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A Study of Plain Language Writing Style for Ballots in English, Spanish, and Chinese

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Executive Summary

This research study was a replication and extension of the NIST study conducted in 2008 (Redish & Chisnell). In the previous study, two ballots were compared in what is referred to as "plain language" and "traditional language". Plain language is intended to be simpler and easier to understand than traditional language. Performance and voter satisfaction were measured by the number of errors produced, reading times, ability of users to spontaneously notice differences between ballots, and preference for one ballot over the other. In the current study, we have replicated the NIST study to include Spanish and Chinese languages (with English as a baseline), using the same two ballot styles used in the original NIST study. Ballots will were translated by Language Works and imported into GTRI's web-based Voting App Test Bed.

Following the protocol of the aforementioned study (Redish & Chisnell, 2008), we asked the following questions for each of three languages (Spanish, English and Simplified Chinese):

- 1) Do voters vote more accurately on a ballot with Plain Language (PL) instructions than on a ballot with Traditional Language (TL)?
- 2) Do voters recognize the difference in language between the two ballots?
- 3) Do voters prefer one ballot over the other?

Ballots were created using guidelines for writing clear instructions (Redish & Laskowski, 2009). Twelve English-speaking participants, seven Spanish-speaking participants, and eleven Chinese-speaking participants were tested using computerized ballots in a within-subjects counterbalanced design. Participants used both a Plain Language and a Traditional Language ballot in their native spoken language. Order was counterbalanced among participants.

As seen in the previous study, participants both made significantly more errors on the TL ballots than on the PL ballots and found the PL ballots significantly easier to use than the TL ballots in all three languages. Results suggest that voting ballots should contain plain language where possible. Future studies should evaluate non-English speakers' use of English ballots (both PL and TL) as well as use of ballots (both PL and TL) by participants with varied levels of education and income.

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Introduction

One of the defining features of American democracy is the right of all citizens to vote for elected officials. The equal right to vote is fundamental to the functioning of a free government for the citizens and by the citizens. In a country that is becoming more and more diverse with regard to language and communication, voting ballots that are easy to understand and that prevent voter error are essential in ensuring every vote is correct and equal. Of particular interest to the ease of use of voter interfaces is the impact of ballot writing style on voters' experiences. In their 2008 study, Redish and Chisnell found that the type of instructional language (plain English versus traditional English) had a significant effect on both voter accuracy and voter preference. Traditional language refers to the language typically used on ballots currently, whereas plain language refers to simpler and easier to understand instructions. Plain language is information that is focused on readers. When writing in plain language, the writer creates information that works well for the people who use it, whether online or in print. The measure of plain language is behavioral (retrieved from centerforplainlanguage.org). Behavioral measures include the following: Can the audience quickly and easily find what they need; can they understand what they find; and can they act appropriately on that understanding? When constructing Plain Language text, tradeoffs must be considered to ensure adequate information is provided without oversimplifying content.

According to the 2011 US Census, approximately 60.5 million Americans over the age of five speak a language other than English at home. Of these 60.5 million Americans, the two largest populations are those that speak Spanish (approximately 37.6 million people, 62%) and Chinese (approximately 2.9 million people, 4.8%). For both the Spanish-speaking and Chinese-speaking groups, the percent that reported themselves as speaking English "very well" was less than 60% (58.2% and 44.3%, respectively) (Ryan, 2013.) The aim of this study is to determine whether the effects found in Redish and Chisnell (2008) also apply to ballots in other languages, specifically Spanish and Chinese. These languages are particularly important both because they comprise the largest percentages of Americans whose primary spoken language is not English, and because there is a large percentage of both groups who do not consider themselves strong English speakers. To ensure that every American voter receives an equal vote, it is necessary to utilize a ballot that is both easy to understand and easy to use in any language.

This study replicated the methods of Redish and Chisnell (2008) for three groups: English-speaking (for control), Spanish-speaking, and Chinese-speaking. It aimed to determine whether the style of language (plain versus traditional) impacts voter accuracy and voter preference in English, Spanish, and Chinese.

Hypotheses

Participants of all three languages were expected to prefer the Plain Language ballot over the Traditional Language ballot. They were also expected to make fewer mistakes on the Plain Language ballot.

Methods

Participants

Participants were recruited from the student body of the Georgia Institute of Technology and its Language Institute. Twelve English-speaking participants were recruited (6 females), 7 Spanish-speaking participants were recruited (1 female), and 11 Chinese-speaking participants were recruited (7 females). Participants completed pre-ballot and post-ballot questionnaires about their demographic information, use of technology, voting experience, and education.

Materials and Design

Participants used a mouse to interact with the ballot on a computer. The first page of each ballot contained general voting instructions. The last page was a review page on which participants could review their selections, and the penultimate page contained instructions on how to review the ballot and revisit pages. A help page was available from a link on all of the ballot pages. Each ballot consisted of nine standard races, two retention questions, one constitutional amendment, and two ballot measures. Pop-up under-vote and over-vote warnings were displayed when appropriate. Though we replicated most of the tasks used in the Redish & Chisnell study (2008), we eliminated the straight party voting tasks, as these tasks created some confusion in the original study, and voting straight party is not as common as previously chronicled.

The wording of the traditional and plain language ballots differed on the following pages: introductory instructions, help, under-vote warning, over-vote warning, write-in, instructions for reviewing the ballot, and an indication of the maximum number of candidates that could be marked in one of the races (see Appendices A, B, and C for screenshots and see Appendix D for text only). Ballot order was counterbalanced across participants.

The experimenter was present throughout the session. Before using each ballot, participants were given a sheet of instructions on the selections that they should make. The instructions were the same for the two ballots, with the exception that candidate names and parties were changed. Participants kept this sheet of instructions while they voted, so that they could refer to it as needed.

The instructions were designed in such a way that participants were likely to see all of the features of the ballots, including the write-in interface, under-vote and over-vote warnings, and navigation from the review page to change a vote. Appendix E contains the printed instructions that were given to participants.

Procedure

After participants gave consent, they were given the printed sheet of instructions for their first ballot. They completed the first ballot while the experimenter observed. Participants then completed the usability rating scale. The process was repeated for the second ballot. Next, participants viewed side-by-side printed screenshots of the seven ballot pages for the two ballots. Participants indicated which of each pair was easier to understand and why. The experimenter recorded the participant's responses.

Finally, participants completed the exit questionnaire regarding demographic information, voting experience, and experience with technology.

Variables and Data Analysis

In the remainder of this report, the independent variable "ballot" refers to the Plain Language versus the Traditional Language ballot.

Page durations were measured as a proxy for reading times on selected pages of the ballots. Durations were analyzed for the pages on which the plain and traditional wordings differed. These data were expected to show whether participants were spending equivalent amounts of time reading the pages of the two ballots. These page durations were also expected to indicate whether participants were actually reading the text rather than skimming or skipping it. Longer times were expected to indicate more time reading the text while shorter times were expected to indicate skimming. Very short times were expected to indicate skipping.

Percent correct was also measured. It was calculated as the percentage of tasks in which participants did not make an error, which included under-votes, over-votes, and voting for one or more incorrect candidate. Participants were given a list of instructions that detailed the contestants for which they were to vote. Each instruction was considered to be a task. Examples include, "For President, vote for the Tan Party candidate," and "Return to the Water Commissioner Race and change your vote to Joy Hansen."

Immediately after using each ballot, participants rated their agreement with five statements that were derived from the system usability scale (Sauro, 2011). The statement included the following:

- 1. I feel confident that I used this ballot correctly.
- 2. I think that I would need to ask questions to know how to use this ballot.
- 3. I think that most people would figure out how to use this ballot very quickly.
- 4. Figuring out how to vote with this ballot was difficult.
- 5. I think that this ballot was easy to use.

Response options ranged from one to five, with anchors of "strongly disagree" and "strongly agree." For data analysis, ratings on the negative statements (numbers 2 and 4) were converted so that higher ratings corresponded to higher desirability.

Results

Participant Characteristics

Age averages and standard deviations (in years) for English, Spanish, and Chinese-speaking participants were 19.75 (\pm 1.66), 21.0 (\pm 3.87), and 24.5 (\pm 8.22), respectively. The average number of years participants had been speaking English was 3.0 (\pm 2.58) for the Spanish-speaking participants and 2.75 (\pm 4.54) for the Chinese-speaking participants.

Participants were asked about their use of technologies. Familiarity with various technologies might have impacted their ability to use the voting app. The data did not show any clear trend of differences between the three languages (see Figure 1).

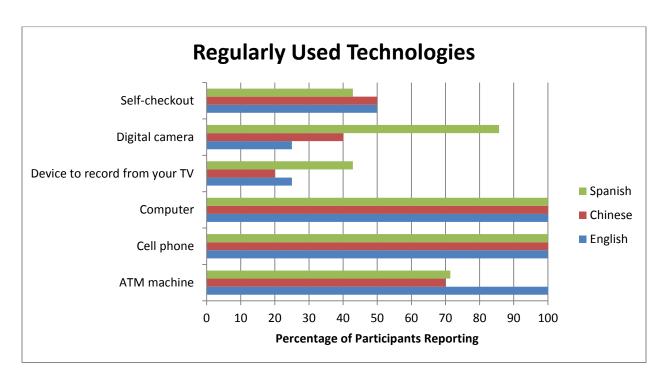


Figure 1. Percentage of each language group that reported using each type of technology frequently. .

Participants were also asked about their education history. A higher proportion of Spanish-speaking participants had completed no schooling past high school compared to the English-speaking and Spanish-speaking participants (see Figure 2).

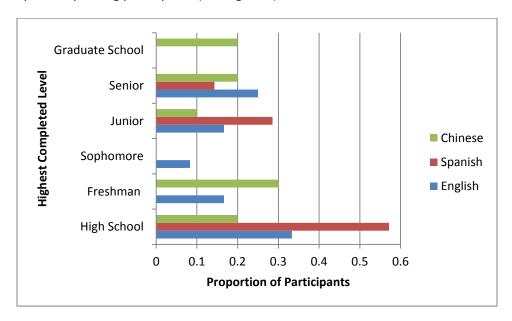


Figure 2. Highest level of schooling completed by participants by proportion of the language group.

Reading Times

It was expected that many participants would be able to complete the ballots without reading the onscreen instructions and feedback in detail. It was also expected that participants would spend substantially less time reading instructions and feedback while marking the second ballot, because they would have already learned how to use the voting app during the first ballot because of a learning effect. It is worth noting that 16 of the 30 participants reported that they did not notice wording differences between the two ballots. Other participants remarked that they observed only minor differences between the ballots, such as the amendment response options of "accept/reject" instead of "for/against." Only two participants remarked on differences in readability, saying that the plain language ballot was "easier to understand" or "written more for the common person."

Because so few participants detected the differences in the ballots, it is possible that many participants skimmed or skipped much of the text on the ballots. To test this hypothesis, reading times were analyzed for the following four pages: Introductory Instructions, first occurrence of the Over-vote Warning, first occurrence of the Under-vote Warning, and Review Instructions. A three-way ANOVA was conducted, with ballot number as a within subjects variable (1^{st} or 2^{nd}), ballot page as a within-subjects variable (the four aforementioned pages), and participant's primary language as a between-subjects variable. There was a significant effect of page, F(3, 57) = 19.688, p < .001, $\eta_p^2 = 0.509$, ballot order, F(1, 19) = 27.442, p < .001, $\eta_p^2 = 0.591$, and interaction of page and ballot order, F(3, 57) = 11.531, p < .001, $\eta_p^2 = 0.378$. There was no significant effect for language, F(2, 19) = 2.017, p = .161, $\eta_p^2 = 0.175$, power= 0.364 or any of the other interactions.

These results (shown in Figure 3) show that participants were less likely to read the second ballot in as much detail as they read the first ballot. They show that participants spent significantly more time reading the instructions and under-vote pages on their first ballot, but this difference did not hold for their second ballot. This could suggest that participants skimmed or did not read the text on the second ballots.

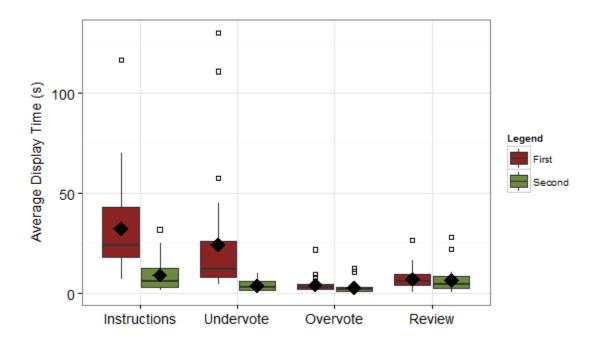


Figure 3. Time spent on selected pages of the first and second ballots. Diamonds represent means, boxes represent the interquartile range (25th to 75th percentile), and lines represent 1.5 times the interquartile range. Open Squares lie outside 1.5 times the interquartile range.

The effect of the type of ballot on the time participants spent reading each page was not significant, F(1, 19) = 0.023, p = .88, $\eta_p^2 = 0.001$, power= 0.052 (Figure 4).

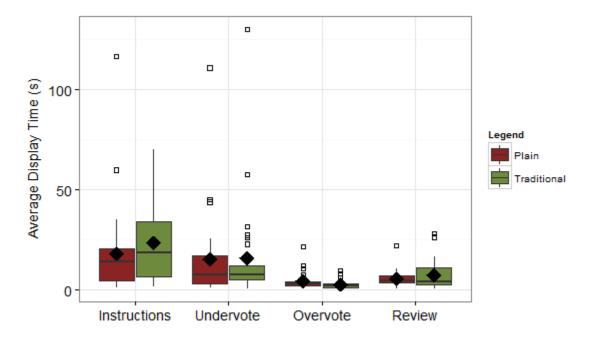


Figure 4. Time spent on selected pages of the plain and traditional ballots.

Percent Correct

Participants were expected to make more errors on the Traditional ballot than the Plain Language ballot. For the two-way ANOVA, it was ideal to have a balanced design in which the ballot's order-of-use was perfectly balanced across participants. This would ensure that any learning effect would apply equally to the two ballots (PL or TL), because they were used as second ballots equally as often. Because there were odd numbers of Spanish and Chinese participants (7 and 11, respectively), the complete data set was not balanced. To achieve balance, one participant was excluded from each of these groups. The last participant was selected for exclusion, as participants were recruited at random. Analyses were run both with the extra data points and without them. Note that the statistical significance of results below was not changed by the exclusion.

A two-way ANOVA was conducted with *ballot* as a within-subjects variable and *language* as a between-subjects variable (English, Spanish, Chinese). Percent correct was significantly higher for the Plain Language ballot than the Traditional Language ballot, F(1, 25) = 5.831, p = .023, $\eta_p^2 = .023$ (p = .029 for unbalanced design). The effect of language was not significant, F(2,25) = 3.338, p = .052, power = .161, and the interaction between ballot and languages was not significant, F(2, 25) = .686, p = .513.

As shown in Figure 5 below, the percent of correct votes was lower for the Traditional Language than the Plain Language ballot for English-, Spanish-, and Chinese-speaking participants. Participants were more likely to submit the correct votes on the Plain Language ballot than on the Traditional Language ballot.

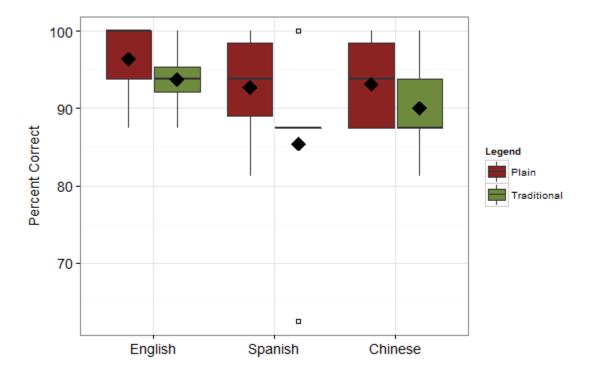


Figure 5. Percent of correct votes submitted by participants for the two ballots across the three languages.

Participants voted for the correct candidate(s) on most of the races, but across all three languages, there were two tasks for which errors were most common. These were the City Council race and the task in which participants were instructed to return to the State Assembly race and change their vote.

For the City Council race, participants were instructed to vote for candidates of a given party (i.e., For City Council, vote for the Orange Party Candidates). There were more listed candidates in the prompted party than there were available seats for election. That is, participants could only vote for up to four candidates, but there were five candidates in the prompted party. Thus, participants needed to understand that there was a maximum number of candidates for whom they could vote, and they needed to infer that they could select only four of the five candidates in the prompted party. Above the list of candidates, the Plain Language ballot stated, "Vote for one, two, three, or four," whereas the Traditional Language stated, "Vote for no more than four." Participants made more over-vote errors on the Traditional Language ballot.

For the task of changing a vote on the State Assembly race, over-votes were also more common on the Traditional Language ballot than on the Plain Language ballot. In this task, participants were required to return to the State Assembly race, uncheck the candidate that they had previously selected, and then select the new candidate. If participants did not uncheck the old candidate first, then an over vote error would occur when they attempted to check the new candidate, because two candidates would be selected. The ballots did not differ on this State Assembly page, nor did the printed instructions. Therefore, it is somewhat surprising that significantly more errors occurred on me TL ballot. It is possible that users had gained a better understanding of the over-vote problem when using the PL ballot than the TL ballot, so they were better able to avoid the error. They would have learned about the over-vote problem earlier while using the ballot, because this "change your vote" task was given at the end of the ballot.

Post-Ballot Ratings

Immediately after using each ballot, participants rated their agreement on a 5-point scale with 5 statements regarding the ease of understanding and using the ballot (Figure 6). A split-plot ANOVA of ratings with language (English, Chinese, or Spanish) as the between-subjects variable and ballot (Traditional vs. Plain Language) as the within-subjects variable indicated that there was no significant effect of ballot on average rating of agreement, F(1, 26) = 3.605, p = .069, $\eta_p^2 = 0.122$, power= 0.448, language, F(2, 26) = 2.033, p = .151, $\eta_p^2 = 0.135$, power= 0.381, and no significant interaction of ballot and language, F(2, 26) = 1.305, p = .288, $\eta_p^2 = 0.091$, power= 0.257.

The most probable reason for the lack of statistical significance in the ratings was that many participants did not notice differences between the ballots. Sixteen of the 30 participants reported that they did not notice any differences between the ballots. Nine participants marked identical responses for the two ballots on all five usability questions.

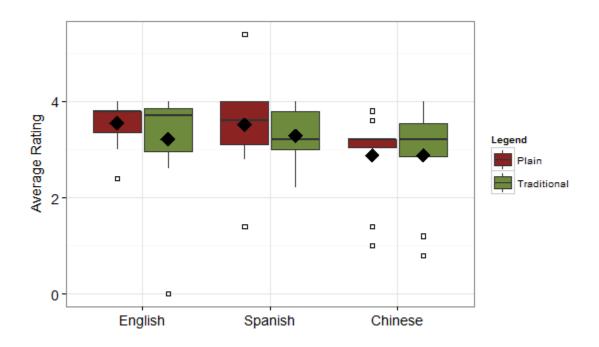


Figure 6. Average rating of agreement with five statements that described the ballot's ease of use. Error bars represent standard error of the mean.

Post-Ballot Comparative Interview

After using both ballots, participants were presented with screenshots of seven ballot pages on which the traditional and plain language ballot differed. They were asked to indicate which style of wording they preferred and why. The plain language pages were preferred significantly more than 50% of the time, t(20) = 2.179, p = .041, and there were not significant differences among languages, F(2,18) = .613, p = .553, $\eta_p^2 = .064$, power = .145. Figure 7 shows the percentages of participants who preferred the plain language ballot on the seven pages that differed across ballots. The traditional ballot was preferred by all three languages on only one of the seven pages; this was the page on which participants were prompted to "Vote for no more than four" (traditional) or to "Vote for one, two, three, or four" (plain).

The largest differences between languages were on the under-vote and over-vote pages, where traditional language was preferred by Spanish-speaking and English-speaking participants, respectively. Eight English-speaking participants preferred the traditional language over-vote warning because it was "more concise" and "easier to follow and more clear." Two Spanish-speaking participants preferred the traditional language under-vote warning simply because it was shorter.

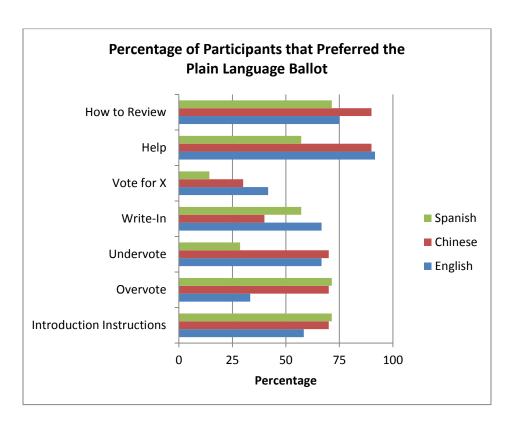


Figure 7. Ballot preferences for the seven pages on which the two ballots differed.

Considering all seven pages on which the two ballots differed, the following statements are paraphrased reasons that participants stated they preferred the plain language ballot:

- It is simpler and easier to read.
- The numbering of the task steps makes it easy to follow.
- The ideas are separated into paragraphs, and that makes them easier to understand.
- It has more details it is more thorough.
- The under vote warning tells you that your vote will still count if you don't vote for the maximum number of candidates.

Common, paraphrased reasons participants gave for preferring the traditional language ballot included the following:

• It is shorter and more concise. It has all the information that I need. The plain language version has too much unnecessary, self-evident information.

Two Chinese-speaking participants remarked on social aspects of the plain language wording, indicating that it was more polite and comfortable than the traditional language.

After reviewing the seven screenshots described above, participants were asked which ballot they preferred overall. Most participants preferred the Plain Language ballot (83.3%, 85.7%, and 90.9% for English Spanish, and Chinese, respectively). Participants' overall preferences agreed with their average preferences for the seven individual pages listed above (i.e., participants who preferred a given ballot in 4 or more of the 7 pages also preferred that ballot overall). This was true for all but one participant.

Discussion

In comparison to the Traditional Language style of writing, the Plain Language style uses shorter sentences with a single idea, more commonly used words, and explicit statements that do not require inference. The results of this study showed that participants whose native Language was English, Spanish, or Chinese preferred a Plain Language ballot over a Traditional Language ballot. Participants also made fewer voting errors with the Plain Language ballot.

The significant difference in error rates between the two ballots demonstrates the practical importance of using Plain Language writing style in ballots. The data did not clearly indicate the specific aspects of the Plain Language ballot that reduced errors, although the types of errors (over-votes) might indicate that participants understood how and when to avoid over-votes better on the PL ballot than the TL ballot. It is possible that participants understood the instructions better in the PL ballot (i.e., "Vote for one, two, three, or four," or "If you make a mistake or want to change a vote, first click the green box you no longer want. That box will turn grey. Then, select the choice you do want."). Also, it is possible that they had learned better from feedback on previous errors in the PL ballot. Regardless, the results suggest that Plain Language should be used throughout a ballot.

The majority of participants of all three languages preferred the TL wording, "Vote for no more than four" more than the PL wording, "Vote for one, two, three, or four." This was the only page for which TL was preferred by a majority of participants in all three languages. Interestingly, participants' preferences did not coincide with their performance: Error rates were higher on this page for the TL ballot than the PL ballot.

It is important to note that the Plain Language effect in this study spanned English, Spanish, and Chinese versions of the ballots. Participants in all three languages preferred Plain Language, on average, and made fewer voter errors on the Plain Language ballot.

Recommendations for Improving Voter Comprehension

Despite users' overall preference for the Plain Language style, participants gave some insightful feedback that could improve the writing style and design of the ballot.

- Several participants recommended including illustrations or short videos to demonstrate visual items that were described in the text, such as the "green border and checkmark" that appeared on a selected candidate's name.
- For races in which participants had voted, but had not voted for the maximum allowable number of candidates, the Review Page showed a red X on the race. Participants interpreted this as error, even though they had intentionally under-voted. The Review Page should feature a third icon, in addition to the red X and green checkmark, to indicate a partially completed vote.
- Participants frequently mentioned that the write-in page on the PL ballot was too long, and they
 stated that they might be inclined to skip or skim such long passages. The TL ballot had a very
 short statement, whereas the PL ballot had detailed instructions about how to use the
 keyboard. It is recommended to make the text as concise as possible without sacrificing
 simplicity and the Plain Language principles.

Recommendations for Future Studies

Future studies might examine the use of Plain and Traditional styles in English for users whose native language is not English. Ballots cannot be provided in all possible languages, so it is inevitable that some voters will use ballots that are not written in their native language. For these voters, it would be worthwhile to verify that Plain Language English is better than Traditional Language English.

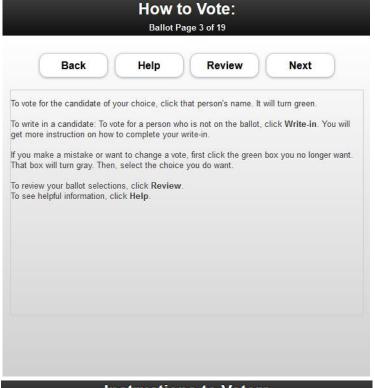
Participants in the study had moderate-to-high levels of education (all had finished high school). The effect of writing style is likely to have an even greater effect for less educated populations. Ideally, future studies would include participants with varying levels of education and income.

References

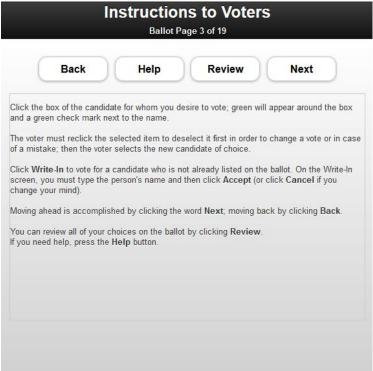
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Appendix A: Screenshots of Plain and Traditional Language Ballots in English

Plain Language: Instructions



Traditional Language: Instructions



Plain Language: Help

To vote for the candidate of your choice, click the person's name. The box will turn yellow with a green border. You do not have to vote in every race. Your ballot will still be counted even if you do not vote in every race If you make a mistake or if you want to change your vote, first click on the choice you no longer want. The green border and checkmark will disappear. Then click on the choice you do want. To vote for a candidate who is not on the ballot, you may write in a candidate of your choice. To do this, 1. Click on Write In. 2. Then type in the person's name you want to vote for 3. To finish, click Accept. (There are additional instructions on the Write In page.) To go to the next page, click Next. To go back to the previous page, click Back. To review your ballot at any time, click Review.

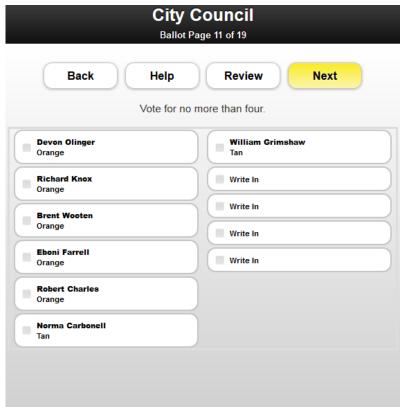
Traditional Language: Help

To vote for a candidate that you want, click on that person's name. The voter is not required to vote in all races. The ballot wil still be counted even if some races are not marked. If you make a mistake or want to change a vote, first click on the name you no longer want. Then click on the name of the candidate you want. To vote for a candidate who is not on the ballot, click on Write In. Then enter the person's name. To go to the next page in the ballot, click on Next. To go back to the previous page in the ballot, click on Back. To review your ballot, click on Review.

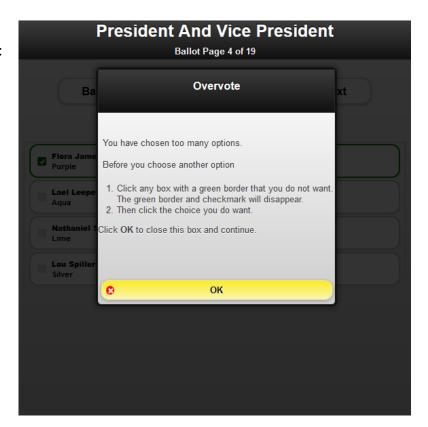
Plain Language: Vote for #



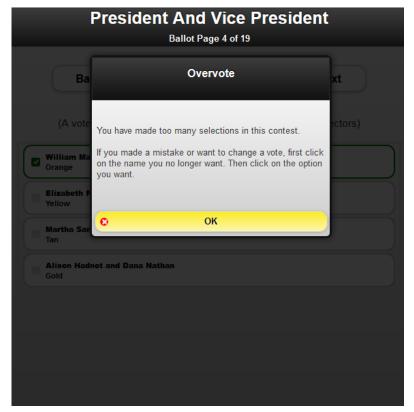
Traditional Language: Vote for #



Plain Language: Overvote



Traditional Language: Overvote



Plain Language: Undervote



Traditional Language: Undervote



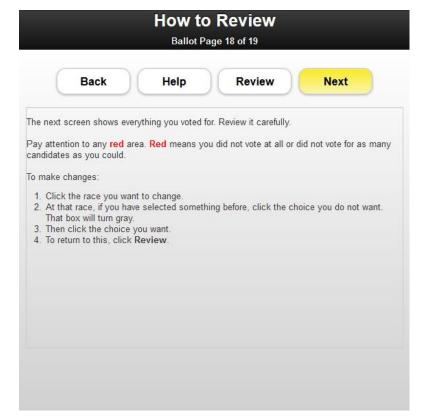
Plain Language: Write-in



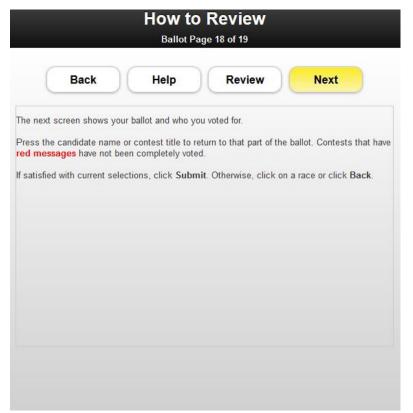
Traditional Language: Write-in



Plain Language: Review



Traditional Language: Review

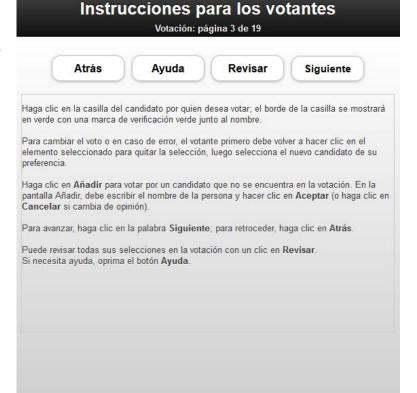


Appendix B: Screenshots of Plain and Traditional Language Ballots in Spanish

Plain Language: Instructions



Traditional Language: Instructions



Plain Language: Help

Ayuda

Atrás

Para votar por el candidato que ha elegido, haga clic en el nombre de esa persona. La casilla cambiará a amarillo con un borde verde.

No es necesario que vote en cada contienda electoral. Su votación igual será válida aunque no vote en todas las contiendas electorales.

Si comete un error o desea cambiar su voto, primero haga clic en la opción elegida que ya no quiere. Desaparecerán el borde verde y la marca de verificación. A continuación, haga clic en la opción que desea.

Para votar por alguien que no se encuentra en las opciones propuestas, puede añadir al candidato que desee. Para esto,

- 1. haga clic en Añadir.
- 2. Luego escriba el nombre de la persona por la que desea votar.
- 3. Para terminar, haga clic en Aceptar.

(La página Añadir contiene instrucciones adicionales).

Para ir a la página siguiente, haga clic en **Siguiente**. Para volver a la página anterior, haga clic en **Atrás**.

Para revisar su votación en cualquier momento, haga clic en Revisar.

Traditional Language: Help

Ayuda

Atrás

Para votar por el candidato que desea, haga clic en el nombre de esa persona. No es necesario que el elector vote en todas las contiendas. Se contabilizará la votación aunque no se hayan completado todas las contiendas.

Si comete un error o desea cambiar un voto, primero haga clic en el nombre que ya no quiere. A continuación, haga clic en el nombre del candidato que desea.

Para votar por un candidato que no figura en la votación, haga clic en Añadir. Luego, ingrese el nombre de la persona.

Para avanzar a la página siguiente de la votación, haga clic en Siguiente.

Para retroceder a la página anterior de la votación, haga clic en Atrás.

Para revisar su votación, haga clic en Revisar.

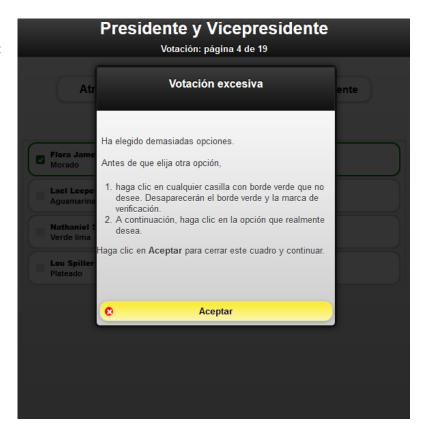
Plain Language: Vote for #



Traditional Language: Vote for #



Plain Language: Overvote



Traditional Language: Overvote



Plain Language: Undervote



Traditional Language Undervote



Plain Language: Write-in



Traditional Language: Write-in



Plain Language: Review

Cómo revisar su votación Votación: página 18 de 19 Atrás Ayuda Revisar Siguiente La siguiente pantalla muestra todas sus votaciones. Revisela detenidamente. Preste atención a cualquier área en rojo. El color rojo indica que no votó o que no votó por la cantidad de candidatos posibles. Para realizar cambios: 1. Haga clic en la contienda electoral que desea cambiar. 2. En esa contienda, si ya seleccionó o algo antes, haga clic en la opción que no desea. La casilla cambiará a gris. 3. A continuación, haga clic en la opción que desea. 4. Para volver aquí, haga clic en Revisar.

Traditional Language: Review



Appendix C: Screenshots of Plain and Traditional Language Ballots in Simplified Chinese

Plain Language: Instructions



Traditional Language: Instructions



Plain Language: Help

帮助

上一步

如果想投票支持您选择的候选人,请单击此人的姓名。该框将变为黄色,边缘为绿色。

您不必在每项竞选中都投票。即使您不在每项竞选中都投票,您的选票仍会被计入。

如果您弄错了或想更改投票,请先单击您不再想要的选择。绿边和复选标记将消失。然后,单击您真 正想要的选择。

如果想投票支持未列在选票上的候选人,修可以自行填写修想选的候选人。要做到这一点,

- 1. 单击**自填候选人**。 2. 然后输入您想投票选举的候选人的姓名。
- 3. 单击接受即可完成此步。

("自填候选人"页面上有其他指示。)

如果想转到下一页,单击下**一步。** 如果想返回前一页,单击上**一步。** 无论何时想检查您的选票,只需单击**检查**。

Traditional Language: Help

帮助

上一步

如果想投票支持您想要选择的候选人,请单击此人的姓名。选民无需在所有竞选中都投票。即使有 些竞选未被标注,选票仍会被计入。

如果您发现弄错了或想更改投票,请先单击您不再想选择的候选人姓名。然后单击您想选择的候选

人姓名。 要投票支持未列在选票上的候选人,请单击**自填候选人**。然后输入此人的姓名。

如果想转到选票的下一页,单击下一步。如果想返回选票的前一页,单击上一步。

如果想检查您的选票,单击检查。

Plain Language: Vote for #

市议会议员



Traditional Language: Vote for #



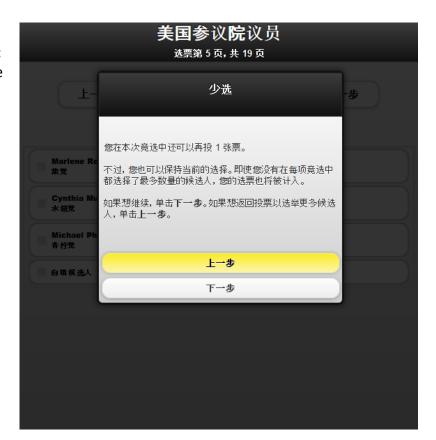
Plain Language: Overvote



Traditional Language:
Overvote



Plain Language: Undervote



Traditional Language: Undervote



Plain Language: Write-in



Traditional Language: Write-in



Plain Language: Review

如何检查 选票第 18 页, 共 19 页



Traditional Language: Review



Appendix D: Plain and Traditional Language Ballot Texts

Table 1. Instructions text.

| | Plain Language | Traditional Language |
|---------|---|---|
| English | Plain Language To vote for the candidate of your choice, click that person's name. It will turn green. To write in a candidate: To vote for a person who is not on the ballot, click Write-in . You will get more instruction on how to complete your write-in. If you make a mistake or want to change a vote, first click the green box you no longer want. That box will turn gray. Then, select the choice you do want. To review your ballot selections, click Review . To see helpful information, click Help . | Click the box of the candidate for whom you desire to vote; green will appear around the box and a green check mark next to the name. The voter must reclick the selected item to deselect it first in order to change a vote or in case of a mistake; then the voter selects the new candidate of choice. Click Write-In to vote for a candidate who is not already listed on the ballot. On the Write-In screen, you must type the person's name and then click Accept (or click Cancel if you change your mind). Moving ahead is accomplished by clicking the word Next; |
| | Para votar por el candidato que ha elegido, haga clic en el | moving aread is accomplished by clicking the word Next , moving back by clicking Back . You can review all of your choices on the ballot by clicking Review . If you need help, press the Help button. Haga clic en la casilla del candidato por quien desea votar; |
| Spanish | nombre de esa persona. Cambiará a color verde. Para añadir un candidato: Para votar por una persona que no figura en la votación, haga clic en Añadir . Recibirá más instrucciones sobre cómo añadir a su candidato. Si comete un error o desea cambiar un voto, primero haga clic en la casilla verde que ya no quiere. La casilla cambiará a gris. A continuación, seleccione la opción que desea. Para revisar sus elecciones electorales, haga clic en Revisar . Si desea obtener información útil, haga clic en Ayuda . | el borde de la casilla se mostrará en verde con una marca de verificación verde junto al nombre. Para cambiar el voto o en caso de error, el votante primero debe volver a hacer clic en el elemento seleccionado para quitar la selección, luego selecciona el nuevo candidato de su preferencia. Haga clic en Añadir para votar por un candidato que no se encuentra en la votación. En la pantalla Añadir, debe escribir el nombre de la persona y hacer clic en Aceptar (o haga clic en Cancelar si cambia de opinión). Para avanzar, haga clic en la palabra Siguiente; para retroceder, haga clic en Atrás. Puede revisar todas sus selecciones en la votación con un clic en Revisar. Si necesita ayuda, oprima el botón Ayuda. |

| | Plain Language | Traditional Language |
|--------------------|---|--|
| sse | 如果想投您支持的候选人一票,请单击此人的姓名。 该姓名将变为绿色。 | 单击您想选举的候选人所对应的方框; 方框周围会出现绿色, 而在候选人姓名旁边会出现绿色的复选标记 |
| | 如果想自行填写一位候选人:单击 自填候选人 以投票 支持未列在选票上的候选人。 您将得到关于如何填写 自填候选人的更多指示。 | 。 如果想更改投票或发现弄错了,选民必须先重新单击 选中的项目以取消选择;然后,选民才能选择新候选 人。 |
| Simplified Chinese | 如果您发现弄错了或想更改投票,请先单击您不再想选择的绿色方框。 该框将变为灰色。然后,选择您真正想选的项目。 | 个。 单击 自填候选人 以投票支持未列在选票上的候选人。 在"自填候选人"屏幕上,您必须输入此人的姓名,然 后单击 接受 (或者,如果您改变了主意,则单击 取消 |
| Sii | 如果想检查您在投票中做出的选择,请单击 检查 。 如果想查看帮助信息,请单击 帮助 |)。 单击 下一步 即可继续;单击 上一步 则可后退。 |
| | | 您可以单击 检查 来查看您在选票上的所有选择。 如果您需要帮助,请按 帮助 按钮。 |

Table 2. Help text.

| | Plain Language | Traditional Language |
|---------|--|---|
| | To vote for the candidate of your choice, click the person's name. The box will turn yellow with a green border. | To vote for a candidate that you want, click on that person's name. The voter is not required to vote in all |
| English | You do not have to vote in every race. Your ballot will still be counted even if you do not vote in every race | races. The ballot wil still be counted even if some races are not marked. If you make a mistake or want to change a vote, first click |
| | If you make a mistake or if you want to change your vote, first click on the choice you no longer want. The green border and checkmark will disappear. Then click on the choice you do want. | on the name you no longer want. Then click on the name of the candidate you want. To vote for a candidate who is not on the ballot, click on Write In. Then enter the person's name. To go to the next page in the ballot, click on Next. To go back to the previous page in the ballot, click on Back. To review your ballot, click on Review. |
| | To vote for a candidate who is not on the ballot, you may write in a candidate of your choice. To do this, | |
| | Click on Write In. Then type in the person's name you want to vote | |
| | for 3. To finish, click Accept . | |
| | (There are additional instructions on the Write In page.) | |
| | To go to the next page, click Next . To go back to the previous page, click Back . To review your ballot at any time, click Review . | |
| | Para votar por el candidato que ha elegido, haga clic en el nombre de esa persona. La casilla cambiará a amarillo con un borde verde. | Para votar por el candidato que desea, haga clic en el nombre de esa persona. No es necesario que el elector vote en todas las contiendas. Se contabilizará la votación |
| | No es necesario que vote en cada contienda electoral. Su votación igual será válida aunque no vote en todas las contiendas electorales. | aunque no se hayan completado todas las contiendas. Si comete un error o desea cambiar un voto, primero haga clic en el nombre que ya no quiere. A continuación haga clic en el nombre del candidato que desea. Para votar por un candidato que no figura en la votaciór haga clic en Añadir . Luego, ingrese el nombre de la persona. |
| | Si comete un error o desea cambiar su voto, primero haga clic en la opción elegida que ya no quiere. Desaparecerán el borde verde y la marca de verificación. A continuación, | |
| sh | haga clic en la opción que desea. | Para avanzar a la página siguiente de la votación, haga clic en Siguiente . |
| Spanish | Para votar por alguien que no se encuentra en las opciones propuestas, puede añadir al candidato que desee. Para esto, | Para retroceder a la página anterior de la votación, haga clic en Atrás . Para revisar su votación, haga clic en Revisar . |
| | haga clic en Añadir. Luego escriba el nombre de la persona por la que desea votar. | |
| | 3. Para terminar, haga clic en Aceptar . | |
| | (La página Añadir contiene instrucciones adicionales). | |
| | Para ir a la página siguiente, haga clic en Siguiente . Para volver a la página anterior, haga clic en Atrás . Para revisar su votación en cualquier momento, haga clic | |
| | en Revisar . | |

| | Plain Language | Traditional Language |
|--------------------|--|---|
| Simplified Chinese | 如果想投票支持您 选择的候选人,请单击此人的姓名。 该框将变为黄色,边缘为绿色。 | 如果想投票支持您想要选择的候选人,请单击此人的 姓名。选民无需在所有竞选中都投票。即使有些竞选 |
| | 您不必在每项竞选中都投票。即使您不在每项竞选中 都投票,您的选票仍会被计入。 | 未被标注,选票仍会被计入。 如果您发现弄错了或想更改投票,请先单击您不再想 选择的候选人姓名。然后单击您想选择的候选人姓名 |
| | 如果您弄错了或想更改投票,请先单击您不再想要的 选择。绿边和复选标记将消失。然后,单击您真正想 要的选择。 | 。 要投票支持未列在选票上的候选人,请单击 自填候选 人。然后输入此人的姓名。 如果想转到选票的下一页,单击 下一步 。 |
| | 如果想投票支持未列在选票上的候选人,您可以自行 填写您想选的候选人。要做到这一点, | 如果想返回选票的前一页,单击 上一步。 如果想检查您的选票,单击 检查 。 |
| | 1. 单击 自填候选人 。 2. 然后输入您想投票选举的候选人的姓名。 3. 单击 接受 即可完成此步。 | |
| | ("自填候选人"页面上有其他指示。) | |
| | 如果想转到下一页,单击 下一步 。 | |
| | 如果想返回前一页,单击 上一步 。 | |
| | 无论何时想检查您的选票,只需单击 检查 。 | |

Table 3. Vote for #.

| | Plain Language | Traditional Language |
|--------------------|------------------------------------|------------------------------|
| English | Vote for one, two, three, or four. | Vote for no more than four. |
| Spanish | Vote por uno, dos, tres o cuatro. | Vote por cuatro como máximo. |
| Simplified Chinese | 选举一位、两位、三位或四位候选人 | 最多选举四位候选人。 |

Table 4. Over-vote text.

| | Plain Language | Traditional Language |
|--------------------|--|---|
| | You have chosen too many options. | You have made too many selections in this contest. |
| English | Click any box with a green border that you do not want. The green border and checkmark will disappear. Then click the choice you do want. Click OK to close this box and continue. | If you made a mistake or want to change a vote, first click on the name you no longer want. Then click on the option you want. |
| | Ha elegido demasiadas opciones. | Ha emitido demasiados votos en esta contienda electoral. |
| Spanish | Antes de que elija otra opción, haga clic en cualquier casilla con borde verde que no desee. Desaparecerán el borde verde y la marca de verificación. A continuación, haga clic en la opción que realmente desea. Haga clic en Aceptar para cerrar este cuadro y continuar. | Si cometió un error o desea cambiar un voto, primero haga clic en el nombre que ya no quiere. A continuación, haga clic en la opción que desea. |
| | 您选择了过多选项。 | 您在本次 竞选中做出了过多的选择。 |
| Simplified Chinese | 在您选择其他选项前 1. 单击您不想选的带有绿边的任何框。绿边和复选标记将消失。 2. 然后,单击您真正想要的选择。 单击 确定 关闭此框并继续。 | 如果您发现弄错了或想更改投票,请先单击您不再想选择的候选人姓名。然后单击您想选择的选项。 |

Table 5. Under-vote text.

| | Plain Language | Traditional Language |
|--------------------|--|--|
| English | You can vote for 2 more options in this contest. However, you can keep your current selections. Your ballot will be counted even if you do not vote for the maximum number of candidates in every race. To continue, click Next.To go back and vote for more candidates, click Back. | You have made 2 of 4 selections in this contest. You can vote for 2 more options in this contest. To change your vote in this contest, click Back. To go to the next page in the ballot, click Next. |
| Spanish | Puede votar por 2 opciones más en esta contienda electoral. No obstante, puede conservar sus selecciones actuales. Se emitirá su votación aunque no vote por la cantidad máxima de candidatos en cada contienda electoral. Para continuar, haga clic en Siguiente . Para volver atrás y votar por más candidatos, haga clic en Atrás . | Ha emitido 2 votos de 4 en esta contienda electoral. Puede votar por 2 opciones más en esta contienda electoral. Para cambiar su voto, haga clic en Atrás . Para avanzar a la página siguiente de la votación, haga clic en Siguiente . |
| Simplified Chinese | 您在本次竞选中还可以再投1张票。 不过,您也可以保持当前的选择。即使您没有在每项竞选中都选择了最多数量的候选人,您的选票也将被计入。 如果想继续,单击下一步。如果想返回投票以选举更多候选人,单击上一步。 | 您在本次竞选中已投出2张票,总共可投4张票。您在本次竞选中还可以再投2张票。如果想更改本次竞选中的投票,单击上一步。如果想转到选票的下一页,单击下一步。 |

Table 6. Write-in Instructions text.

| | Plain Language | Traditional Language |
|--------------------|---|---|
| English | Use this screen to vote for a person who is not on the ballot. | Click (Letters) and Space as desired. Click Delete to remove mistakes |
| | Do not write in someone whose name is already on the ballot for this race. | Click Accept or Cancel when you are done. |
| | To write in a candidate: | |
| | Type the person\'s first and last names. Put a blank space between the first and last name by clicking Space. To erase, click Delete | |
| | To complete the write in, click Accept . | |
| | If you change your mind click Cancel . | |
| Spanish | Utilice esta pantalla para votar por una persona que no se encuentra en la votación. | Haga clic en (letras) y en la tecla Espacio como desee. Haga clic en Borrar para corregir errores. |
| | No añada a nadie cuyo nombre ya figure en esta pugna electoral. | Haga clic en Aceptar o Cancelar cuando haya terminado. |
| | Para añadir a un candidato: | |
| | Escriba el nombre y apellido de la persona. Para dejar un espacio en blanco entre el nombre y el apellido, haga clic en Espacio. Para borrar, haga clic en Borrar | |
| | Para terminar de añadirlo, haga clic en Aceptar . | |
| | Si cambia de opinión, haga clic en Cancelar | |
| | 在此屏幕中投票支持未列在选票上的候选人。 | 根据需要,单击(字母)和 空格 。单击删除来删除错 误 |
| | 不要填写在本次 竞选中已在选票上列出姓名的候选人 。 | 当您完成 时,单击 接受或取消 。 |
| ninese | 自行填写一位候 选人: | |
| Simplified Chinese | 输入此人的名字和姓氏。单击空格在名字和姓氏之间添加空格。如果想擦除输入内容,单击删除 | |
| Sir | 完成自行填写后,单击 接受 。 | |
| | 如果您改 变了主意,单击 取消 。 | |
| <u></u> | | |

Table 7. Review Instructions text.

| | Plain Language | Traditional Language |
|--------------------|--|--|
| English | The next screen shows everything you voted for. Review it carefully. Pay attention to any red area. Red means you did not vote at all or did not vote for as many candidates as you could. To make changes: 1. Click the race you want to change. 2. At that race, if you have selected something before, click the choice you do not want. That box will turn gray. 3. Then click the choice you want. 4. To return to this, click Review. | The next screen shows your ballot and who you voted for. Press the candidate name or contest title to return to that part of the ballot. Contests that have red messages have not been completely voted. If satisfied with current selections, click Submit. Otherwise, click on a race or click Back. |
| Spanish | La siguiente pantalla muestra todas sus votaciones. Revísela detenidamente. Preste atención a cualquier área en rojo. El color rojo indica que no votó o que no votó por la cantidad de candidatos posibles. Para realizar cambios: 1. Haga clic en la contienda electoral que desea cambiar. 2. En esa contienda, si ya seleccionó o algo antes, haga clic en la opción que no desea. La casilla cambiará a gris. 3. A continuación, haga clic en la opción que desea. 4. Para volver aquí, haga clic en Revisar. | La siguiente pantalla muestra su votación y los candidatos por quienes votó. Oprima el nombre del candidato o el título del cargo para regresar a esa parte de la votación. En los cargos sometidos a votación que tienen mensajes rojos no se ha completado la votación. Si está satisfecho con las elecciones que ha hecho, haga clic en Enviar. De lo contrario, haga clic en una contienda o haga clic en Atrás. |
| Simplified Chinese | 下一屏显示您投票支持的所有事项。请仔细检查。 请注意任何 <mark>红色</mark> 区域。 红色 表示您根本没有投票,或者您投票支持的候选人数量尚未达到允许的最大人数。 要进行更改: 1. 单击您想更改的竞选。 2. 在该项竞选中,如果您此前做出过选择,请单击您不想选择的项目。该框将变为灰色。 3. 然后单击您想做出的选择。 4. 要想返回此屏,请单击 检查 | 下一屏显示您的选票和您投票支持的候选人。 按候选人姓名或竞选标题,可返回到投票中的相应部分。出现红色信息的竞选尚未完全投票。 如果对当前的选择感到满意,请单击提交。否则,请单击一项竞选或单击上一步。 |

Appendix E: Instructions for Traditional Language Ballot

Instructions for the Plain Language ballot were identical to those shown below (Traditional), except candidate names and parties were different.

MODERATOR:

- 1. Let participant read on-screen instructions.
- 2. Give participant page 1 of printed Participant Instructions. Instruct participant to read through printed instructions before beginning to vote—they can keep the instructions to refer to while voting.

Directions for Ballot A

- 1. You usually vote for everyone in the Tan party. Vote for the Tan party for the following four contests:
 - President and Vice President
 - US Senate
 - US Representative
 - Governor
- 2. For Registrar of Deeds, you want John Smith. Vote for him.

Note: This is a write-in task. Prompt participant if needed.

3. For State Assembly, vote for the Tan party.

Note: This is a "change your vote" task further in the instructions.

4. Vote for only the Tan party for County Commissioners.

Note: This is an intentional under-vote task.

5. For City Council, you want to vote for Orange party candidates.

Note: this may cause an over-vote.

- 6. For now, you decide not to vote for Water Commissioners.
- 7. For Court of Appeals Judge, vote for Jackie Keefer.
- 8. You don't have a strong feeling about the State Supreme Court justice, so you decide to allow them to stay in office.
- 9. You think Constitutional Amendment H is a good idea.
- 10. You think Ballot Measure 101 is a bad idea.
- 11. You think Ballot Measure 106 is a good idea.
- 12. Now review your selections.

Note: When the participant is on the Ballot Summary page and about to cast the vote, the moderator intervenes, handing the participant the following direction on a separate piece of paper (Give participant page 2 of Participant Instructions).

13. You decide that you should vote for the Water Commissioners, so do that now.

Note: When the participant completed the previous direction and was again ready to cast the vote, the moderator intervenes a final time, showing the participant the following directions (Give participant page 3 of Participant Instructions):

- 14. You realize that you actually wanted Joy Hansen to be your State Assembly person. Change your vote for State Assembly to Joy Hansen.
- 15. When you are ready, finish voting as you would in a real election.