

OMB Question:

The response to question B.3 in the supporting statement states: "Respondents are immediately told that the call is for a national market research study on current social issues in our society, that they will remain anonymous and not be held accountable for their views."

Please advise how respondent views on current social issues will affect NASA's strategic plan as described in response to question A.1 to identify critical technology investments?

Answer:

The U.S. public does "invest" in their civilian space program, and it is important to the Agency that the public understands NASA's mission, programs and results. To do so, public opinion surveys provide the necessary data to direct an effective communication strategy. This strategy must be based on a good understanding of the various target audiences, how they receive and evaluate information, and if the messages are understandable and resonate with each of these audiences. As mentioned in the supporting statement under A.1, NASA wants to know "how" the public thinks about NASA, which is more of an intuitive, social response. To get a true intuitive response, it is necessary to avoid any predisposition. Therefore, the respondents are not informed that NASA is the subject matter and "social issues" is used instead. The term "social issues" also connotes a "non-technical" nature to the questions. The survey is intended to provide NASA with a better understanding of how to communicate with the public about its missions, not to identify critical technology investments.