

NASA-TV User Survey
NASA-sponsored Classroom of the Future
Center for Educational Technologies®
Wheeling Jesuit University
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In 2005, NASA-TV switched from analog to digital transmission. This survey will document:

- The current NASA-TV user base at formal and informal locations.
- Current use or non-use of NASA-TV by previous NASA-TV users and reasons for current non-use if applicable.
- Possible additional uses of NASA-TV from the user's point of view.

The total potential respondent universe for the NASA-TV survey consists of the current, past, and potential future users of NASA-TV. This includes anyone who has used, is currently using, or will shortly use a digital receiver as well as former viewers who no longer use NASA-TV. The NASA-sponsored Classroom of the Future will contact individuals and organizations known to have purchased the digital decoder and will solicit participation by individuals and organizations that have previously contacted NASA Central Operation of Resources for Educators (CORE) in order to obtain NASA-TV-related resources. The Classroom of the Future™ will contact individuals and organizational representatives via telephone and e-mail. The questionnaire will be online for all respondents. Response time is estimated to be 10 minutes. The Classroom of the Future's goal is 1,020 completed individual surveys.

NASA-TV Survey Questions

Questions will be formatted for online delivery (e.g., using radio buttons to select choices or fill in items)

1) ZIP code

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2) Where NASA-TV is used?

__Home	__School	__Museum	__Other
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3) Are you a current user of NASA-TV programming and or NASA-TV content?

__Yes	__No
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4) Are you a former user of NASA-TV programming and or NASA-TV content?

__Yes	__No
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If you no longer watch NASA-TV, why not?

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5) How do you receive the NASA-TV programming?

<input type="checkbox"/> Digital satellite	<input type="checkbox"/> Cable	<input type="checkbox"/> Internet	<input type="checkbox"/> Videotape	<input type="checkbox"/> Other
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6) If you are a former user of NASA-TV, how did you receive the NASA-TV programming?

<input type="checkbox"/> Digital satellite	<input type="checkbox"/> Cable	<input type="checkbox"/> Internet	<input type="checkbox"/> Videotape	<input type="checkbox"/> Other
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7) What is your frequency of use?

<input type="checkbox"/> Yearly	<input type="checkbox"/> Monthly	<input type="checkbox"/> Weekly	<input type="checkbox"/> Daily	<input type="checkbox"/> Other
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8) What programming segments or features do you use?

<input type="checkbox"/> Education channel	<input type="checkbox"/> Missions	<input type="checkbox"/> Special broadcasts	<input type="checkbox"/> Other
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9) How many viewers do you estimate you show NASA-TV programming to?

	Estimated number of viewers served
On a daily basis	
On a weekly basis	
Other	

10) How did you use the NASA-TV programming?

<input type="checkbox"/> Teacher	<input type="checkbox"/> Administrator	<input type="checkbox"/> Professor	<input type="checkbox"/> Personal interest	<input type="checkbox"/> Other
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11) What programming feature from NASA-TV is used the most often?

<input type="checkbox"/> Video news file	<input type="checkbox"/> NASA gallery	<input type="checkbox"/> Education	<input type="checkbox"/> In-flight missions	<input type="checkbox"/> Special events	<input type="checkbox"/> Other
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12) If you are an educator, what is the importance of access to NASA-TV programming for your work?

<input type="checkbox"/> Very important	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not very	<input type="checkbox"/> Other	<input type="checkbox"/> Doesn't apply to me
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13) What is the importance of access to NASA-TV programming to an administrator's work?

<input type="checkbox"/> Very important	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not very	<input type="checkbox"/> Other	<input type="checkbox"/> Doesn't apply to me
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14) What is the importance of access to NASA-TV programming to a NASA employee's work?

<input type="checkbox"/> Very important	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not very	<input type="checkbox"/> Other	<input type="checkbox"/> Doesn't apply to me
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15) If you are an educator, for what grade level do you use NASA-TV programming and content?

<input type="checkbox"/> K-4	<input type="checkbox"/> 5-8	<input type="checkbox"/> 8-12	<input type="checkbox"/> Adult	<input type="checkbox"/> Doesn't apply to me
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16) What content would you like to be available on NASA-TV?

17) How could NASA-TV be changed to become more useful to you?
