

## **NCI Cancer Bulletin Survey**

### **Survey Announcement Message**

Dear Reader,

The National Cancer Institute (NCI) has been publishing the *NCI Cancer Bulletin* since 2004. We see you, the subscriber, as an important source of information on how to improve the newsletter and help ensure that the needs of readers are met. We would appreciate your participation in a brief survey to gather feedback on the *NCI Cancer Bulletin*. Your participation is extremely valuable.

To complete the survey, please go to <http://www.cancer.gov/ncicancerbulletinsurvey> either by clicking on the URL address or copying and pasting it into your browser. Please complete the survey no later than Friday, June 18, 2010.

It will take approximately 10 minutes to complete and your responses will be anonymous.

Thank you in advance for your comments. We welcome your input and look forward to sharing the results of the survey in an upcoming issue of the *NCI Cancer Bulletin*.

Sincerely,

The *NCI Cancer Bulletin* Staff

## Survey Instrument

OMB # 0925-0046

Exp. Date: 2/28/2013

Thank you for agreeing to complete this brief survey to gather feedback on the *NCI Cancer Bulletin*. Your participation is extremely valuable and will help us serve you better.

This survey should take approximately 10 minutes to complete. NCI encourages you to complete the entire survey at one sitting. Please note that once you begin the survey, you will not be able to leave it and then resume and complete it later from the point at which you stopped. If you have any general or technical questions about the survey, please contact Tom Lehman from the Academy for Educational Development at (202) 884-8863 or email [tlehman@aed.org](mailto:tlehman@aed.org).

If you have any other feedback on the *NCI Cancer Bulletin*, please send it to the editorial staff at [ncicancerbulletin@mail.nih.gov](mailto:ncicancerbulletin@mail.nih.gov).

Public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0046-01). Do not return the completed form to this address.

Your participation in this survey is completely voluntary. Please be assured that your responses will be kept confidential and will not be disclosed to anyone outside NCI or its contractor, the Academy for Educational Development, except as otherwise required by law. Data will be provided to NCI in aggregate form only, with any potentially identifying information removed. You may skip any questions that you prefer not to answer.

## **About You**

**1. Which ONE of the following best describes you as a subscriber to the *NCI Cancer Bulletin*? Please choose one answer from among the options below.**

- Physician [SKIP TO Q1a]
- Nurse / nurse practitioner [SKIP TO Q2]
- Other medical / health professional [SKIP TO Q1b]
- Researcher / scientist [SKIP TO Q1c]
- Advocate [SKIP TO Q2]
- Other professional [SKIP TO Q1d]
- Student [SKIP TO Q1e]
- Cancer patient / survivor [SKIP TO Q2]
- Cancer patient family member / friend [SKIP TO Q2]
- Member of the general public [SKIP TO Q2]

**1a. Which ONE of the following best describes the type of physician you are? Please choose one answer from among the options below.**

- General / family practitioner
  - Oncologist
  - Other specialist (please specify \_\_\_\_\_)
- [SKIP TO Q2]

**1b. Which ONE of the following best describes the type of other medical / health professional you are? Please choose one answer from among the options below.**

- Case manager / social worker
- Psychologist
- Genetic counselor
- Dietitian / nutritionist
- Cancer registrar
- Medical physicist
- Pharmacist
- Public health professional
- Health care administrator
- Other medical / health professional (please specify \_\_\_\_\_)

**[SKIP TO Q2]**

**1c. Which ONE of the following best describes the type of researcher / scientist you are? Please choose one answer from among the options below.**

- Principal investigator / lead researcher
- Research manager / coordinator
- Research analyst / associate
- Research assistant
- Other researcher / scientist (please specify \_\_\_\_\_)

**[SKIP TO Q2]**

**1d. Which ONE of the following best describes the type of other professional you are? Please choose one answer from among the options below.**

- Librarian / information professional
- Information technology professional
- Journalist
- Administrator / manager
- Communications professional
- Teacher / educator
- Other professional (please specify \_\_\_\_\_)

**[SKIP TO Q2]**

**1e. Which ONE of the following best describes the type of student you are? Please choose one answer from among the options below.**

- Medical student
- Graduate student
- College / undergraduate student
- Other student (please specify \_\_\_\_\_)

**2. In which country do you live?**

[Provide a drop down menu of country options, with United States at the top of the list]

- Other (please specify): \_\_\_\_\_

**3. Do you work for the National Cancer Institute (NCI)? (Please choose one)**

- Yes, I currently work for the NCI
- No, but I have worked for the NCI in the past
- No, and I have never worked for the NCI

**4. Which of the following online communication tools have you looked at or used in the past year? (Check all that apply)**

- Blogs or other sites where individuals can post their thoughts and opinions
- Yahoo Groups or other e-mail groups
- Facebook, MySpace, Ning, or other social networking sites
- Twitter or other microblogs
- Delicious, Digg or other bookmarking sites
- YouTube or other video sharing sites
- RSS or other syndication feeds
- Other (please describe): \_\_\_\_\_

**5. In addition to the *NCI Cancer Bulletin*, what other sources have you used to get news on cancer-related topics in the past year? (Check all that apply)**

- Other NCI newsletters (e.g., NCI division newsletters)
- NCI Web site ([www.cancer.gov](http://www.cancer.gov))
- Cancer-specific organizations other than NCI (e.g., American Cancer Society)
- Health / medical Web sites (e.g., WebMD, Medline)
- Other Web sites (not health / medical)
- Social media (e.g., blogs, Facebook, Twitter, etc.)
- Mainstream media (e.g., TV, radio, newspapers, magazines)
- Professional meetings and conferences
- Professional journals and publications (e.g., JAMA)
- Health care providers (e.g., physician, nurse)
- Family and/or friends
- Co-workers
- Cancer support groups
- Other (please describe): \_\_\_\_\_

**6. Do you ever seek information about cancer in a language other than English?**

- No
- Yes (Please specify the language: \_\_\_\_\_)

**7. There are select *NCI Cancer Bulletin* articles available in Spanish. Are you interested in receiving *NCI Cancer Bulletin* articles in Spanish? (Please choose one)**

- Yes
- No
- Don't know / Not sure

**Your *NCI Cancer Bulletin* Subscription**

**8. Approximately how long have you been receiving the *NCI Cancer Bulletin*? (Please choose one)**

- Less than 3 months
- 3 months to less than 1 year
- 1 year to less than 2 years
- 2 years or longer

**9. How did you first learn about the *NCI Cancer Bulletin*? (Please choose one)  
[Order of response options to rotate randomly, except the first and last two response options]**

- When I started receiving email messages that linked to it
- Through an organization (please specify: \_\_\_\_\_)
- At a meeting or conference
- Through the mainstream media (e.g., TV, radio, newspapers, magazines)
- Through a post on a social networking Web site (e.g., Facebook, MySpace, Twitter)
- Through [www.cancer.gov](http://www.cancer.gov)
- Through a Web site other than [www.cancer.gov](http://www.cancer.gov) (please specify: \_\_\_\_\_)
- Through an Internet search engine (e.g., Google search)
- It was forwarded to me by an NCI staff member
- It was forwarded to me by someone who does not work for the NCI
- A friend / relative / co-worker told me about it but did not forward the issue or link
- A doctor or other health care provider told me about it but did not forward the issue or link
- From working at or receiving funding from the NCI
- Other (please specify: \_\_\_\_\_)
- I don't know / I'm not sure

## **Reading the *NCI Cancer Bulletin***

**10. Which reason best describes why you continue to read the *NCI Cancer Bulletin*? (Please choose one) [Order of response options to rotate randomly, except first and last response options]**

- I have stopped reading the *NCI Cancer Bulletin* [Skip to Q21]
- To stay informed of the most recent cancer research findings
- To gain or maintain professional knowledge
- To receive information on research funding opportunities
- To gain knowledge about a specific cancer
- To stay informed of the latest developments and activities at the National Cancer Institute
- I or someone I know was diagnosed with cancer or undergoing treatment
- To find out about clinical trials
- The general content is of interest to me
- There is a specific or recurring section or feature that is of interest to me (please specify: \_\_\_\_\_)
- It comes from the National Cancer Institute
- Other (please specify: \_\_\_\_\_)

**11. How frequently, if ever, do you forward issues of or links to the *NCI Cancer Bulletin* to other people? (Please choose one)**

- Very frequently
- Fairly often
- Only occasionally
- Never



**12. Which of the following statements best describes how you usually read the *NCI Cancer Bulletin*? (Please choose one) [Order of items will be randomized, except last response option.]**

- I read it on a computer
- I read it on a mobile device (e.g., Blackberry, iPhone, Droid)
- I print it on paper to read it
- Other (please describe): \_\_\_\_\_

**13. Since you began receiving the *NCI Cancer Bulletin*, estimate how many issues you have read, at least in part. (Please choose one)**

- Every one or almost every issue
- More than half of the issues
- About half of the issues
- Fewer than half of the issues but more than a few
- Only a few issues
- None of the issues **[SKIP TO Q21]**

**14. How thoroughly do you typically read the *NCI Cancer Bulletin* when you do read it? (Please choose one)**

- I read every article or almost every one
- I read most of the articles
- I read what interests me and skim the rest
- I skim the document and don't usually read entire articles / sections
- I don't really look at it or read it when I receive it **[SKIP TO Q21]**

15. When you read the *NCI Cancer Bulletin*, how often do you read the following sections: [AED will work with the survey developer to add images indicating where in the *NCI Cancer Bulletin* these sections are located.]

	Always read	Often read	Occasionally read	Never read	Don't know
<b>News</b>					
Featured Article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancer Research Highlights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>In Depth</b>					
Special Report / Spotlight / A Closer Look	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profiles in Cancer Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancer Center Profile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Featured Clinical Trial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Update	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Commentary</b>					
Director's Update	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest Commentary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Conversation With	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Updates</b>					
FDA Updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legislative Updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancer.gov Updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## **Your Thoughts and Opinions on the *NCI Cancer Bulletin***

**16. How useful do you find the content in each of the following sections of the *NCI Cancer Bulletin*? (Please choose one for each item below) [AED will work with the survey developer to add images indicating where in the *NCI Cancer Bulletin* these sections are located. AED will also inquire about including video still frames.]**

	<b>Very useful</b>	<b>Moderately useful</b>	<b>Not too useful</b>	<b>Not at all useful</b>	<b>Don't know</b>
News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Depth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commentary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside NCI videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Their Own Words videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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**20. How likely are you to recommend subscribing to the *NCI Cancer Bulletin* to a friend or colleague? (Please choose one)**

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**21. What topics or content would you like to see covered (or covered more often or more thoroughly) in the *NCI Cancer Bulletin*?**

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**22. Do you have any other suggestions to improve the *NCI Cancer Bulletin*?**

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**Thank you for completing this survey. Your information will be invaluable as we work to improve the quality of the *NCI Cancer Bulletin*.**

*National Cancer Institute  
Office of Communications and Education*