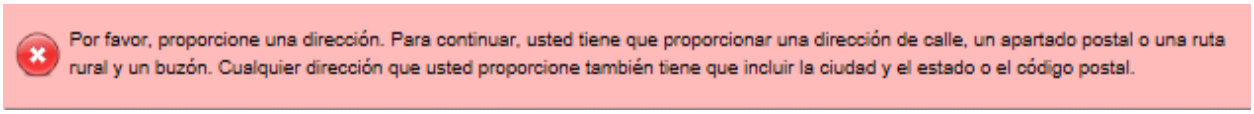


Error Messages:

Error message if address is blank:

[Please, provide an address.]

Error message if address is blank twice:



[Please, provide an address. To continue, you need to provide a street address, a PO Box, or a rural route and a mailbox. Whichever address you provide also needs to include the city and the state or the zip code.]

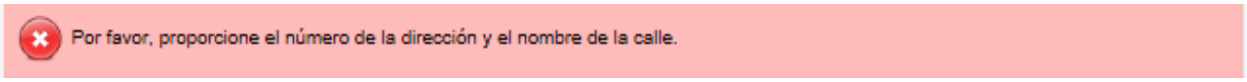
Error message if a street is provided but not a city/state/zip:

[Provide the city and the state or a valid zip code.]

Error message if a street is provided but not a city/state/zip twice:

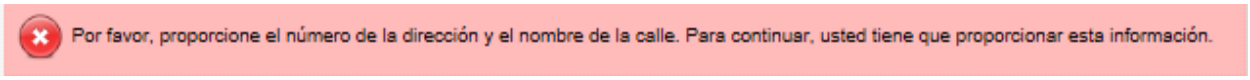
[Provide the city and the state or a valid zip code. To continue, you need to provide this information.]

Error message if a city/state/zip is provided but not a street:



[Please, provide the address number and the street name.]

Error message if a city/state/zip is provided but not a street twice:



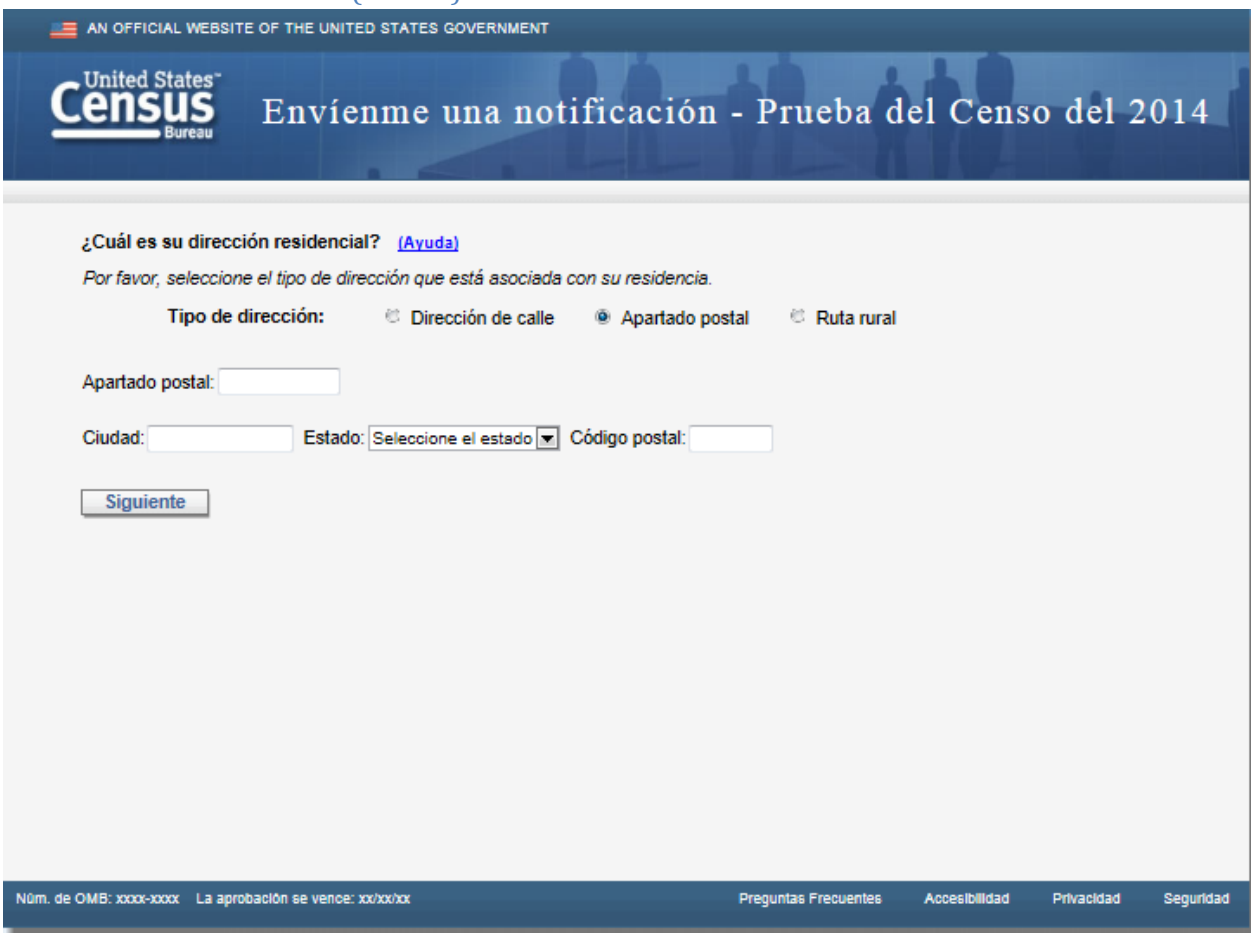
[Please, provide the address number and the street name. To continue, you need to provide this information.]

Recommendations:

- *Issue 1. Priority: High.* The term "apartado postal" [PO Box] was very poorly understood by Spanish-speaking respondents in the Spanish usability testing of the 2014 Census Test instrument (Goerman et al., forthcoming). While some respondents were not sure what an "apartado postal" was, others actually said they thought it was an "apartment number" or "zip code," which could cause misreports at this question. Based on those findings, we recommend changing "apartado postal" to "apartado postal (*PO Box*)." Spanish-speaking respondents in the U.S. who use PO Boxes are likely to be familiar with the English term. This change would need to be made both in the question text and in the error message that appears if the address is left blank twice in a row. We recommend further cognitive testing in the future to determine if the concept of a "PO Box" exists in most Spanish-speaking countries' postal systems, and if one translation for this term is well understood by respondents of different national origins, particularly for respondents who have a PO Box.
- *Issue 2. Priority: Medium.* The term "ruta rural" [rural route] was not well understood by Spanish-speaking respondents in the Spanish usability testing of the 2014 Census Test (Goerman et al., forthcoming). Respondents found the term confusing and reported that they had never heard of a rural route. Based on those findings, we recommend changing "ruta rural" to "ruta rural (*rural route*)." Spanish-speaking respondents who live on a rural route are likely to be familiar with the English term. This change would need to be made both in the question text and in the error message that appears if the address is left blank twice in a row. We recommend further cognitive testing in the future to determine if the concept of a "rural route" exists in most Spanish-speaking countries' postal systems, and if one translation for this term is well understood by respondents of different national origins, particularly those who live on rural routes.
- *Issue 3. Priority: Medium.* Prior cognitive testing has shown that for some respondents, the term "residencia" [residence] can imply a mansion or a boarding house. As a result, the preferred translation on Census Bureau forms is normally "vivienda." Based on those findings, we recommend changing "su dirección residencial" [your residential address] to "la dirección de su vivienda" [the address for your residence], and further cognitive testing to explore the best translation for "residential address" for respondents of varying national origins.

- *Issue 4. Priority: Low.* See Section 2, Screen C, Issue 1 for discussion of the Spanish translation of the term "provide."

e. Address Screen (PO Box)

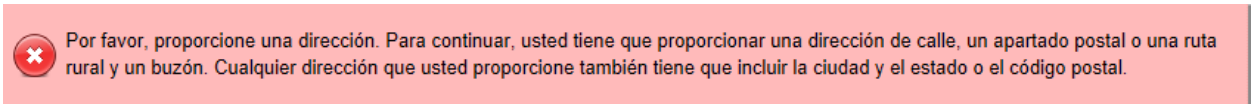


Error Messages:

Error message if address is left blank:

[Please, provide an address.]

Error message if address is left blank twice:

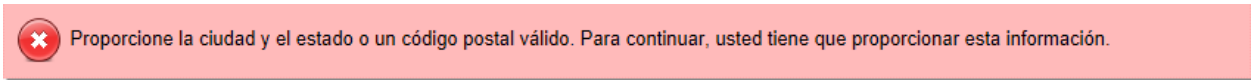


[Please, provide an address. To continue, you need to provide a street address, a PO Box, or a rural route and a mailbox. Whichever address you provide also needs to include the city and the state or the zip code.]

Error message if a PO Box is provided but not a city/state/zip:

[Provide the city and the state or a valid zip code.]

Error message if a PO Box is provided but not a city/state/zip twice:

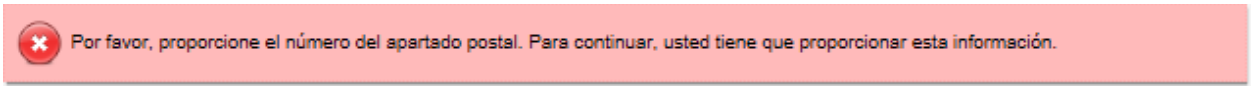


[Provide the city and the state or a valid zip code. To continue, you need to provide this information.]

Error message if city/state/zip is provided but PO box is blank:

[Please, provide the PO Box number.]

Error message if city/state/zip is provided but PO box is blank twice:

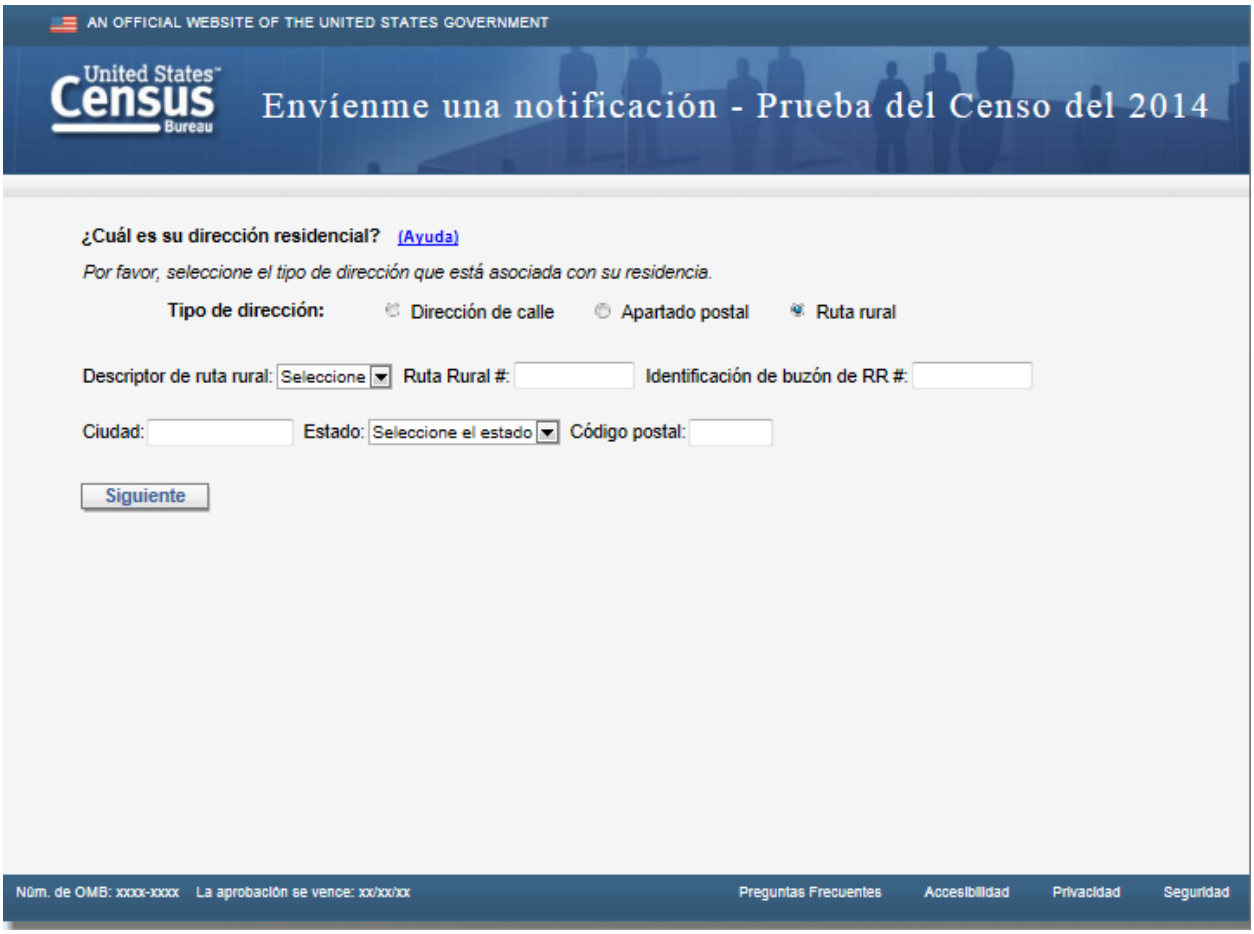


[Please, provide the PO Box number. To continue, you need to provide this information.]

Recommendations:

- *Issue 1. Priority: High.* See Section 2, Screen D, Issue 1 for discussion of the Spanish translation of the term "PO Box."
- *Issue 2. Priority: Medium.* See Section 2, Screen D, Issue 3 for discussion of the Spanish translation of the term "residence."
- *Issue 3. Priority: Low.* See Section 2, Screen C, Issue 1 for discussion of the Spanish translation of the term "provide."

f. Address Screen (Rural Route)

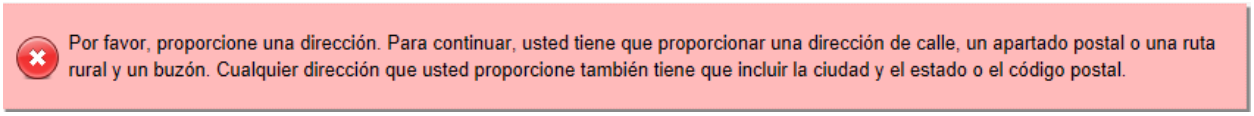


Error Messages:

Error message if address is left blank:

[Please, provide an address.]

Error message if address is left blank twice:



[Please, provide an address. To continue, you need to provide a street address, a PO Box, or a rural route number and a mailbox. Whichever address you provide also needs to include the city and the state or the zip code.]

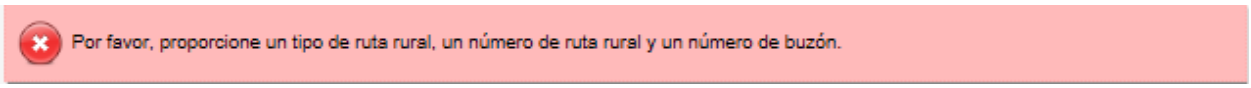
Error message if rural route is provided but city/state/zip is left blank:

[Provide the city and the state or a valid zip code.]

Error message if rural route is provided but city/state/zip is left blank twice:

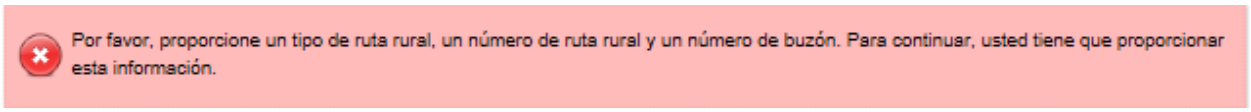
[Provide the city and the state or a valid zip code. To continue, you need to provide this information.]

Error message if city/state/zip is provided but rural route is left blank:



[Please, provide a rural route type, a rural route number, and a mailbox number.]

Error message if city/state/zip is provided but rural route is left blank twice:



[Please, provide a rural route type, a rural route number, and a mailbox number. To continue, you need to provide this information.]

Recommendations:

- *Issue 1. Priority: Medium.* See Section 2, Screen D, Issue 3 for discussion of the Spanish translation of the term "residence."
- *Issue 2. Priority: Medium.* See Section 2, Screen D, Issue 2 for discussion of the Spanish translation of the term "rural route."
- *Issue 3. Priority: Low.* The phrase "Ruta Rural #:" [# Rural Route:] should be "Núm. de Ruta Rural (*Rural Route*)" [Rural Route No.]. Word order in Spanish requires that "number" appear before "rural route." See Section 2 Screen D Issue 2 for discussion of the Spanish translation of the English term "rural route." If space considerations are a concern, in this case we suggest that "Núm. de Ruta Rural" without the English term in parentheses would also be acceptable.
- *Issue 4. Priority: Low.* The phrase "Identificación de buzón de RR #:" [# Rural Route Mailbox ID] should be "Núm. de identificación de buzón de Ruta Rural (*Rural Route*):" [Rural Route Mailbox ID No.]. Word order in Spanish requires that "number" appear before "rural route" and the abbreviation "RR" for "rural route" is probably not commonly understood in Spanish, so it should be spelled out rather than abbreviated. See Section 2 Screen D Issue 2 for discussion of the Spanish translation of the English term "rural route." If space considerations are a concern, in this case we suggest that "Núm. de identificación de buzón de Ruta Rural" without the English term in parentheses would also be acceptable.
- *Issue 5. Priority: Low.* See Section 2, Screen C, Issue 1 for discussion of the Spanish translation of the term "provide."

g. Address Screen Help Text

Si tiene más de una dirección asociada con su residencia, haga el favor de dar la dirección de calle si está disponible. Por ejemplo, si usted normalmente usa un apartado postal o dirección de Ruta Rural para el correo, entre la dirección física de calle, tal como la que le daría a una compañía de envíos para que le entregaran un paquete en su casa.

Para las **direcciones residenciales**, tal como 5007 N Maple Ave, usted puede anotar su dirección en los campos para la dirección.

- El número de la dirección es el identificador numérico de su dirección de calle, por ejemplo 5007.
- El nombre de calle es el nombre de su calle, por ejemplo N Maple Ave.
- Apto./Unidad se refiere a cualquier información de la unidad que sea parte de su dirección, tal como un número de apartamento, número de unidad o lote. Usted deberá anotar tanto el tipo de unidad como el número. Por ejemplo, entre "Apt A" o "Lot 3" o "Unit 2-H" o "Room 12".
- Si usted comparte la misma dirección con otros alojamientos, tal como un apartamento en un sótano o un garaje, o incluso una estructura separada en el mismo lote (por ejemplo, un remolque detrás de la casa principal), proporcione esa información en Apto./Unidad.

Si usted usa un **apartado postal** en lugar de una dirección de calle, deberá seleccionar el tipo de dirección de apartado postal (al oprimir el botón a la izquierda de la etiqueta de apartado postal) y anotar su dirección en los campos de dirección de apartado postal.

- Proporcione el número del apartado
- Proporcione la ciudad, el estado y el código postal

Para las direcciones de **Ruta Rural**, deberá

seleccionar la dirección de Ruta Rural al oprimir el botón a la izquierda de la etiqueta de Ruta Rural y luego anotar su dirección en los campos indicados.

- Use el menú desplegable para seleccionar el descriptor de ruta rural, tal como:
  - RR - Ruta rural
  - HC - Ruta de servicio de contrato de entregas (antiguamente Ruta de contrato de carreteras)
  - SR - Ruta Star
  - PSC - Centro de servicio postal
  - RTE - Ruta
- Proporcione el número de Ruta Rural
- Proporcione el número del buzón
- Proporcione la ciudad, el estado y el código postal

Cerrar ventana

Recommendations:

- *Issue 1. Priority: High.* See Section 2, Screen D, Issue 1 for discussion of the Spanish translation of the term "PO Box."
- *Issue 2. Priority: Medium.* See Section 2, Screen D, Issue 2 for discussion of the Spanish translation of the term "rural route."
- *Issue 3. Priority: Medium.* See Section 2, Screen D, Issue 3 for discussion of the Spanish translation of the term "residence."
- *Issue 4. Priority: Medium.* The term "remolque" [trailer] is not commonly used in all Spanish-speaking countries and is not well understood. Ideally, the translation for "trailer" should be cognitively tested with people of different national origins and educational backgrounds, but in the absence of cognitive testing, we recommend putting the English translation in parenthesis for clarification. It would read, "remolque (*trailer*)." We recommend further cognitive testing in the future to determine if there is a translation of this concept that is well-understood by respondents of different national origins.
- *Issue 5. Priority: Medium.* The rural route descriptors are terms that respondents probably seldom see translated. As such, we recommend providing the English route names in parenthesis:
  - The phrase "Ruta rural" [Rural Route] would say "Ruta rural (*Rural Route*)."
  - In the case of the phrase "Ruta de servicio de contrato de entregas (antiguamente Ruta de contrato de carreteras)" [Contract Delivery Service Route (formerly Highway Contract Route)], we also recommend removing the parenthesis around the phrase "antiguamente Ruta de contrato de carreteras" [formerly Highway Contract Route] to reduce confusion. It would read "Ruta de servicio de contrato de entregas (*Contract Delivery Service Route*), antiguamente Ruta de contrato de carreteras (*Highway Contract Route*)."
  - The phrase "Ruta Star" [Star Route] would say "Ruta Star (*Star Route*)."

- The phrase “Centro de servicio postal” [Postal Service Center] would say “Centro de servicio postal (*Postal Service Center*).”
- The term “Ruta” [Route] would say “Ruta (*Route*).”

- *Issue 6. Priority: Low.* The term “unidad” [unit] may not be well understood by respondents of varying national origins. We recommendation further cognitive testing to verify whether this term is well understood by respondents.

h. Screen when Unable to Complete the Notify Me Process

Recommendation:

- *Issue 1. Priority: Medium.* The word “respecto” [respect] is misspelled, and should be spelled as “respeto.”

i. Printed Materials Page

Recommendation:

- *Issue 1. Priority: Medium.* There is a typo in the phrase "visite en enlace" [visit in link]. It should be "visite el enlace" [visit the link].

j. Email Address or Text Message Preference Screen

Error Messages:

Error message if you leave the email/text message screen blank:

[Be so kind as to provide a response to this question.]

Recommendations:

- None.

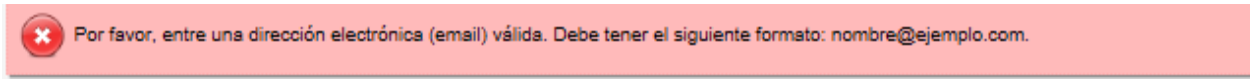
k. Email Address Screen

Error Messages:

Error message if email address screen is left blank:

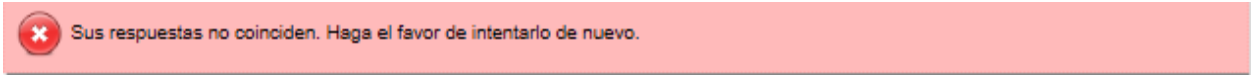
[Be so kind as to provide a response to this question.]

Error message if email address is in an invalid format:



[Please, enter a valid email address. It should have the following format: name@example.com.]

Error message if email addresses do not match:



[Your responses do not match. Be so kind as to try again.]

Recommendation:

- *Issue 1. Priority: Medium.* If the email address is in an invalid format, the error message that appears uses an inconsistent translation for "email address." The error message currently says "dirección electrónica (email)" [electronic address (email)], while the actual question text uses, "dirección de correo eletrónico" [electronic mail address]. The latter is preferred; we recommend replacing "dirección eletrónica (email)" with "dirección de correo eletrónico" in the error message so that "email address" is consistently and correctly translated.

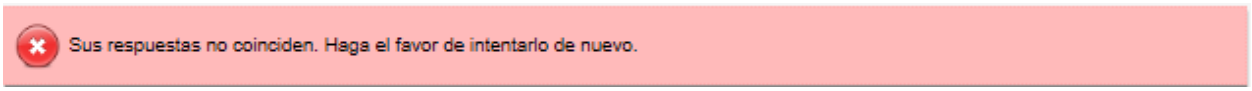
l. Cell Phone Screen

Error Messages:

Error message if cell phone is left blank:

[Be so kind as to provide a response to this question.]

Error message if the phone numbers do not match:

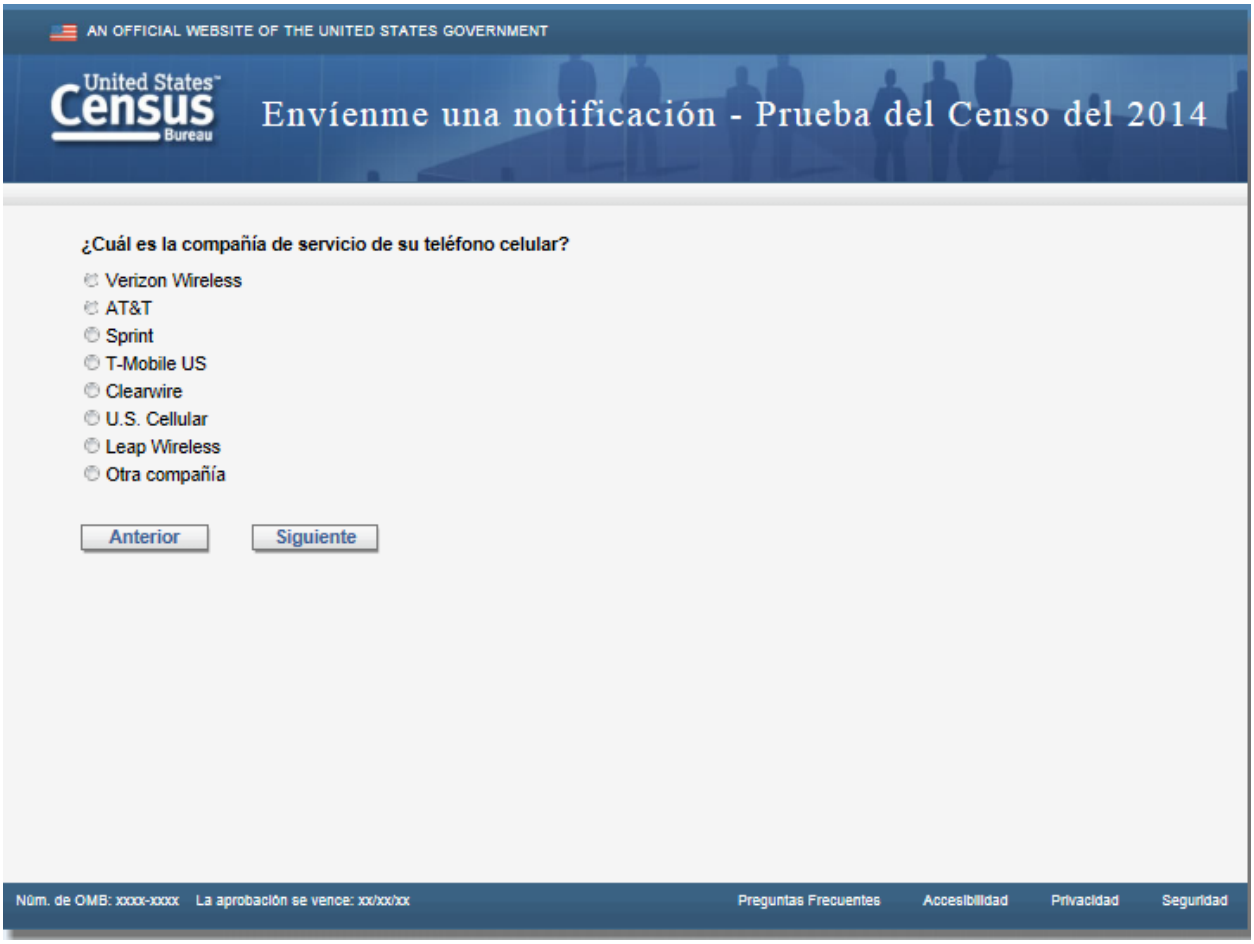


[Your responses do not match. Be so kind as to try again.]

Recommendations:

None.

m. Cell Carrier Screen



Error Messages:

Error message if cell carrier is left blank:

[Be so kind as to provide a response to this question.]

Recommendations:

- None.

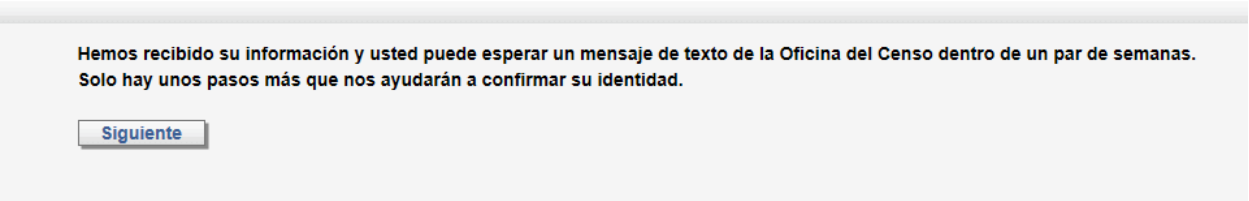
n. How Respondent Heard About Census Test Screen

Recommendation:

- *Issue 1. Priority: Medium.* The phrase "acerca de sitio de Internet" [about website] has a grammatical error and should be "acerca del sitio de Internet" [about the website].

o. Confirmation Screen

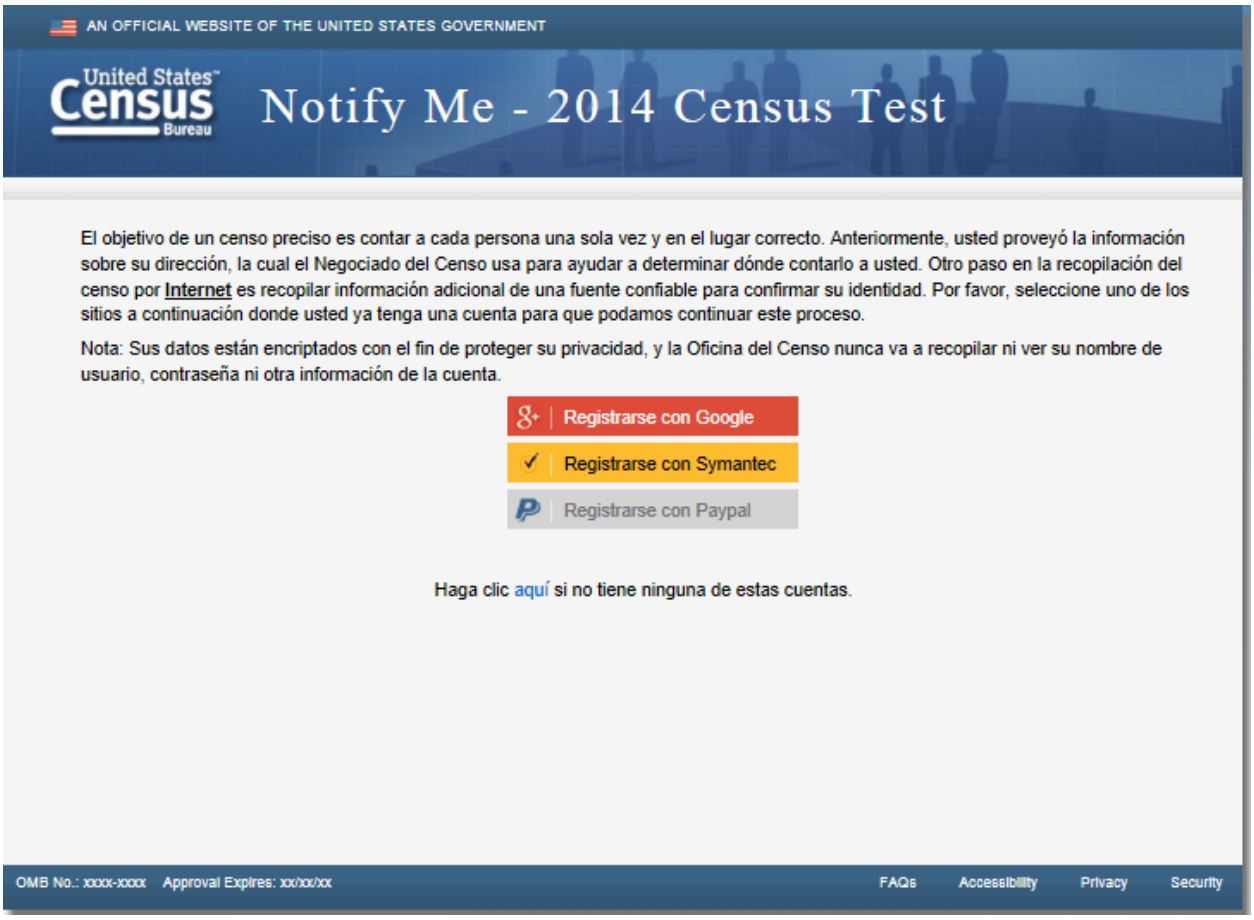
Alternate text if preferred contact method was via text message:



Recommendations:

- None.

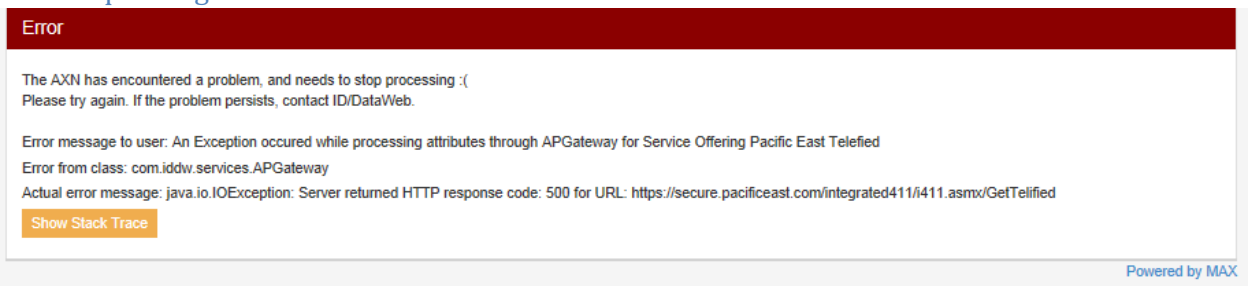
p. Google/Symantec/Paypal Screen



Recommendation:

- *Issue 1. Priority: High.* The phrase "Census Bureau" is inconsistently translated on this screen as both "el Negociado del Censo" and "la Oficina del Censo." The phrase "el Negociado del Censo" is the preferred translation in Puerto Rico, but for stateside Spanish the phrase "la Oficina del Censo" is the preferred translation. We recommend changing "el Negociado del Censo" to "la Oficina del Censo" on this page for usage stateside.

q. Google Screen

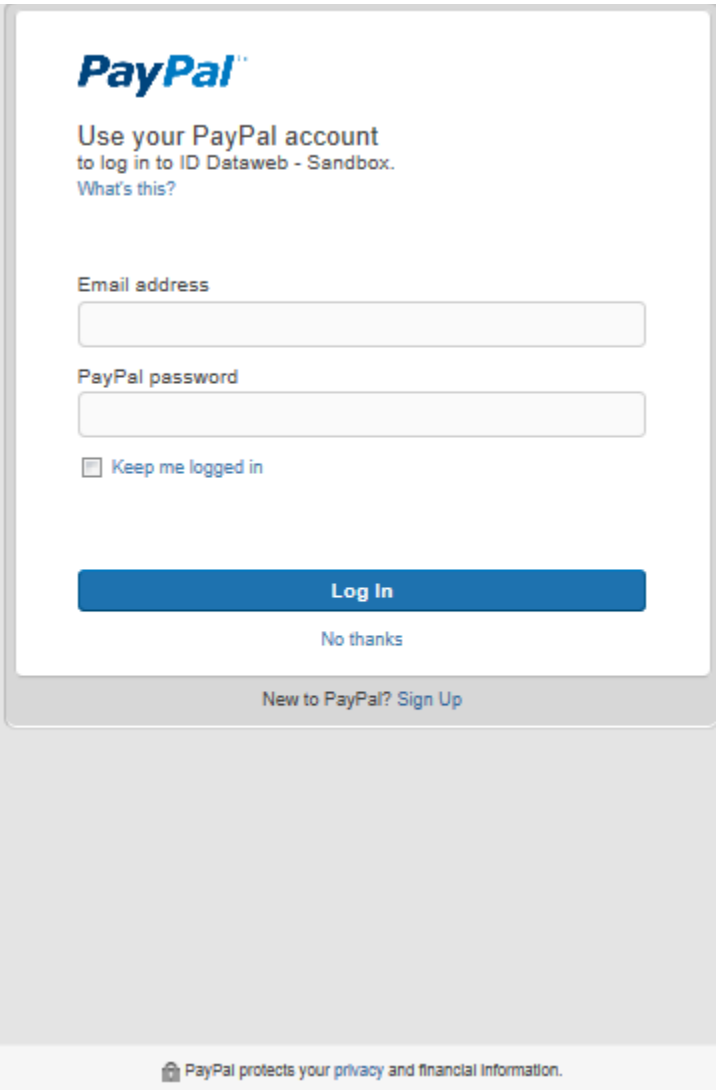


Recommendations:

- *Issue 1. Priority: High.* Unfortunately, this link did not work and we could not review the google screen. Regardless, we recommend that the Google landing page be in Spanish when this link is clicked from the Spanish

version of the Notify Me website. If this is not a possibility, we recommend that there be some prominently displayed text on the screen that respondents can click to view the page in Spanish.

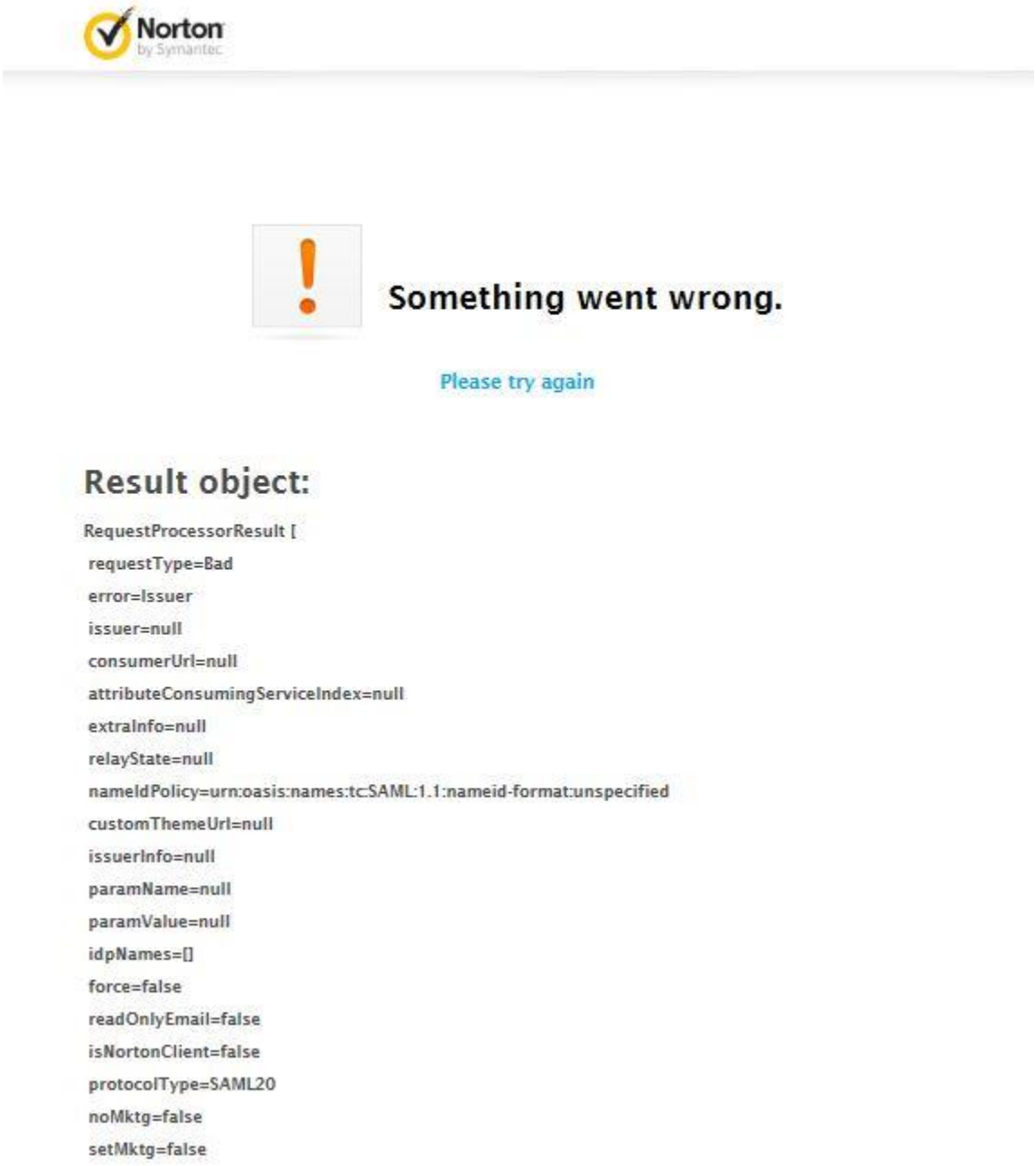
r. Paypal Screen



Recommendation:

- *Issue 1. Priority: High.* We recommend that the PayPal landing page be in Spanish when this link is clicked from the Spanish version of the Notify Me website. If this is not a possibility, we recommend that there be some prominently displayed text on the screen that respondents can click to view the page in Spanish.

s. Symantec Screen



Recommendation:

- *Issue 1. Priority: High.* Unfortunately, this link did not work and we could not review the Symantec screen. Regardless, we recommend that the Symantec landing page be in Spanish when this link is clicked from the Spanish version of the Notify Me website. If this is not a possibility, we recommend that there be some prominently displayed text on the screen that respondents can click to view the page in Spanish.

t. Thank and End Screen

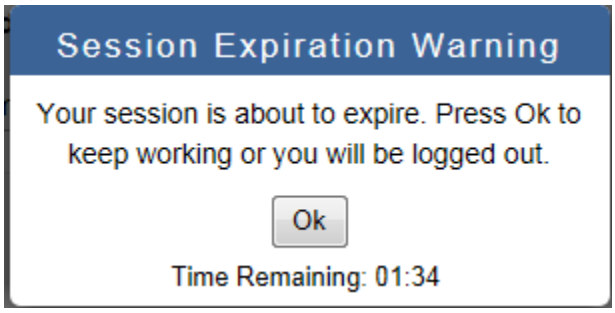
Alternate text if preferred method of contact is via text message:

Gracias. Cuando la Oficina del Censo se comunique con usted dentro de un par de semanas, por favor, haga clic en el enlace de la encuesta en el mensaje de texto y complete la Prueba del Censo del 2014.

Recommendations:

- None.

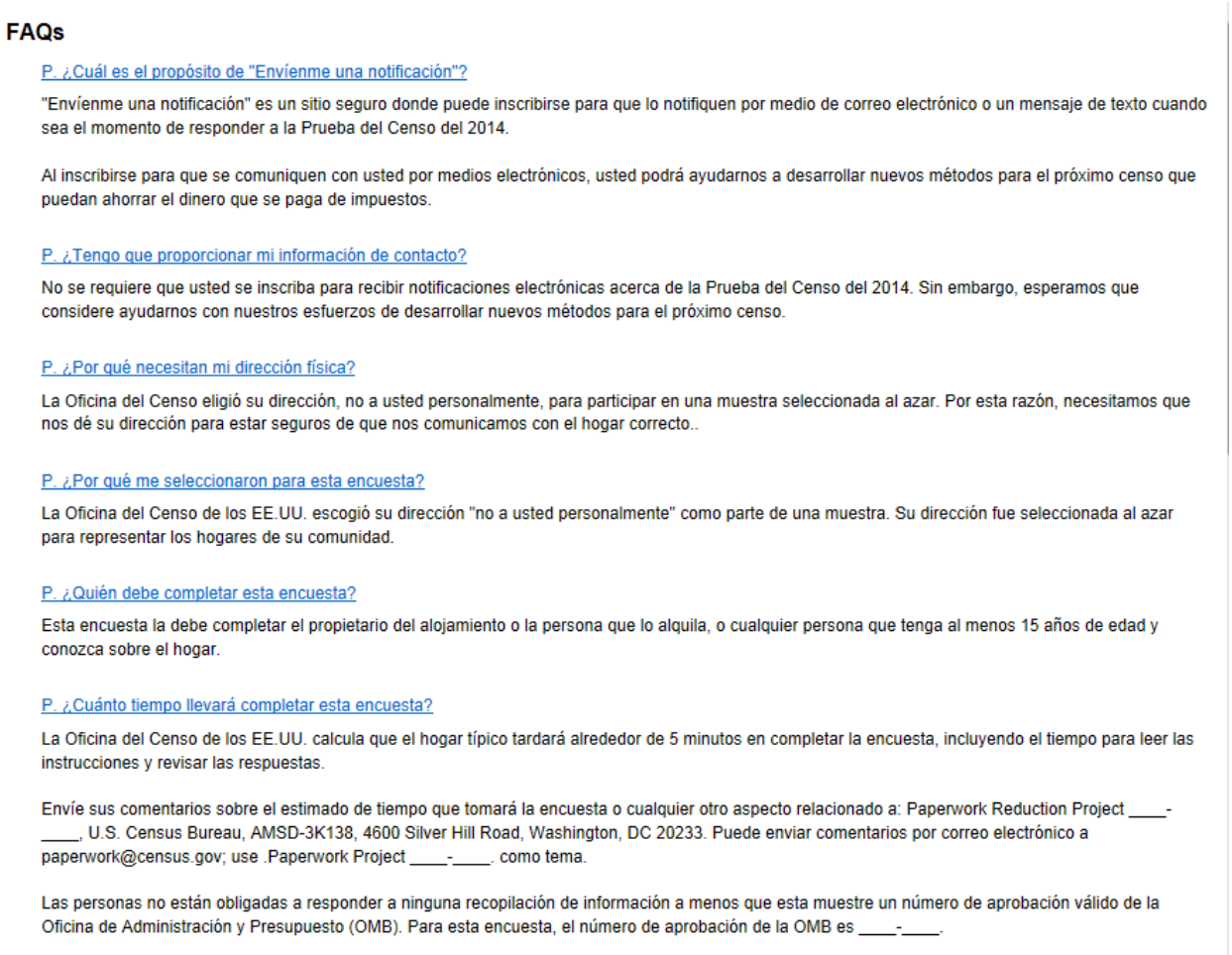
u. Session Expiration Warning



Recommendation:

- *Issue 1. Priority: High.* We recommend that the session expiration warning appear in Spanish. If respondents do not speak English, they will be unable to interpret the meaning of this warning and will lose the data that they have entered.

v. FAQ's



FAQs

P. ¿Cuál es el propósito de "Envíenme una notificación"?

"Envíenme una notificación" es un sitio seguro donde puede inscribirse para que lo notifiquen por medio de correo electrónico o un mensaje de texto cuando sea el momento de responder a la Prueba del Censo del 2014.

Al inscribirse para que se comuniquen con usted por medios electrónicos, usted podrá ayudarnos a desarrollar nuevos métodos para el próximo censo que puedan ahorrar el dinero que se paga de impuestos.

P. ¿Tengo que proporcionar mi información de contacto?

No se requiere que usted se inscriba para recibir notificaciones electrónicas acerca de la Prueba del Censo del 2014. Sin embargo, esperamos que considere ayudarnos con nuestros esfuerzos de desarrollar nuevos métodos para el próximo censo.

P. ¿Por qué necesitan mi dirección física?

La Oficina del Censo eligió su dirección, no a usted personalmente, para participar en una muestra seleccionada al azar. Por esta razón, necesitamos que nos dé su dirección para estar seguros de que nos comunicamos con el hogar correcto..

P. ¿Por qué me seleccionaron para esta encuesta?

La Oficina del Censo de los EE.UU. escogió su dirección "no a usted personalmente" como parte de una muestra. Su dirección fue seleccionada al azar para representar los hogares de su comunidad.

P. ¿Quién debe completar esta encuesta?

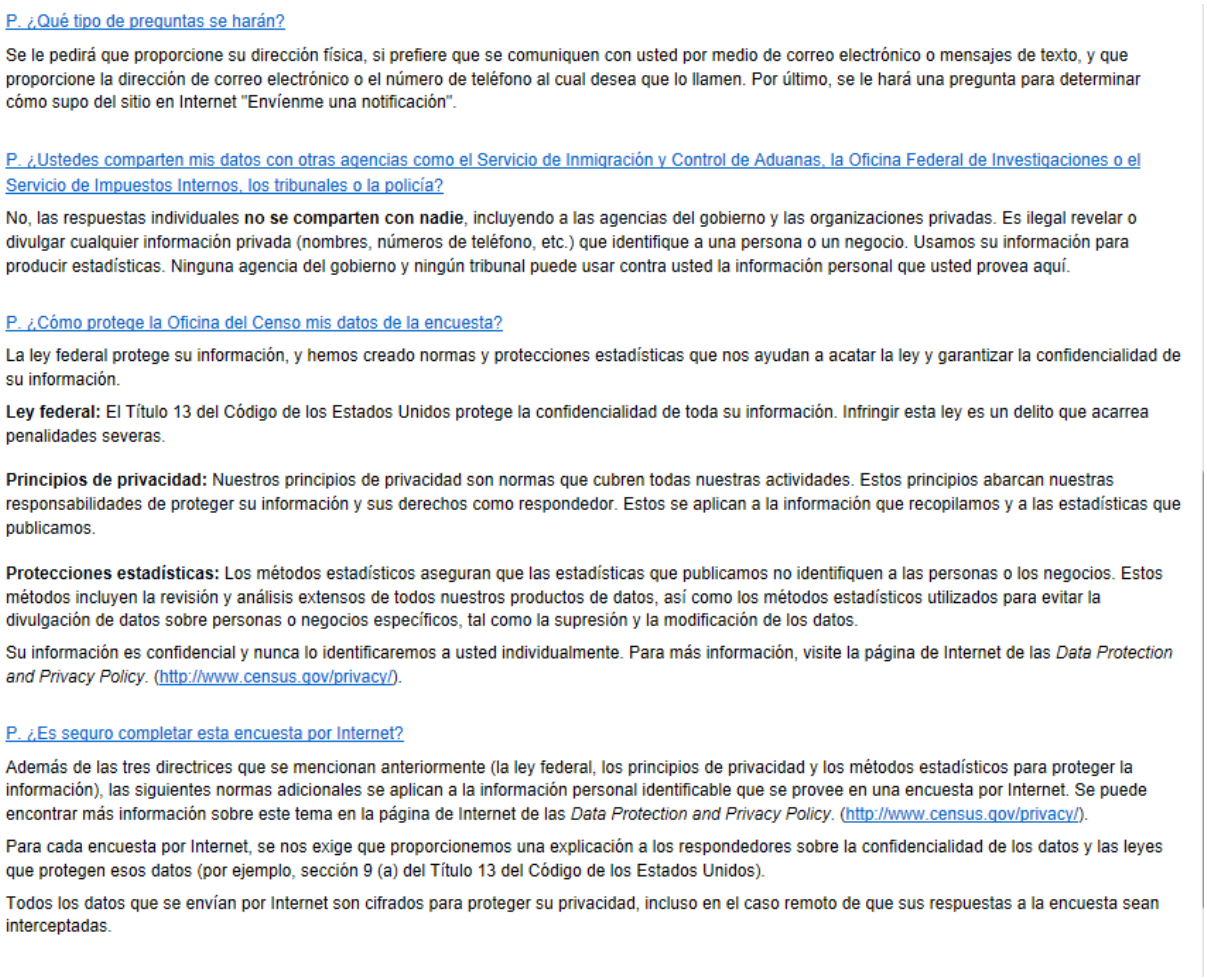
Esta encuesta la debe completar el propietario del alojamiento o la persona que lo alquila, o cualquier persona que tenga al menos 15 años de edad y conozca sobre el hogar.

P. ¿Cuánto tiempo llevará completar esta encuesta?

La Oficina del Censo de los EE.UU. calcula que el hogar típico tardará alrededor de 5 minutos en completar la encuesta, incluyendo el tiempo para leer las instrucciones y revisar las respuestas.

Envíe sus comentarios sobre el estimado de tiempo que tomará la encuesta o cualquier otro aspecto relacionado a: Paperwork Reduction Project ____-____, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. Puede enviar comentarios por correo electrónico a paperwork@census.gov; use .Paperwork Project ____-____. como tema.

Las personas no están obligadas a responder a ninguna recopilación de información a menos que esta muestre un número de aprobación válido de la Oficina de Administración y Presupuesto (OMB). Para esta encuesta, el número de aprobación de la OMB es ____-____.



P. ¿Qué tipo de preguntas se harán?

Se le pedirá que proporcione su dirección física, si prefiere que se comuniquen con usted por medio de correo electrónico o mensajes de texto, y que proporcione la dirección de correo electrónico o el número de teléfono al cual desea que lo llamen. Por último, se le hará una pregunta para determinar cómo supo del sitio en Internet "Envíenme una notificación".

P. ¿Ustedes comparten mis datos con otras agencias como el Servicio de Inmigración y Control de Aduanas, la Oficina Federal de Investigaciones o el Servicio de Impuestos Internos, los tribunales o la policía?

No, las respuestas individuales **no se comparten con nadie**, incluyendo a las agencias del gobierno y las organizaciones privadas. Es ilegal revelar o divulgar cualquier información privada (nombres, números de teléfono, etc.) que identifique a una persona o un negocio. Usamos su información para producir estadísticas. Ninguna agencia del gobierno y ningún tribunal puede usar contra usted la información personal que usted provea aquí.

P. ¿Cómo protege la Oficina del Censo mis datos de la encuesta?

La ley federal protege su información, y hemos creado normas y protecciones estadísticas que nos ayudan a acatar la ley y garantizar la confidencialidad de su información.

Ley federal: El Título 13 del Código de los Estados Unidos protege la confidencialidad de toda su información. Infringir esta ley es un delito que acarrea penalidades severas.

Principios de privacidad: Nuestros principios de privacidad son normas que cubren todas nuestras actividades. Estos principios abarcan nuestras responsabilidades de proteger su información y sus derechos como respondedor. Estos se aplican a la información que recopilamos y a las estadísticas que publicamos.

Protecciones estadísticas: Los métodos estadísticos aseguran que las estadísticas que publicamos no identifiquen a las personas o los negocios. Estos métodos incluyen la revisión y análisis extensos de todos nuestros productos de datos, así como los métodos estadísticos utilizados para evitar la divulgación de datos sobre personas o negocios específicos, tal como la supresión y la modificación de los datos.

Su información es confidencial y nunca lo identificaremos a usted individualmente. Para más información, visite la página de Internet de las *Data Protection and Privacy Policy*. (http://www.census.gov/privacy/).

P. ¿Es seguro completar esta encuesta por Internet?

Además de las tres directrices que se mencionan anteriormente (la ley federal, los principios de privacidad y los métodos estadísticos para proteger la información), las siguientes normas adicionales se aplican a la información personal identificable que se provee en una encuesta por Internet. Se puede encontrar más información sobre este tema en la página de Internet de las *Data Protection and Privacy Policy*. (http://www.census.gov/privacy/).

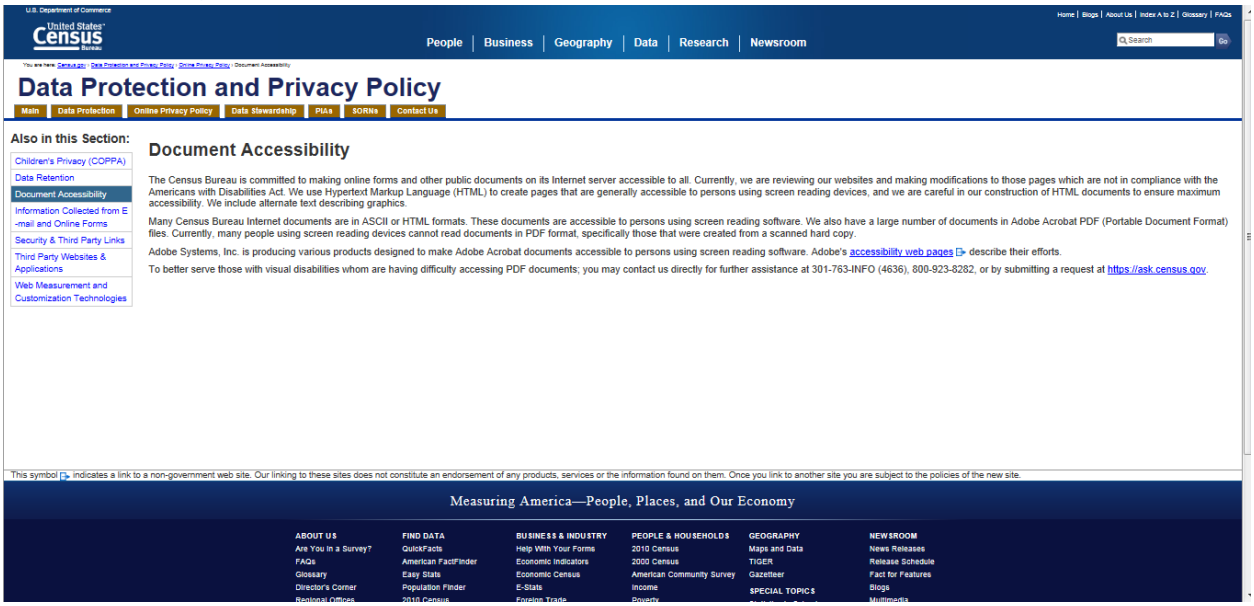
Para cada encuesta por Internet, se nos exige que proporcionemos una explicación a los respondedores sobre la confidencialidad de los datos y las leyes que protegen esos datos (por ejemplo, sección 9 (a) del Título 13 del Código de los Estados Unidos).

Todos los datos que se envían por Internet son cifrados para proteger su privacidad, incluso en el caso remoto de que sus respuestas a la encuesta sean interceptadas.

Recommendations:

- *Issue 1. Priority: Medium.* The title of the FAQ's pop-up screen currently reads "FAQs," which is in English. This should say "Preguntas frecuentes" [frequent questions].
- *Issue 2. Priority: Medium*. In the question, "¿Por qué me seleccionaron para esta encuesta?" [Why was I chosen for this survey?], the phrase "no a usted personalmente" [not you personally] should not be in quotation marks. Additionally, there should be a comma after "dirección" and another after "personalmente" to offset this clause. The correct sentence would read "La Oficina del Censo de los EE.UU. escogió su dirección, no a usted personalmente, como parte de una muestra." [The US Census Bureau chose your address, not you personally, as part of a sample.]
- *Issue 3. Priority: Medium.* The phrase "propietario de alojamiento" [homeowner] has high register terminology. We recommend replacing it with the lower register "dueño de la vivienda" [homeowner].
- *Issue 4. Priority: Medium.* The phrase "acatar la ley" [comply with the law] has high register terminology. We recommend replacing it with the lower register "cumplir con la ley" [comply with the law].
- *Issue 5. Priority: Low.* In the question, "¿Por qué necesitan mi dirección física?" [Why do you need my physical address?], there is an extra period at the end of the sentence that answers this question. We recommend deleting the extra period.

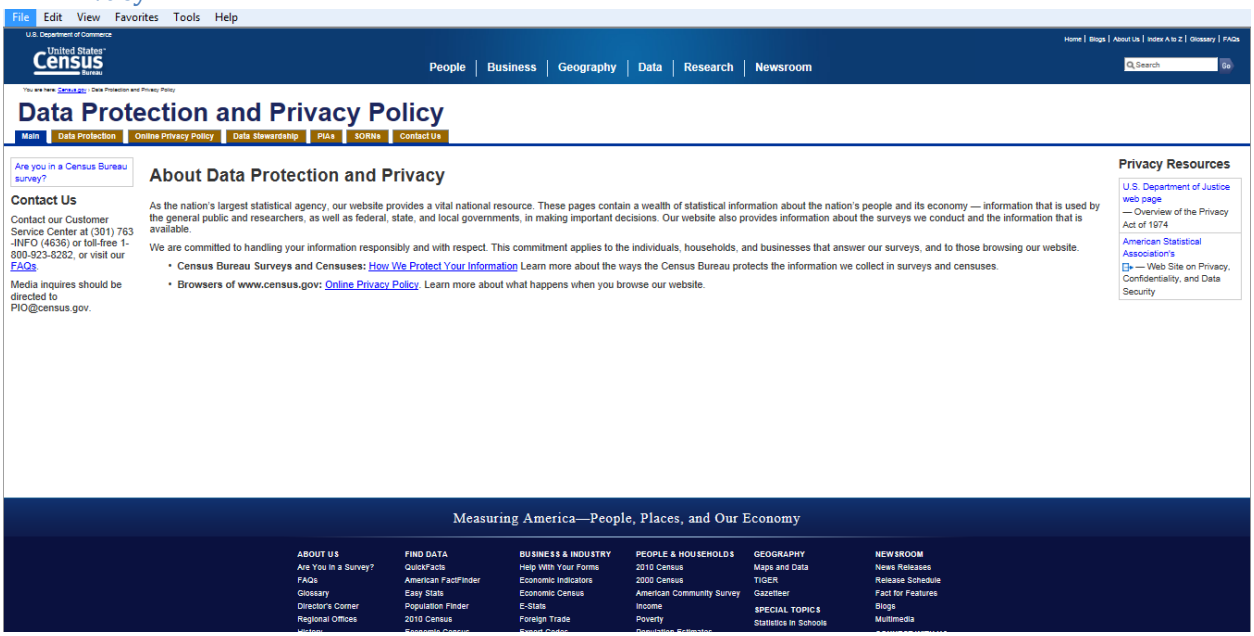
w. Accessibility



Recommendation:

- *Issue 1. Priority: Medium.* We recommend that this page be displayed in Spanish if respondents click to it from the Spanish version of the Notify Me page. If this is not a possibility, we recommend that there be some prominently displayed text on the screen that respondents can click to view the page in Spanish.

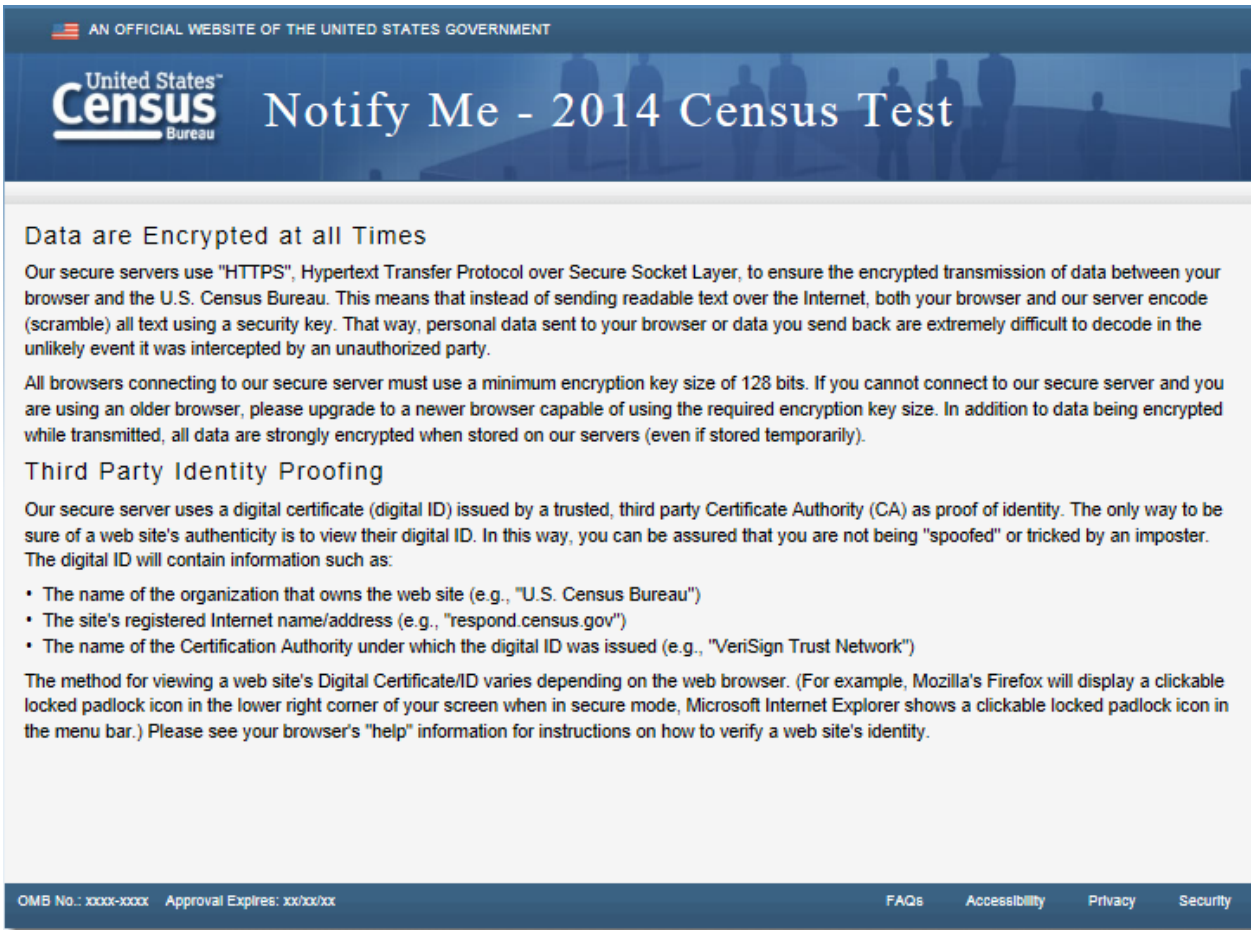
x. Privacy



Recommendation:

- *Issue 1. Priority: Medium.* We recommend that this page be displayed in Spanish if respondents click to it from the Spanish version of the Notify Me page. If this is not a possibility, we recommend that there be some prominently displayed text on the screen that respondents can click to view the page in Spanish.

y. Security



Recommendation:

- *Issue 1. Priority: Medium.* We recommend that this page be displayed in Spanish if respondents click to it from the Spanish version of the Notify Me page. If this is not a possibility, we recommend that there be some prominently displayed text on the screen that respondents can click to view the page in Spanish.

Conclusion

If the text is translated for any pages that the "Notify Me" site links to, those translations should be reviewed in the future. Additionally, any future implementation of the Spanish translation of the "Notify Me" website should undergo Spanish usability and cognitive testing in addition to the expert review that was conducted. While expert reviews can uncover many problems with the translations for survey instruments, testing with respondents often provides additional insights.

References

Goerman, P., Meyers, M., and Simmons, D. (forthcoming) "Usability Results for the 2014 Census Test Online Spanish Instrument" To be posted on the U.S. Census Bureau's Center for Survey Measurement online research archive.