Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak® Case Study

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Background: NORC’s AmeriSpeak® Panel

- Nationally Representative Probability Sample of U.S. Households
  - AmeriSpeak sample frame: NORC’s area probability National Frame
  - Sample coverage for over 97% of U.S. households, enhanced coverage of
    - Rural
    - Low-income households

- AmeriSpeak Panel Recruitment Design: Two Stages
  - Sample units are invited by mail and phone outreach to join AmeriSpeak by visiting the Panel website or by telephone (in-bound/outbound supported)
  - Non-response follow-up using face-to-face/in-person visits
  - 34% AAPOR R3 (weighted) 2014-2016 panel recruitment

- English and Spanish languages supported for online, telephone, and in-person recruitment
Background: NORC’s AmeriSpeak® Latino

- AmeriSpeak® Latino: Representing the full diversity of the Latino population
  - Oversample of Hispanic and specifically Spanish-speaking segment
    - 5,000 Households
    - Demographically balanced sample representation
    - Additional demographics: language acculturation, diversity among Latino groups, etc.

- Largest-growing segment of U.S. population
  - In demand for marketing, health, policy, and social research

- Recruitment protocol sensitive to cooperation barriers
  - Language
  - Cultural and behavioral differences
  - Privacy concerns
Introduction

Obtaining representative samples of the Hispanic and Spanish speaking population in the United States for survey research is challenging!

How do we most effectively recruit Hispanic and Spanish Speaking respondents to the AmeriSpeak Panel?

How can we improve printed panel recruitment materials to target Hispanic and Spanish speaking populations?
Research Questions

- **Concepts**
  - How familiar are Hispanic and Spanish speaking respondents with surveys and social science research?
  - What messages for recruitment work well?
  - How we can integrate these findings into recruitment material messaging?

- **Language**
  - How do we effectively translate materials from English, paying attention to connotations?

- **Design**
  - How do we make design of materials (and the messages that the designs convey) conducive to Hispanic and Latino respondent recruitment?
Methods

- Research performed November - December 2016

- Two “Rounds” of qualitative research, in Spanish, with redesign in between rounds.
  - **Round 1**: Three In-Depth Interviews and one Focus Group
    - Gender: 2 F, 7 M
    - Education: 5 some HS, 3 HS graduates, 1 PhD
  - **Material Redesign**
  - **Round 2**: Three In-Depth Interviews and one Focus Group
    - Gender: 9 F, 2 M
    - Education: 8 some HS, 3 BA
Findings

The concept of “surveys”

- Majority of respondents were not familiar with surveys, or how surveys applied to them.
- Those that have heard about surveys didn’t necessarily distinguish marketing surveys from social science surveys.
  - Respondents were generally skeptical of the materials and wanted to know what we were selling.
- Some indicated that they did not know enough about particular topics (i.e., politics) to express an opinion.
Findings

The concept of “community”

- Community is an important concept for Latinos and Spanish Speakers
- Did not understand the idea of how an online panel or AmeriSpeak could become their community
  - They were already part of a community
  - Not a place for interaction with other people
- What worked: representation of one’s community through surveys
Findings

Concept & Language: Being an Influencer vs. Being Heard

- While in English, the concept of “Being an Influencer” may be more positive, it has a negative connotation in Spanish.

- In Spanish, concept of “listening to you” or “being heard” was more appealing.
  - Respondents were receptive to have opinions heard by government, institutions and companies.
Findings

Language: Corporate vs. Casual

- Overly formal or “corporate” sounding language made respondents feel as though material was not for them.

- Language simplified to be more casual
  - Example: “introductory survey,” or “encuesta introductoria” in Spanish changed to “first survey,” or “primera encuesta” in Spanish.
Findings

Design: Bilingual Example 1

- Respondents reacted positively to the concept of bilingual materials
  - Saw as signal that the organization cares about the Latino population.

- Some respondents found text difficult to read when Spanish and English were close to each other on page.

- When possible, placed Spanish on one side and English on the other, with an arrow indicating that the other language is on the other side….
Findings

Design: Bilingual Example 2

- When not possible, visually separated the languages through graphic design elements, such as visual barriers and color.
Findings

**Design: Selection of Images for Trust**

- Several respondents indicated that materials looked too corporate.
  - Expressed that more “personal” and “warmer” look to the materials would be more trustworthy.

**Changes Made:**

1. Graphics more colorful and rounded
2. Replaced “model-looking” photos for more “ordinary” people (include elderly, people with glasses, etc.).
3. Included images of families and cartoon-like elements.
**Concept**: Message revisions focused on how AmeriSpeak is an opinion-sharing platform by which respondents could represent themselves and their families and communities to corporate, government, and other entities through taking surveys.

**Language**: Reduced the quantity of text and simplified language.

**Design**: Materials were redesigned to have a less corporate look-and-feel, through the use of increased color and by highlighting family as a theme.
- Simplified design enough to encompass both languages, readably and comfortably, in the same document
Conclusions

Next Steps…

- Quantitative assessment of recruitment materials after current recruitment/data collection wave, with experimental design in heavily Latino census tracts:
  - English/Spanish
  - Spanish/English
  - Spanish Dominant
    - Does having more Spanish than English on recruitment materials significantly increase Spanish-language recruitment?
    - What is the effect of this language imbalance on bilingual Hispanic respondents choosing to respond in Spanish vs. English?
Thank You!

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Characteristics of In-Depth Interview Respondents

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## Characteristics of Focus Group Respondents

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