

Development of a Doorstep Training Initiative for Bilingual Interviewers at the U.S. Census Bureau

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Disclaimer: This presentation is intended to inform people about research and to encourage discussion. The views expressed are those of the author and not necessarily those of the U.S. Census Bureau.

Doorstep Survey Messages for use across Languages

- Little literature about development of doorstep messages for use across languages
- Decade-long qualitative research program at the U.S. Census Bureau using different methods
 1. Field observation
 2. Expert review
 3. Focus groups
- Current research: Focus groups
- How to move the research forward and think about next steps

Previous Research at the Census Bureau

1. Field observation interviews in 8 languages
 - 2010 U.S. Census observation of 586 CAPI interviews (Pan & Lubkemann, 2013)
2. Expert review
 - 2015 U.S. Census Bureau study
3. Focus groups: 7 languages
 - 2015 U.S. Census Bureau study

Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, English

Doorstep messages

Examples

Interviewer introducing self

Showing ID card

Purpose and frequency of Census

Type of questions to be asked

Confidentiality

Census as mandatory

2015 Focus Group Findings across Languages

- Importance of verifying interviewer identity
- Some wanted more proof of identity, uniforms
- Purpose and importance of Census
- Desire for advance notification of visit
- Confidentiality
- Politeness
- Mandatory message (good or bad, variation)

Overview of Findings across Methods: 2010 and 2015

Recommendations	Language
<p>Order of messages, <u>politeness</u>, use interactive approach, Engage in conversation, background before purpose, de-emphasize mandatory nature</p>	<p>Chinese</p>
<p>Order of messages, Seniority and <u>politeness</u>, Honorific markers, emphasize no negative consequences</p>	<p>Korean</p>
<p>Length of survey, Use of appropriate pronouns based on age and sex of Resp. and Interviewer, how it will help their community</p>	<p>Vietnamese</p>

Overview of Findings across Methods: 2010 and 2015

Recommendations	Language
<p>De-emphasize mandatory message, importance of appropriate attire, emphasize short length of survey, no negative consequences, shared ethnicity interviewer and respondent, allow R to schedule interview</p>	<p>Spanish</p>
<p>Emphasize mandatory message, <u>politeness</u>, apologize in advance, official ID needed, emphasis on interviewer assisting respondent</p>	<p>Russian</p>
<p>Interactive approach, gender, appropriate attire, non-verbal behavior, honorific/deferential markers, MSA v. regional dialects</p>	<p>Arabic</p>
<p>Importance of showing ID, providing advance notice of visit, confidentiality, interviewer respectfulness and friendliness</p>	<p>English</p>

Current Research Project: Focus Groups

- 7 Languages: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, English (6 focus groups in each language)
- Monolingual v. bilingual speakers (3 groups each)
- 4 types doorstep interaction videos

1. Language Barrier

- Interviewer and respondent do not speak same language
- Showing of Census identification
- Showing Language Identification Flashcard for respondent to choose language and read message about purpose of visit
- Follow up feedback on language card

2. Unaware

- Respondent unaware of the Census

Messages:

- What the Census is, frequency
- Importance: funding for programs, services
- Easy, brief
- Confidentiality
- Legal requirement

3. Fear/ Mistrust of Government

Respondent mindset:

- Fear of dealing with government/penalties
- Wanting to be anonymous
- Lack of trust in government
 - Concerns about privacy, confidentiality

Messages used in fear/ mistrust context

- Not looking for individual, rather address
- Purpose and frequency of Census
- Importance of census
- Uses of data
- Types of questions to be asked
- Immigration status/social security numbers not to be discussed
- Privacy/confidentiality
- Use of data to distribute funds to communities
- Help for your community
- Participation legally required

4. Low Engagement

- Lack of interest/engagement

Messages:

- What the Census is, frequency
- Brief nature of form
- Importance for community
- Services and benefits
- Importance even for non-citizens
- Legal requirement

Type Probing and Discussion

- What did you like about the video?
 - Interviewer tone, appearance, gestures, eye contact?
- What did you dislike about the video?
- Was there anything some people might find difficult to understand?
- Anything unnatural/inappropriate for your culture?
- Would you be willing to participate if you heard these messages?

Project Status

- Focus groups currently underway in several languages
- Preliminary findings starting to come in
- Project to be completed by Sept 2017

Type Findings Anticipated

- What messages are most effective for each language group?
- Are there any messages that should be avoided?
- Are specific messages more salient with the different themed videos?
- Are there messages that resonate more for monolingual v. bilingual respondents?

Possible Next Steps for Training

- Creation of training module for bilingual Spanish-speaking interviewers
- 2018 Census “dress rehearsal”
- Interviewer feedback/follow up evaluation
- Development of additional language modules for 2020 (if budget and timing allow)

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