

# Do They Read It? Using Paradata to Evaluate the Extent to Which Respondents Attend to Confidentiality Pledge Language

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## Research Question

Do respondents notice the  
new confidentiality  
language?

## Spoiler: Main Takeaway

Respondents did NOT particularly focus on the new language and did NOT spend more time on it.

# Methodology

	Census	BLS
<b>Paradata</b>	Eye Tracking	Timing & Response Rate
<b>Mode</b>	In-person	Online
<b>Sample</b>	Volunteers in DC Metro area	Amazon Mechanical Turk Workers
<b>Number of Respondents</b>	30	1,067
<b>Test Elements</b>	<ol style="list-style-type: none"> <li>1. Demographics</li> <li>2. Invitation letter</li> <li>3. Confidentiality pledge</li> <li>4. Cognitive interview</li> </ol>	<ol style="list-style-type: none"> <li>1. Disclaimer</li> <li>2. Confidentiality pledge</li> <li>3. Demographics</li> </ol>

# Pledge Versions Tested

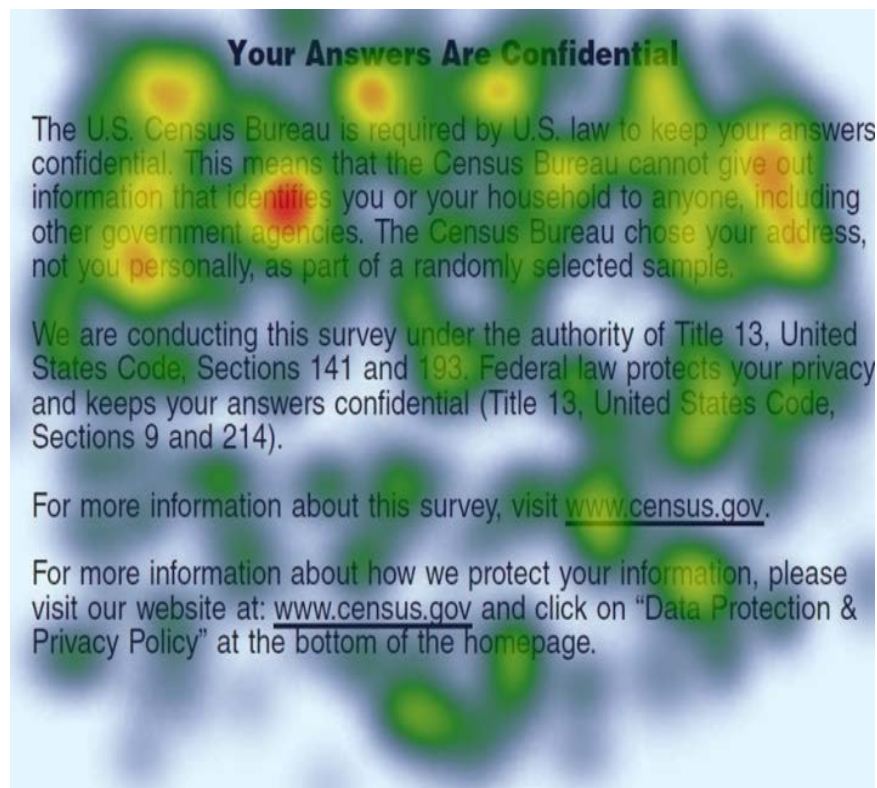
Census Paradata	DHS	Further, your data are protected from cybersecurity risks by the Department of Homeland Security through security monitoring of the systems that transmit your data.
Census Paradata	Cybersecurity	Further, your data are protected from cybersecurity risks by security monitoring of the Census Bureau information systems.
BLS Web Survey: with and without	Enhancement Act	Per the Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data.

# Census – Eye Tracking

- SMI BeGaze 2.5 software for analysis of eye-tracking data (capture rate = 250Hz)
- Analysis Methods:
  - **Heat maps**
  - **Focus maps**
  - **Gaze plots**

# Heat Maps

## Control



- Heat maps – Show in warmer colors where the most and longest fixations (places the eye stops) occurred

# Heat Maps

## Cybersecurity

### Your Answers Are Confidential

The Census Bureau is required by U.S. law to protect your information (Title 13, United States Code, Sections 9 and 214). This means that the Census Bureau will only use your responses for statistical purposes and cannot give out information that identifies you or your household. Further, your data are protected from cybersecurity risks through security monitoring of Census Bureau information systems.

We are conducting this survey under the authority of Title 13, United States Code, Sections 141 and 193. For more information about this survey, visit [www.census.gov](http://www.census.gov).

For more information about how we protect your information, please visit our website at [www.census.gov](http://www.census.gov) and click on "Data Protection & Privacy Policy" at the bottom of the homepage.

## DHS

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# Focus Maps

## Control

### **Your Answers Are Confidential**

The U.S. Census Bureau is required by U.S. law to keep your answers confidential. This means that the Census Bureau cannot give out information that identifies you or your household to anyone, including other government agencies. The Census Bureau chose your address, not you personally, as part of a randomly selected sample.

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- **Focus maps** – Highlight with black and white contrast where attention was focused

# Focus Maps

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# Eye Tracking Conclusions

Participants read the confidentiality language but did NOT particularly focus on the new content in either the “Cybersecurity” or “DHS” versions of the pledge.

# BLS - Timing

- On average, participants spent 31.4 seconds on the page with their assigned pledge version
- No significant difference in timing between standard and new pledge versions (73 words without the new language, 94 words with)
  - Also, no meaningful differences found in unit or item non-response rates to survey questions by pledge version
- Probably just long enough to skim content
- Other results (such as recall) suggest respondents may rely on heuristics/prior beliefs rather than close reading to understand the pledge content

# Timing Conclusions

Participants did NOT take more time to read the longer pledge version (“Enhancement Act”) with new confidentiality language.

# Discussion

- Based on the paradata alone it does not seem that respondents attended to specific details of the confidentiality language.
- Paradata offers objective information about respondent behavior, but interpretation is difficult without other information.
- Limitations:
  - Volunteer respondents
  - Small number of participants with valid eye tracking data
  - Time/eye fixations may not accurately reflect attention
  - Paradata captured on initial read-through of confidentiality language only

# Questions or comments?

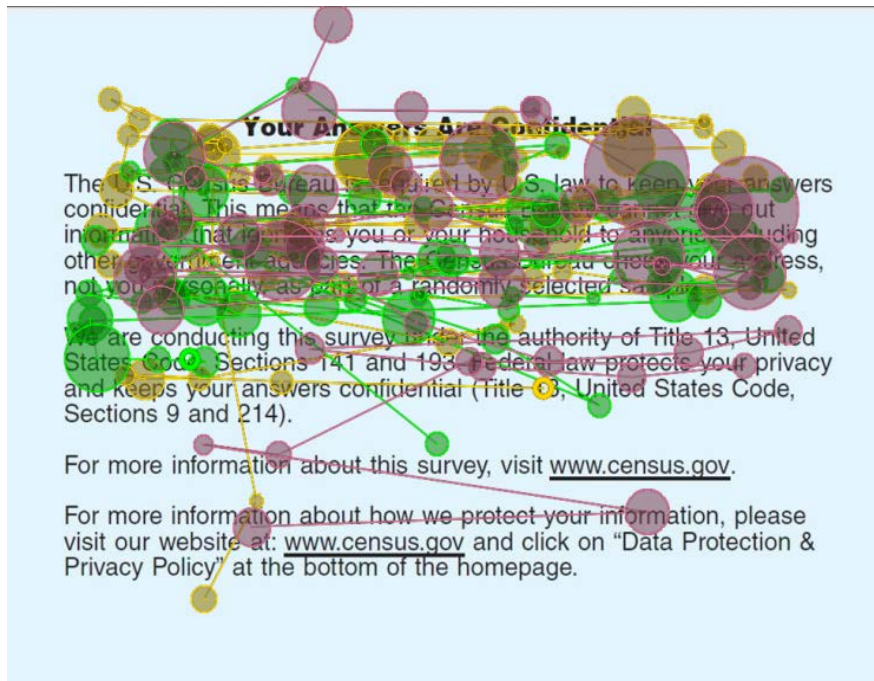
Contact me at: [casey.m.eggleson@census.gov](mailto:casey.m.eggleson@census.gov)

# ADDITIONAL SLIDES



# Gaze Plots

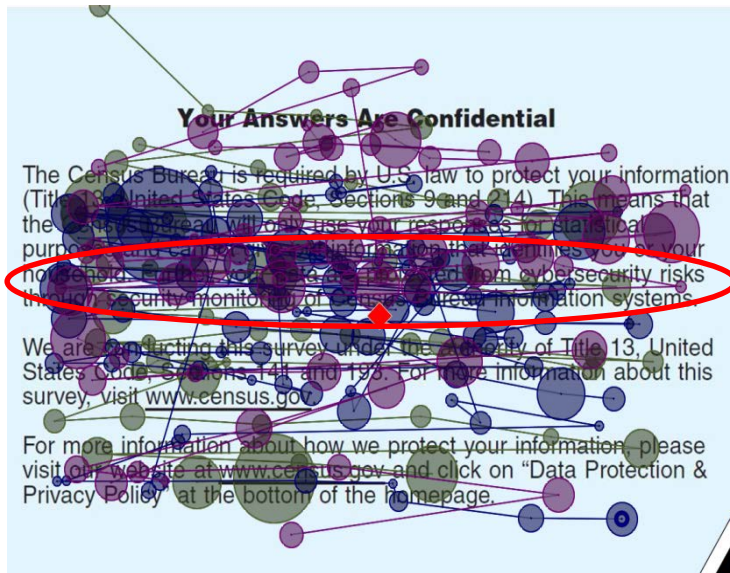
## Control



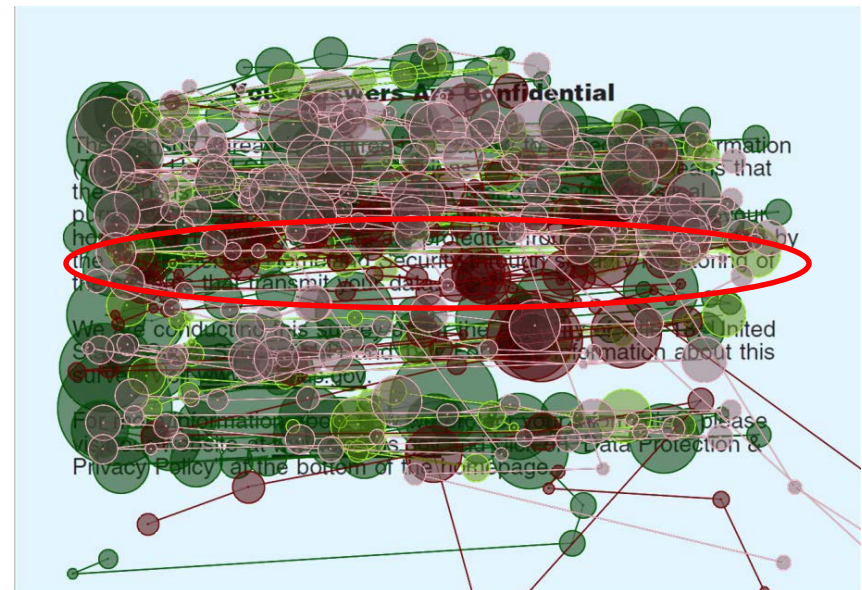
- **Gaze plots** – Where the eye stops (fixation) is illustrated by a dot (longer fixations represented by larger dots)

# Gaze Plots

## Cybersecurity



## DHS



# Pledge Versions - Census

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**Cybersecurity: Further, your data are protected from cybersecurity risks by security monitoring of the Census Bureau information systems.**

**DHS: Further, your data are protected from cybersecurity risks by the Department of Homeland Security through security monitoring of the systems that transmit your data.**

# Pledge Versions - BLS

The Bureau of Labor Statistics, its employees, agents, and partner statistical agencies, will use the information you provide for statistical purposes only and will hold the information in confidence to the full extent permitted by law. In accordance with the Confidential Information Protection and Statistical Efficiency Act of 2002 (Title 5 of Public Law 107-347) and other applicable Federal laws, your responses will not be disclosed in identifiable form without your informed consent.

**Enhancement Act: Per the Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data.**