2020 Census Language Program

Overview

- Identify ways to reduce language barriers for respondents of Limited English Proficiency (LEP)
- Determine the optimal level of support in non-English languages for LEP households completing the 2020 Census
- Optimize the non-English content of questionnaires and associated non-questionnaire materials across data collection modes and operations
- Ensure cultural relevancy and meaningful translation of 2020 Census questionnaires and associated non-questionnaire materials
2020 Census Language Program
Mid-Decade Research on Language/Translation Services

Research and Testing

• Establishment National Advisory Committee Working Group on Language and feedback on non-English operations/materials
• Monitoring of language trends at the national, regional, and state levels
• Ongoing cognitive/usability testing of non-English instruments and materials

Consultations

• Consultations with federal agencies and their translation/interpretation staff
• Participation in meetings with leading industry professionals
• Review of resources provided by other federal agencies
Innovations for 2020
Expansion of Translation Effort and Multilingual Research

Creation of a Translation Branch
• In-House Translation, Project/Contract Management, Terminology/Translation Research
• Adhere to translation practices as described in ASTM F2575 – *Standard Guide for Quality Assurance in Translation*
• Follow professional standards for terminology research and documentation

Multilingual Research
• Usability and cognitive testing of non-English data collection instruments and materials
• Feedback from respondents on translated wording
• Respondents of diverse education levels, household compositions, demography, geography, level of English proficiency
Innovations for 2020
Translation Memory (TM)

Computer program that helps translators compare new text to previously translated text to increase their consistency, quality, and efficiency

- Automatically searches all previously translated text and provides matches to translators
- Increases style and terminology standardization
- Saves translators time researching previous translations and facilitate version control
- Not to be confused with online machine translation engines
Innovations for 2020

TM: Translation (Example)

2017 Census Test Landing Page

- Why should I respond?
  - The information you provide will help determine the content and design of the 2020 Census.
- It's safe, secure and confidential.
- Your information and privacy are protected.
- It's quick and easy.
- This survey will take about 10 minutes to complete.
- What to expect?
  - The Census Bureau asks general questions about the household, including how many people live in the house and if the home is owned or rented.
  - For each person, we also ask for the name, sex, date of birth, race and relationship to the respondent.
- The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census.
Innovations for 2020
TM: Translation Revisions (Example)

Everybody must take No FEAR Act training within 120 days of appointment and on a subsequent period of every 2 years.

80%

Cada empleado debe cursar la capacitación de la Ley No FEAR a 90 días o menos de habér sido asignado a su puesto y en un ciclo subsiguiente de cada dos años.
Innovations for 2020

TM: Search for Terminology (Example)

<table>
<thead>
<tr>
<th>Respondent's Actions</th>
<th>Translation</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a respondent does not want to be interviewed, you should...</td>
<td>Si un encuestado no quiere ser entrevistado usted debe:</td>
<td>100%</td>
</tr>
<tr>
<td>If a respondent is not home, you should leave a Notice of Visit somewhere where it cannot be seen from the street.</td>
<td>Si un encuestado no está en casa, debe dejarle un Aviso de Visita en un lugar que no se vea desde la calle.</td>
<td>100%</td>
</tr>
<tr>
<td>You are most likely to be scheduled to work during the hours when most respondents are home: during the weekends or during the afternoons and evenings on weak days.</td>
<td>Es más probable que se programe que trabaje durante las horas cuando la mayoría de los encuestados están en la casa: durante los fines de semana o durante las tardes y las noches de los días de semana.</td>
<td>100%</td>
</tr>
<tr>
<td>Never violate a respondent’s privacy by peeking in a window or over a fence.</td>
<td>Nunca viole la privacidad de un encuestado espiándolo por una ventana o sobre una cerca.</td>
<td>100%</td>
</tr>
<tr>
<td>You can always ask a respondent to spell a name if you are unsure.</td>
<td>Siempre le puede pedir al encuestado que deletree un nombre si no está seguro.</td>
<td>100%</td>
</tr>
<tr>
<td>A better idea would be to have the respondent spell the name for you.</td>
<td>Una mejor idea es hacer que el encuestado le deletree el nombre.</td>
<td>100%</td>
</tr>
<tr>
<td>Reading the questions louder is disrespectful, as there is likely nothing wrong with the respondent’s hearing.</td>
<td>Leer la pregunta en tono más alto podría ser irrespetuoso, ya que posiblemente no haya nada malo con la audición del encuestado.</td>
<td>100%</td>
</tr>
<tr>
<td>You are in the middle of an interview with a respondent.</td>
<td>Estás en medio de una entrevista con el encuestado.</td>
<td>100%</td>
</tr>
</tbody>
</table>
2020 Census Language Program

Then and Now: Planned Changes for 2020

2010
- Paper Questionnaires
- Telephone Questionnaire Assistance (Limited Language Options)
- Field Materials
- Language Assistance Guides (Paper)
- “It’s Easy” Videos (via Comcast)
- Language Identification Flashcard

2020
- Internet Instrument
- Paper Questionnaires
- Census Questionnaire Assistance (Expanded Language Options)
- Field Materials
- Field Enumeration Instrument
- Language Assistance Guides (Paper and Internet)
- Language Identification Flashcard
Examples of Instruments/Materials Planned for 2020

Internet Self-Response: Non-English Response Options

Example: 2016 Census Test non-English internet questionnaire
Examples of Instruments/Materials Planned for 2020

Census Questionnaire Assistance

- Conduct telephone interviews in non-English languages
- Provide general information and answers to questions about the 2020 Census and instructions on completing the questionnaires
- Available in the same number of languages as the Internet instrument

Example: 2017 Census Test Census Questionnaire Assistance Insert
Examples of Instruments/Materials Planned for 2020
Video Language Assistance Guides

• Assist non-English speaking respondents on filling out the Internet questionnaire

• Examples of video content:
  • What are the questions and why
  • Why participation in important
  • How to select the language
  • How to log in
  • How to navigate
  • How to submit

• Available via the internet

• Also used during partnership and communications events

Conceptual Example of Video Language Assistance Guide
Examples of Instruments/Materials Planned for 2020

Paper Language Assistance Guides

• Assist non-English speaking respondents who prefer the paper questionnaires or do not have easy access to the Internet

• Show English questionnaire
  • Highlight English text
  • Provide translated text with highlighted English text

• Printed copies available for partnership and communications
Reference

Issued
2020 Census Language Services Detailed Operational Plan
• Purpose and processes for language services operation
• Available online

Forthcoming
2020 Census Language Support Plan
• Final list of languages to support the 2020 Census
• Level of support for each language
• To be issued later this year