

Appendix 11: New Questions

NEW Demographic Questions (part of Appendix 5)

The bracketed portion of the following Demographic Questions may be changed to suit a particular evaluation scenario.

Form Approved
OMB No.: 0920-0735
Exp Date: March 31, 2010

Are you male or female?

- Male
- Female

What is your age? [Freeform Answer]

What year were you born? [Freeform Answer]

How would you describe yourself?

- [Hispanic or Latino]
- [Black or African American]
- [White]
- [Asian]
- [American Indian or Alaska Native]
- [Native Hawaiian or Other Pacific Islander]
- [Prefer not to answer]

What is your race and ethnicity? [Freeform Answer]

Please tell me your race or ethnic background. [Are you?]

- o Ethnicity:
 - [Hispanic or Latino]
 - [Not Hispanic or Latino]
- o Race:
 - [White/Caucasian]
 - [Black or African-American]
 - [American Indian or Alaska Native]
 - [Native Hawaiian or Other Pacific Islander]
 - [Asian]
 - [Vietnamese]
 - [Cambodian]
 - [Filipino]
 - [Japanese]
 - [Korean]
 - [Chinese]

What is your country of residence?

- [USA]
- [Canada]
- [Afghanistan]
- [Albania]
- [Algeria]
- [American Samoa]
- [Andorra]

- [Angola]
- [Argentina]
- [Armenia]
- [OPTION]

What is/are your [city, state, zip code]? [Freeform Answer]

Were you born in the United States?

- [Yes]
- [No]

What is your current occupational status? [Would you say...?]

- [Employed]
- [Unemployed]
- [Homemaker]
- [Student]
- [Retired]
- [Disabled]
- [Other: _____]

What term would you use to describe your current profession? [Freeform Answer]

What is your marital status?

- [Married]
- [Living as married]
- [Divorced]
- [Widowed]
- [Separated]
- [Single, never been married]

Which of the following categories best describe your total, annual household income?

- [Under \$20,000/year]
- [\$20,001 - \$30,000/year]
- [\$30,001 - \$40,000/year]
- [\$40,001 - \$50,000/year]
- [\$50,001 - \$60,000/year]
- [\$60,001 - \$80,000/year]
- [\$80,001 - \$100,000/year]
- [Over \$100,000/year]

Number of children [(under age 18)] [living in the household]:

- [None]
- [1-2 children]
- [3-4 children]
- [5 or more children]

How many children do you have and what are their ages?

- o Infants (less than 1 year)
- o Toddlers (1–4 years)
- o Youth (5–12 years)
- o Teens (13–18 years)
- o Adults (over 18 years)

How long have you worked in your current profession?

- Less than one year
- 1 year
- 2 – 5 years
- 6 – 10 years
- More than 10 years

Do you currently rent or own your home?

- [Own]
- [Rent]
- [Occupied without paying monetary rent]

What is your current relationship status?

- [Single]
- [Married to a man]
- [Married to a woman]
- [In a relationship with a man]
- [In a relationship with a woman]
- [Divorced or Widowed]

Have you ever had [an HIV test]?

- [Yes]
- [No]

What was the result of your last [HIV test]?

- [Positive]
- [Negative]
- [Don't know]

When was the last time you [had an colorectal cancer screening test]? [Freeform Answer]

Are you the parent or guardian of a [boy/girl, ages INSERT range years]?

- [Yes]
- [No]

Are you or have you ever been [sexually active]?

- [Yes]
- [No]

Do you feel comfortable reading materials that require [a 7th grade reading level]?

- [Yes]
- [No]

Do you, or does any member of your household or immediate family work for:

- [a market research company]
- [an advertising agency or public relations firm]
- [the media (TV/radio/newspapers/magazines)]
- [as a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)]

Have you [participated in a focus group, intercept interview, telephone survey, and/or online survey in which you were asked your opinions regarding a product, a service, or advertising within the past six months]?

- [Yes]
- [No]

How many of these have you attended [in the past six months]? [Freeform Answer]

What was/were the topics [discussed]?

NEW Introductory Questions (Part of Appendix 6)

The bracketed portion of the following Introductory Questions may be changed to suit a particular evaluation scenario.

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What is the highest level of education you have completed?

- [High school or less]
- [Some college]
- [College degree]
- [Advanced degree]
- [Prefer not to answer]

Describe your work environment: [Freeform Answer]

What is your primary specialty? [Freeform Answer]

Do you have a subspecialty? [What is it?] [Freeform Answer]

Which best describes [your role at CDC]?

- [Leadership or Program-specific]
- [Web-related: e.g. Web site manager, developer/programmer, Web site content coordinator, Web site graphics designer, usability specialist, information architect, etc].
- [Other CDC employee: uses www.cdc.gov for a job that is NOT Leadership, Program-specific, or Web-related]
- [Administrative or building management staff]
- [Center, division, or branch management]
- [Public health professional (epidemiologist, health communicator, health education, program analyst, etc.)]
- [Healthcare provider – Doctor]
- [Healthcare provider – Nurse, Nurse practitioner, Physician's Assistant]
- [Researcher, scientist, or laboratorian]
- [Writer, editor, or library scientist]
- [Other: _____]

Are you..?

- [Individual interested in health issues]
- [Patient, friend or family member of an individual interested in health issues]
- [Physician]
- [Nurse, physician's assistant, nurse practitioner]
- [Other, please specify:]

What [industry sector] do you work in?

- [Agriculture, Forestry and Fishing]
- [Construction]
- [Healthcare and Social Assistance]
- [Manufacturing]
- [Mining]
- [Services]
- [Transportation, Warehousing and Utilities]

- [Wholesale and Retail Trade]

Where do you [work]?

- [Federal government]
- [State government]
- [Local government]
- [Academia]

What does [workplace health and safety] mean to you? [Freeform Answer]

Please tell me [what kinds of workplace safety and health procedures] you use in your [workplace]?
[Freeform Answer]

Where do you currently [get your information on workplace safety and health concerns]?

- [NIOSH site: Which site do you use: _____]
- [OSHA site: Which site do you use: _____]
- [Other workplace health and safety site(s): Please list _____]

What is the size of [the facility where you work]?

- [Large (500 or more employees)]
- [Medium (100-499 employees)]
- [Small (1-99 employees)]

What do you do [in your job]? [Freeform Answer]

Which of the following best describes [the reason for your visit today]?

- [Health information for myself]
- [Health information for someone else (loved one, family, friend)]
- [Other, please specify:]

Which of the following items do you [use on the CDC.gov website]?

- [Bookmark and share (to tag content for social bookmarking sites like Digg or Del.icio.us)]
- [Blogs]
- [Video or CDC-TV]
- [Other, please specify:]

Have you ever [viewed CDC's Web site on your mobile phone or device]?

- [Yes]
- [No]

How frequently do you [use the CDC.gov Web site]?

- [Daily]
- [Weekly]
- [Monthly]
- [This is my first time]

What is your current job title? [Freeform Answer]

How did you find out about [CDC-INFO]?

Was this the first time you [e-mailed the CDC]?

- [Yes]
- [No]

Do you consider [CDC] to be a reliable source of [information]?

- [Yes]

- [No]

What do you think is the best way to [get the word out about Immunizations in your community]?

- Billboard 20 TV
- Bus ad (outside or inside)
- Can't think of anything
- Childcare/day care
- Clinic News program
- Community agency Commercial
- Doctor/other health care professional
- Storyline on existing program
- Flyer
- Friend/family member [*Fill in name of show*]:
- Grocery Store 21 Nutrition Program for Women, Infants & Children (WIC)
- Hospital 22 Other [*Fill in*]
- Information line 23 *Refused to answer*
- Internet/Website
- Magazine
- Newspaper
- Public Event
- Public Health Department
- Radio
- School

From your perspective, what recent improvements have you seen [at CDC to help those looking for free publications]? [Freeform Answer]

Please share highlights of a recent [call or e-mail] [where you feel you were particularly helped]. [Freeform Answer]

In [the past 12 months], [who have you contacted], when you needed [information about HIV testing]? [Freeform Answer]

NEW Core Questions (Part of Appendix 7)

The bracketed portion of the following Core Questions may be changed to suit a particular evaluation scenario.

Form Approved
OMB No.: 0920-0735
Exp Date: March 31, 2010

Did you find what you were looking for [on the CDC website today]?

- [Yes]
- [No]
- [Somewhat]
- [Other: _____]

Would you like [options for interacting electronically with the website]? [Freeform Answer]

Which of the following [technologies] would you use if available [on the Web site]? [Download Podcasts or other Audio/Visual presentations]

- [Making comments to blog entries]
- [Listservs/RSS feeds to receive up-to-date news on....]
- [Making general comments/suggestions in a forum-style manner]
- [Other: _____]

Additional comments about [SITE] or suggestions for [improving user-friendliness]? [Freeform answer]

What kinds of problems would [AUDIENCE] have using [SITE]? [Freeform answer]

Describe the [SITE]. [Freeform answer]

I think [SITE] is [easy to use].

What aspects of [SITE] did you [find difficult to understand]?

What was your [knowledge of the workplace safety and health issues] prior to [using this Web site]?

- [Knew nothing]
- [Knew a little bit.]
- [Knew an average amount]
- [Knew a lot]

What is your [knowledge about the workplace safety and health issues] now that you [have used the workplace safety and health resource]?

- [Know nothing]
- [Know a little bit.]
- [Know an average amount]
- [Know a lot]

What areas of [workplace safety and health] would you like [to learn more about that we could include on our site]? [Freeform answer]

Why do you [search for workplace safety and health information on our site]?

- [For employees]
- [For self]

- [For friends]
- [For colleagues]

What kind of [information are you looking for]?

- [Workplace safety information]
- [Workplace health information]
- [Funding information]
- [Prevention]
- [Fact Sheets]
- [NIOSH numbered publications]
- [Where to get more information]
- [Standards]
- [Recommendations]
- [Best practices]
- [Other]

What is your [preferred resource for occupational safety and health information]?

- [TV]
- [Radio]
- [Newspaper]
- [Newsletter]
- [Social Network]
- [Twitter]
- [YouTube]

How do you [access workplace safety and health information on the web]?

- [NIOSH Website]
- [Printed materials]
- [Science Blog]
- [Twitter]
- [Facebook or MySpace]
- [Other_____]

How could we [improve our workplace safety and health resource]? [Freeform Answer]

Do you think [workplace safety and health resource] is [useful for making workplace safety and health decisions]?

- [Strongly disagree]
- [Disagree]
- [Neither agree or disagree]
- [Agree]
- [Strongly agree]

Do you think you will [use the workplace safety and health information you have learned from this resource in your workplace]?

- [Strongly disagree]
- [Disagree]
- [Neither agree or disagree]
- [Agree]

What changes would [improve the site]?

What do you like [least] about [this workplace safety and health resource]? [Freeform Answer]

If we made the changes you have mentioned would you be [more or less likely to use it]?

- [Much more]

- [Maybe a little more]
- [About the same]
- [Less likely]

Please rate [the accuracy of information on this site]. [Freeform Answer]

What is your overall satisfaction [with this site]? [Freeform Answer]

How well does [this site meet your expectations]? [Freeform Answer]

How does [this site compare to your idea of an ideal website]? [Freeform Answer]

How likely are you [to return to this site]? [Freeform Answer]

How did you [find this site]?

- [Search engine]
- [Referral or links from other sites]
- [Media/news story]
- [Other, please specify:]

Do you have any accessibility concerns with this site, [such as small font sizes, color or contrast, or issues with your screen reader]? [Freeform Answer]

What other [Web sites] do you use to find health information]? [Freeform Answer]

What do you [like about other Web sites] that you would [like to see on CDC.gov]? [Freeform Answer]

Is t[he Siebel system] similar to [the system used in your previous job]? [Freeform Answer]

What did you like better about [that system]? [Freeform Answer]

Please describe [a typical day in your job]. [Freeform Answer]

What is the [most enjoyable part? What tasks feel the most efficient or effective?] [Freeform Answer]

Describe an experience you had [on the job where you did not feel adequately trained]. [Freeform Answer]

Please describe [the most common workarounds you use in your job. How often do you use them?] [Freeform Answer]

What tasks [do you feel rushed on]? [Freeform Answer]

What features [do you feel rushed using]? [Freeform Answer]

What part of [this process] [works well for you]? [Freeform Answer]

How would you redesign [the Web site]? [Freeform Answer]

How would you [find a Prepared Response on the site]? [Freeform Answer]

What tips / tricks do you use when [entering search terms]? [Which work well?] [Freeform Answer]

Please show me how you [keep you're a – Z list up-to-date.] [Freeform Answer]

Have you used ["Help"] before? [Freeform Answer]

When is the last time you used ["Help"]? [Freeform Answer]

Did they know there is ["Help"]? [Freeform Answer]

What you would do if [the Intranet Web site web down]? [Freeform Answer]

If you were [designing a help manual for you and your teammates to use], [what items would you include in it]? [Freeform Answer]

What aspects of [the Siebel application] did not [seem logical to you when you started using it]? [And now?] [Freeform Answer]

Is [the Siebel application] labeled and organized in a way that made sense to you when you first started using it? [And now?] [Freeform Answer]

Is there anything else you'd like to tell me about what you like and don't like about [the systems you use to complete your job tasks]? [Freeform Answer]

Where did you find out about [this text messaging program]? [Freeform Answer]

How would you rate [your level of satisfaction with this pilot]? [Freeform Answer]

Was [this text messaging pilot] what you expected? [Freeform Answer]

How did [it] fall short or exceed your expectations? [Freeform Answer]

Was [the signup process] consistent with [other text messaging programs you've participated in]? [Freeform Answer]

Was [the timing of] [BLANK] ideal? [Freeform Answer]

Was it [easy or hard] to [TASK read texts, re-read / save, respond]? [Freeform Answer]

Did you need help [to participate in this pilot]? [Freeform Answer]

Was [using the CDC mobile Web site to find information] the [correct level of complexity]? [Freeform Answer]

How complex was [using your phone to get the information you needed]? [Freeform Answer]

How many hours a day do you [have your mobile phone with you / turned on]? [Freeform Answer]

Do you get [other health content on your phone]? [Freeform Answer]

Would you be interested in [future health-related text messages from CDC]? [Freeform Answer]

What other [health topics] would you like to [receive text messages about from CDC]? [Freeform Answer]

Would you / Do you like getting [health information via your mobile phone]? [Freeform Answer]

Would you prefer [mobile, web, email, phone call, or something else]? [Freeform Answer]

Would you describe yourself as someone [who stays current on technology]? [Freeform Answer]

Did you get [these messages from any other sources, as well]? [Freeform Answer]

Which do you like or dislike about [BLANK]?

- [OPTION]
- [OPTION]
- [OPTION]

What unanswered questions do you still have about [H1N1]? [Freeform Answer]

Who else do you think would benefit from [health-related text messages]? [Freeform Answer]

What would you change about [this text messaging pilot]? [Freeform Answer]

The most recent time you [looked for information on your mobile device] was it for

- [Yourself]
- [Someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend]
- [Both?]

In general, how much would you trust [information about health or medical topics from a doctor or health care professional]?

- [A lot]
- [Some]
- [A little]
- [Not at all]

Some [newspapers or general magazines publish a special section that focuses on health]. In the past 12 months, have you [read health sections of the newspaper or of a general magazine]?

- [Yes]
- [No]

Some people notice [information about health on the Internet], even when they are not trying to find [out about a health concern they have or someone in the family may have]. [Have you read such health information on the Internet in the past 12 months?]

- [Yes]
- [No]

About how often do you use [the Internet]?

- [Every few weeks]
- [Less often]
- [Never]
- [Don't know/refused]

As I read the following list of items, please tell me if you, personally, happen to have each one, or not.

- [A desktop computer]
- [A laptop computer]
- [A cell phone]
- [A personal digital device, like a Sidekick, Palm Pilot or Blackberry]
- [An iPod or other MP3 player]

Have you heard about [health topic/campaign]? [Freeform Answer]

What can you tell me about [health topic/campaign]? [Freeform Answer]

Do you like the idea of having [material to take with you into a doctor's appointment or to take home]? [Freeform Answer]

How do you prefer to see [health information presented]? [In what form (probe: posters, brochures, fliers)?] [Freeform Answer]

What kinds of promotional items would you use? [Freeform Answer]

What are some of the ways you have gotten information about [health behavior] prior to today? [Freeform Answer]

When it comes to [INSERT health topic or behavior], are there any organizations that you would really trust as a reliable source [of information]? [What makes them a trusted source of health topic information?] [Freeform Answer]

How would you rank your level of knowledge and understanding of [information you have received from CDC]?

- [knowledge is extensive]
- [above average]
- [average]
- [have some knowledge]
- [no knowledge]

Do any [companies or organizations say] something like this now? Which ones? [Freeform Answer]

Do you think one is [more appealing] than the others? [Which? Why/why not?] [Freeform Answer]

Now that you've seen [all of these concepts], which one [catches your attention the most]? [Freeform Answer]

What is the most [motivational] format for [this information]? [Freeform Answer]

How relevant is this concept for [parents of teens (or children) who [are worried about smoking]]? [Freeform Answer]

What resources do [parents need when they feel alone and unsupported in raising their teens]? [Freeform Answer]

Looking at the image, would you say it [fits in with what they are trying to convey]? [Freeform Answer]

What is the main message of [this illustration]? [What does it tell you?] [Freeform Answer]

Picturing this image on [a poster, brochure, print ad, or other material,] how likely is it [that an image like this will help draw your attention and curiosity]? [Freeform Answer]

Are there other [images] that might [convey this idea better]? [Freeform Answer]

How do you feel about [the images] used in this concept? [Are they helpful/engaging? Why/why not]? [Freeform Answer]

Is the color [appropriate]? [Freeform Answer]

What do you think about the [length of the content on the Web page]? [Freeform Answer]

Would you change anything about your current routine after [seeing this]? [Freeform Answer]

Before [being contacted for this study], had you ever heard of the [INSERT organization name]?

[Yes]

[No]

NEW Activity / Task Questions (Part of Appendix 8)

Respondents may be asked to click through the specific Web site, social media, mobile-based or other electronic communication channels to complete an activity / task. For each activity question, there may be a series of followup questions to evaluate the participant's ease or difficulty in finding the answer to the question. Examples of activity / task questions and follow up questions are shown below. The actual activity / tasks used for each usability evaluation will be created to suit a particular evaluation scenario.

Form Approved
OMB No.: 0920-0735
Exp Date: March 31, 2010

Example Activity 3

[Where would you find information about visiting the CDC museum?]

Example Activity 4

[Where would you find a journal that CDC develops called the MMWR?]

Example Activity 5

[Please group this list of items from the Web site into categories that make sense to you.]

Example Followup Question to Activity 5

[Please give each category you create a label.]

Example Activity 6

[What is the main idea that this Web page is trying to get across, in your own words?]

Example Followup Question to Activity 6

[Does this page make sense to you?]

NEW Followup Questions (Part of Appendix 9)

“GENERAL” QUESTIONS

The bracketed portion of the following “General” Follow up Questions may be changed to suit a particular evaluation scenario.

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How well do you think the main ideas come across [in this page/content]? [Freeform answer]

How could this [page/content] be improved? [Freeform answer]

After using [the CDC website today], how likely are you to do one of the following activities:

- Talk to a friend or family member about the topic
- Email the information to a friend or family member
- Print the information and share it
- Bookmark this page for later use
- Do additional research online
- Order a publication from CDC.gov

How satisfied are you with [the services CDC provided]? [Freeform Answer]

What did you learn from your [call visit to CDC] that you did not know before? [Freeform Answer]

Did what you learned make you want to [change any behaviors]?

- [Yes]
- [No]

Please tell me more about [what changes you are thinking about.] [Freeform Answer]

Have you actually [changed any behaviors]?

- [Yes]
- [No]

Overall, how satisfied are you [with the quality of the health information provided by CDC]? [Freeform Answer]

Thinking about [your entire call experience], how satisfied are you [with CDC’s electronic communication channels]? [Freeform Answer]

How well did the information provided [by CDC] [answer your questions]?

- [Very well]
- [Fairly well]
- [Not very well]
- [Not at all well]

Did the [response] you received from [CDC] [show that they]:

- [Clearly understood your needs]
- [Somewhat understood your needs]
- [Did not understand your needs very well]
- [Did not understand your needs at all]

How quickly was [CDC] able to [respond to your questions]?

- [Within 24 hours]
- [Within 2-3 days]
- [Up to a week]
- [More than a week]

How satisfied are you with [the services CDC provided]?

- [Very satisfied]
- [More satisfied than dissatisfied]
- [More dissatisfied than satisfied]
- [Very dissatisfied]

What is the reason you [were not satisfied]? [Freeform Answer]

Will you distribute [the materials] to [school children]?

- [Yes]
- [No]

Did you get [the information] you [asked for]?

- [Yes]
- [No]

Did [CDC's mobile web site] provide [the information you needed]?

- [Yes]
- [Somewhat]
- [No]

Did the information you received] make you want [to change your behavior]?

- [Yes]
- [No]

Thinking about your overall experience ordering a publication, how satisfied are you?

- [Very satisfied]
- [More satisfied than dissatisfied]
- [More dissatisfied than satisfied]
- [Very dissatisfied]

What did you learn from [your call to CDC-INFO] that you did not know before? [Freeform Answer]

Who are you looking for [information] for? [Freeform Answer]

Where are you getting [information about this event] for? [Freeform Answer]

Has the information that you have received so far [been easy to understand]? [Freeform Answer]

What [information] do you still need? [Freeform Answer]

Please rate the following statements [Strongly agree], [Agree], [Neutral], [Disagree], or [Strongly disagree]:

- I would recommend this site to others.
- I found the website unnecessarily complex.
- I thought the website was easy to use.
- I think I would need help sometimes to be able to effectively use this website.
- I found that the various functions in this website were well integrated.

- I thought there was too much inconsistency in this website.
- I would imagine that most people would learn to use this website very quickly.
- I found this website very awkward to use.
- I felt very confident using this website.
- I will need to learn a lot about this website before I could effectively use