a series of choices between smaller certain amounts of money or larger risky amounts.[7] Staff intends to describe the product to some subjects as creating benefits, while presenting to other subjects nearly identical information depicted as a reduction in harm. Staff intends to then test whether risk-averse and loss-averse subjects are particularly susceptible to fraudulent claims framed as opportunities to escape losses.[8] Staff plans to measure subjects' impatience through a series of choices between smaller monetary amounts received sooner or larger amounts but received later.[9] Staff would then test to see if impatient subjects are more susceptible to fraudulent claims. Staff also plans to elicit measures of optimism [10] and skepticism [11] to determine their roles in deeming advertisements, both of fraudulent and legitimate products, as credible. In addition, staff intends to collect demographic and background information from the surveyed subjects. The FTC has contracted with the faculty of a university-run experimental economics laboratory to locate and recruit subjects and conduct the experiments.

Staff will pre-test the experimental procedures with up to ten subjects to ensure that the instructions provided to participants are clear and comprehensible, and that the experimental procedures are workable. Pre-test subjects will be drawn from the same university subject pool as the experiment's subjects.

B. Estimated Hours Burden

The FTC plans to seek information from up to 250 respondents for approximately 90 minutes each. Allowing for pre-testing of the instructions on as many as 10 respondents, at an additional 30 minutes apiece, cumulative burden, inclusive of the pre-testing, will total approximately 380 hours.

C. Estimated Costs Burden

The cost per respondent should be negligible. Participation will not require start-up, capital, or labor expenditures by respondents. The above-noted contractor will recruit the student and community member subjects to participate in this study; subjects will be asked to respond to an initial recruitment email to participate voluntarily. Staff will compensate all subjects for their participation in the 90-minute study. Subjects will receive approximately $8 as a show-up fee; in addition, they will have the opportunity to earn more during the course of the study based upon their responses to various questions. Staff expects that subjects will earn an average of $30 each for their participation in the 90 minute study, and that most subjects will earn between $20 and $40.

**David C. Shonka**

*Acting General Counsel*

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[7] Staff intends to use standard risk aversion measurement methodologies akin to those in Charles Holt and Susan Laury, *Risk Aversion and Incentive Effects*, *American Economic Review*, December 2002, 1644-1655.

[8] Several academic articles report that people are more willing to take identical risks over monetary gambles if the risk is presented as an opportunity to escape losses rather than as a chance to gain. Our "framing" methodologies emulate those in Amos Tversky and Daniel Kahneman, *The Framing of Decisions and the Psychology of Choice*, Science, Vol. 211, No. 4481 (Jan. 30, 1981), 453-458.

[9] Staff intends to use methodology similar to that in Stephan Meier and Charles Sprenger, *Present-Biased Preferences and Credit Card Borrowing*, *American Economic Journal: Applied Economics* 2010, 2:1, 193-210.

[10] Staff plans to use standard questions similar to those in Manju Puri and David Robinson, *Optimism and Economic Choice*, *Journal of Financial Economics*, 2007, Vol. 86, 71-99.

[11] Staff plans to use the scale developed in Carl Obermiller and Eric Spangenberg, *Development of a Scale to Measure Consumer Skepticism toward Advertising*, *Journal of Consumer Psychology*, Vol. 7, No. 2, 1998, 159-186.

## DEPARTMENT OF HEALTH AND HUMAN SERVICES

### Office of the National Coordinator for Health Information Technology; HIT Standards Committee; Notice and Publication of Committee Recommendations to the National Coordinator for Health Information Technology

**AGENCY:** Office of the National Coordinator for Health Information Technology, HHS.

**ACTION:** Notice of committee recommendations and invitation for public input.

**SUMMARY:** This notice publishes recommendations made by the HIT Standards Committee (Committee) at its public meeting on April 28, 2010, and invites public input on the recommendations at the Committee's next meeting on June 30, 2010. The Committee is a federal advisory committee to the Office of the National Coordinator for Health Information Technology (ONC).

*Name of Committee:* HIT Standards Committee.

*General Function of the Committee:* To provide recommendations to the National Coordinator on standards, implementation specifications, and certification criteria for the electronic exchange and use of health information for purposes of adoption, consistent with the implementation of the Federal Health IT Strategic Plan, and in accordance with policies developed by the HIT Policy Committee. Sections 3003(b)(4) and (e) of the Health Information Technology for Economic and Clinical Health (HITECH) Act requires ONC to publish the Committee's recommendations to the National Coordinator in the **Federal Register** and on ONC's Web site.

*Contact Person:* Judith Sparrow, Office of the National Coordinator, HHS, 330 C Street, SW., Washington, DC 20201, 202–205–4528, Fax: 202–690–6079, e-mail: *judy.sparrow@hhs.gov.*

*Recommendations:* During the April 28, 2010 meeting, the Committee's recommendations focused on standards for governance, funding and infrastructure of controlled vocabularies, value sets and vocabulary subsets to be used primarily to further interoperability between providers and the systems they deploy as defined by the various stages of Meaningful Use Objectives. The recommendations may be found at *http://healthit.hhs.gov/standardscommittee.*

*Procedure:* Individuals wishing to make comments on the Committee's April 28, 2010, recommendations may present oral comments at the Committee's next meeting on June 30, 2010, from approximately 1 p.m. to 2 p.m., e.t., at the Marriott Hotel Washington, 1221 22nd Street, NW., Washington, DC 20037. Comments will be limited to two (2) minutes per person. A separate notice announcing this meeting has been published in the **Federal Register** and provides additional information.

**Authority:** Sections 3003(b)(4) and (e) of Health Information Technology for Economic and Clinical Health (HITECH) Act, Title XIII of Division A of the American Recovery and Reinvestment Act of 2009 (ARRA), Pub. L. No. 111–5.

Dated: June 2, 2010.

**Judith Sparrow,**

*Office of Programs and Coordination, Office of the National Coordinator for Health Information Technology.*

[FR Doc. 2010–13683 Filed 6–7–10; 8:45 am]

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