

Model Instance Name:

NLM-OSA

MID:

Date: 4/1/2009

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
Software Instructions (1=Poor, 10=Excellent, Don't Know)		Satisfaction (1=Poor, 10=Excellent)		Likelihood to Return (1=Not Very Likely, 10=Very Likely)	
1	Please rate the appropriateness of instructions for acquiring the OSA ISP software.	8	What is your overall satisfaction with the ISP service?	11	How likely are you to return to this site to read articles using OSA ISP in the future?
2	Please rate how well the OSA ISP software instructions provide answers to your questions.	9	How well does the ISP service meet your expectations ?	Likelihood to Recommend (1=Not Very Likely, 10=Very Likely)	
Software Interface (1=Poor, 10=Excellent, Don't Know)		10 How does this ISP service compare to your idea of an ideal ISP service?		12 How likely are you to recommend someone view articles using OSA ISP ?	
3	Please rate the user friendliness of the OSA ISP software interface.				
4	Please rate the readability of the data using OSA ISP software interface.				
Data Views Browsing (1=Poor, 10=Excellent, Don't Know)					
5	Please rate how well the data views show the appropriate level of detail .				
6	Please rate the variety of data views .				
7	Please rate the availability of the specific data views you were looking for.				

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red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NLM-OSA CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
1		How did you learn about the OSA ISP (Interactive Science Publishing) articles?	General web search engine (Yahoo, Google, etc). OSA web page (such as OSA.org, opticsinfobase.org, opticsexpress.org) Link from a non-OSA web page Colleague or friend OSA conference or meeting OSA magazine OSA newsletter OSA e-mail blast Other, please specify	A	Checkbox, one-up vertical
1a	A	Other, learned about ISP			Text field, <100 char
2		Were you able to view and navigate data views of an ISP article?	Yes No	B C	Radio button, one-up vertical
3	B	How frequently do you look at data views using the OSA ISP software?	Never--I have downloaded the paper in PDF but not the OSA ISP software for data First-time user of data views Repeat user of data views Other, please specify	E,F,G,H E,F,G,H A	Radio button, one-up vertical
3a	A	Please tell us how often you look at data views using ISP.			Text area, no char limit
4	C	Which, if any, were barriers to your accessing and using the data views?	Incomplete or confusing access & download/install instructions Technical difficulties in downloading/installing software Challenges in understanding the data views Did not have time to access the data views Did not need to access the data views None of the above Other, please specify	D A	Radio button, one-up vertical
4a	A	Specifically, what other barriers did you encounter for accessing and using data views?			Text area, no char limit
5	D	What technical difficulties did you have downloading/installing the ISP software?	I could not find/did not understand the instructions for downloading and installing I downloaded/installed software, but I was unable to access data views. I was able to download/install the software, but I had some problems. I was unable to download/install the software, but I know why. I was unable to download/install the software due to administrative restrictions. I was unable to download/install the software, and I don't know why. Other, please specify	A	Radio button, one-up vertical
5a	A	Specifically, what technical difficulties did you have?			Text area, no char limit
6	E	How many data views did you open in the ISP article(s) you looked at?	One data view Two or more data views I did not look at any data views Other, please specify	A	Radio button, one-up vertical
6a	A	Please tell us how many data views you opened.			Text area, no char limit
7	F	Did the data views enhance your experience reading the article?	Yes No Not sure		Radio button, one-up vertical
8	G	What were the impacts of your use of the data views?	Facilitated learning about the paper's subject matter Deepened understanding of the paper's data analysis Created ideas for further related research		Radio button, one-up vertical

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Gained experience with new interactive methods of data presentation Other, please specify	A	
8a		Specifically, what were the other impacts of your use of data views?			Text area, no char limit
9	H	About how long did it take a typical data view to download and display in the software?	10 seconds or less More than 10 seconds but less than 30 seconds 30 seconds to 1 minute More than 1 minute Other, please specify	A	Radio button, one-up vertical
9a	A	Please tell us more about how long it took the data views to download.			Text area, no char limit
10		Did you browse the MIDAS data collection repository site for other ISP datasets?	Yes, I visited the data repository site to browse datasets. No, but I could see there was an option to go to the data repository site. I didn't know there was an option to go to the data repository site. I don't know what the MIDAS data collection repository site is. Other, please specify	A	Radio button, one-up vertical
10a	A	Other, visit MIDAS			Text area, no char limit
11		How often do you read or browse OSA journals?	Daily Weekly Monthly Less than once a month but more than once a year Less than once a year or never		Radio button, one-up vertical
12		What best describes your major job duties?	Research Development Teaching Product Design and Engineering Student Administration/Management Librarian or Information Professional Other, please specify	A	Radio button, one-up vertical
12a	A	Other, job duties			Text area, no char limit
13		What is your age range ?	Under 20 21-30 31-40 41-50 51-60 61-70 Over 70		Radio button, one-up vertical
14		What can we do to improve your experience with the ISP Service?			Text area, no char limit



Single or Multi	Required Y/N	Special Instructions
Multi	Y	OPS Group
	N	OPS Group
Single	N	Skip Logic Group
Single	Y	Skip Logic Group
	N	Skip Logic Group
Single	Y	Skip Logic Group
	N	Skip Logic Group
Single	Y	Skip Logic Group
	N	Skip Logic Group
Single	N	Skip Logic Group
	N	Skip Logic Group
Single	N	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	Skip Logic Group

Single or Multi	Required Y/N	Special Instructions
	N	Skip Logic Group
Single	N	Skip Logic Group
Single	N	Skip Logic Group
Single	N	OPS Group
Single	N Y	OPS Group
Single	Y	OPS Group
	N	OPS Group
Single	N	OPS Group
	N	