

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Respondent Universe and Sampling Methods

To assess the NPIN User's satisfaction with the website, products and services, two different surveys will be conducted. One survey will be administered to users of the NPIN website (i.e., NPIN Website User Survey) and the other survey will be administered to users of NPIN products and services (i.e., NPIN Products and Services User Survey). These groups of users, however, are not mutually exclusive.

NPIN Website User Survey

The sampling frame for the NPIN Website User Survey will include all of those individuals who visit the NPIN website. A randomly selected sample of visitors to the NPIN website will be asked to participate in a web-based survey based on a specified elapsed time interval and specified number of visitors to the website. Sampling and coverage error is expected to be minimized because of the target population's universal access to the Internet.

NPIN Products and Services User Survey

The sampling frame for the NPIN Products and Services User Survey will include all of those organizations who have ordered materials or requested services from NPIN. This information is currently stored in the NPIN Resources and Organizations Database and includes the contact information for NPIN products and services users (e.g., representatives from social service organizations, health care organizations, community-based organizations, associations, faith-based organizations, government agencies, educational organizations, corporations, correctional facilities, general public, etc.). A stratified random sample of users will be invited to complete this survey. The response rate is expected to be about 80 percent for this data collection.

2. Procedures for the Collection of Information

Both surveys were adapted from the American Customer Satisfaction Index.¹ The surveys cover the following topics with regards to the NPIN website and products and services:

- Perceived quality – overall experience with the website/products and services, usefulness to the user, reliability of the website/products and services
- Customer expectations
- Customer satisfaction – overall satisfaction with the website/products and services, comparison to other websites/products and services
- User trust – confidence in website/products and services
- Use of website or products and services – features used, frequency of use
- Other sources of information used

¹ The Regents of the University of Michigan. American Customer Satisfaction Index (ACSI) Methodology Report. 2005.

- Suggestions from User – desirable features and content, suggestions for improvement
- Background information of User – organization type, job/position, target population served

The NPIN Website User Survey will be conducted annually for a period of 1 month using intercept-based surveys of visitors to the NPIN website. An invitation to participate in the survey will appear on the computer screen for every 9th visitor to the NPIN website who remains on the website for two or more minutes. If the website visitor chooses to participate in the survey, they will be directed to the Web-based survey for completion and submission online.

The NPIN Products and Services User Survey will be conducted biannually for a period of 1 month in which potential respondents will be invited to participate in the data collection via email and then directed to a Web-based survey using a link with the URL address to the survey. Survey invitation via email and online data collection will be the primary mode of data collection as over 80% of NPIN product and service users have supplied their email address to the NPIN Resources and Services Database. Organizations that do not have access to the Internet will have the option to complete the survey via electronic mail or will be administered the survey over the phone.

3. Methods to Maximize Response Rate and Deal with Nonresponse

Every effort will be made to ensure a high response rate from survey participants. Both surveys have been pre-tested with a sample of no more than 9 participants for each survey. Results of the pre-test indicate that the surveys are free of undue burden, unambiguous, and easy to complete. In addition, the design and layout of each survey adheres to the general guiding principles of survey design.^{2,3,4} Each survey is brief and concise, maximizes the use of closed-ended questions, utilizes clear response options and instructions, and asks for minimal background information about the respondent. Moreover, the proposed data collection includes several proven methods to improve response rates for web-based surveys such as an email cover letter, and for the Product and Services Survey, email follow up reminders and the option to complete the survey by multiple modes (e.g., online or by phone).⁵

4. Tests of Procedures or Methods to be Undertaken

² Dillman, D.A. (2000). *Mail and Internet Surveys: The tailored design method*. New York: John Wiley and Sons, Inc.

³ Shannon, D.M., Todd E. Johnson, Shelby Searcy, and Alan Lott. (2002). Using Electronic Surveys: Advice from Survey Professionals. *Practical Assessment Research & Evaluation*, 8(1). Accessed January 8, 2007 at <http://PAREonline.net/getvn.asp?v=8&n=1>.

⁴ Frary, R.B. (1996). Hints for designing effective questionnaires. *Practical Assessment, Research & Evaluation*, 5(3). Accessed January 8, 2007 at <http://PAREonline.net/getvn.asp?v=5&n=3>.

⁵ Solomon, D.J. (2001). Conducting Web-based Surveys. *Practical Assessment Research & Evaluation*, 7(19). Accessed January 8, 2007 at <http://PAREonline.net/getvn.asp?v=7&n=19>.

The contractor implemented pre-tests of the surveys with no more than 9 users of NPIN products and services and 9 users of the NPIN website to see how participants responded to survey items and to identify potential data quality problems, such as nonresponse rates for individual survey items. Results indicated that respondents understood and interpreted survey items correctly and did not perceive the survey as burdensome. On average the NPIN Website User Survey took 13 minutes to complete and the NPIN Products and Services User Survey took 15 minutes to complete.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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