

**Request for Approval under the  
“Generic Clearance for the Collection of Routine Customer Feedback”  
(OMB Control Number: 0925-0642-02, Expiration Date 9/30/2014) (NCI)**

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**TITLE OF INFORMATION COLLECTION:**

Evaluation of DCEG online newsletter *Linkage*

**PURPOSE:** *Linkage* is one of the major communications tools that Division of Cancer Epidemiology & Genetics (DCEG) uses to inform its various target audiences about its research and attract qualified graduate students and other scientists. The online version of *Linkage* is being redesigned to make it easier for visitors to choose and read articles, as well as find associated information on the web site. Two usability tests will assess the new design in terms of ease of use and navigation.

Reports on each session of usability testing will be delivered and discussed with the project leadership, DCEG *Linkage* editor and webmaster. The testing will help inform possible changes to the site including labeling, visual treatment, positioning or navigation.

**DESCRIPTION OF RESPONDENTS:**

Three user groups will be included in testing:

- Outside collaborators (scientists and/or clinicians) at academic institutions and cancer centers. These collaborators will be career scientists and clinicians, working in the field of epidemiology, biostatistics, or genetics.
- Graduate students, 21-34 years of age, who are studying epidemiology, biostatistics, or medicine. They will be identified through the DCEG Office of Education.
- Cancer advocates, preferably affiliated with organizations that deal with cancer as it relates to populations – familial cancer, genetic diseases, health disparities, etc. Cancer advocates will be identified through the Office of Advocacy Research.

**TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form  
 Usability Testing (e.g., Website or Software)  
 Focus Group

- Customer Satisfaction Survey  
 Small Discussion Group  
 Other: \_\_\_\_\_

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: \_\_\_\_\_ Cheryl Burg \_\_\_\_\_

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ x ] Yes [ ] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [ x ] Yes [ ] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [x] Yes [ ] No

During recruitment, PII is collected in the form of name and contact information solely for the purpose of reminding the respondents of the usability test the day before and mailing out the incentive.

A Privacy Impact Assessment (PIA) has been completed and published by HHS on 8/30/2011. The name of the IT system is “NIH NCI OCE Office of Market Research and Evaluation Surveys.”

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ x ] Yes [ ] No

**Describe and justify:** Participants will receive an incentive of \$35 as thanks for participating. Other NCI OMB-approved IC’s have included incentives around this amount, for this population, for web-based responses, including usability testing which included:

- Students and the general public incentivized at \$50 for in-person or on-line responses (0925-0589-04, approved 8/2010, SEER).
- Listserv participants incentivized at the \$30 rate for on-line responses (0925-0589-05, approved 8/2010, EGRP).
- Website users and non-users incentivized at the rate of \$60 for on-line responses (0925-0589-08, approved 1/2011; NeXT).

When one averages the above amounts the result is \$46. This is well above the proposed \$35 that we are proposing to give to participants and in-line with OMB’s Supporting Statement A.

**BURDEN HOURS**

| Category of Respondent    | No. of Respondents | Participation Time  | Burden    |
|---------------------------|--------------------|---------------------|-----------|
| Individuals or households | 18                 | 40/60 (0.67)        | 12        |
| <b>Totals</b>             | <b>18</b>          | <b>40/60 (0.67)</b> | <b>12</b> |

Total Burden Hours used for IC’s to date: 4  
Total Burden Hours Approved for IC’s under 0925-0642: 8750  
Total Burden Hours currently requested: 12

**FEDERAL COST:** The estimated annual cost to the Federal government is \$32,787.00.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
[ ] Yes [x] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The outside collaborators (scientists and/or clinicians) at academic institutions and cancer centers who will participate in the usability testing will be found through personal contacts of DCEG staff. Those who agree to participate and can be scheduled will be included, up to the maximum number needed.

The graduate students will be identified through the DCEG Office of Education. Those who agree to participate and can be scheduled will be included, up to the maximum number needed.

The Cancer advocates will be identified through the Office of Advocacy Research. Those who agree to participate and can be scheduled will be included, up to the maximum number needed.

Potential respondents will initially be contacted by email. At the time of testing, a statement of informed consent will be read to respondents and consent will be collected verbally. As part of the usability testing, the System Usability Scale will be conducted.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
[ x ] Web-based or other forms of Social Media  
[ x ] Telephone  
[ ] In-person  
[ ] Mail  
[ ] Other, Explain
2. Will interviewers or facilitators be used? [ x ] Yes [ ] No

**Attachments included below:**

- Attachment 2: Informed Consent
- Attachment 3: Participant Communications (Preliminary follow-up email, scheduling request email, and confirmation email)
- Attachment 4: NIH Privacy Act Memo

**Attachments in a separate file:**

- Attachment 1: Facilitator's Guide
- Attachment 5: System Usability Scale (SUS)

## **Attachment 2: Verbal Consent Form**

### *DCEG Linkage Usability Test*

As part of this research, I need to ask you to formally consent to participate in this usability test. As part of a research project for the National Cancer Institute, we are evaluating the usability of DCEG's *Linkage* website, and we would like you to assist us by participating in a usability evaluation.

Your participation is voluntary, and if you choose not to participate it will not affect your relationship with the National Cancer Institute. You may ask questions at any time during the session. You are also free to stop the session at any time without penalty and without any questions being asked of you.

You will be asked to perform a series of information-seeking tasks and provide your opinion on the design and navigation of the website. The total time involved, including instructions, will be no more than 40 minutes.

All information collected in this study will be kept private under the Privacy Act. Any findings will be reported in aggregated form. We won't be asking anything personal and no identifying information will be shared. There will be no recordings made of the audio or visuals from the usability test.

Do you have any questions at this time?

If you agree to participate, you are saying that you understand what I've told you and that any questions you had were satisfactorily answered. You are also saying that you are at least 18 years old and that you voluntarily agree to participate.

Do you agree to participate in this study?

Participant's name: \_\_\_\_\_

Date: \_\_\_\_\_

Researcher's signature: \_\_\_\_\_

**Attachment 3: Initial follow-up email to potential recruits**

Hi <name>,

Thank you for agreeing to participate in user testing of DCEG's online Linkage website! I received your name from <DCEG staff contact>.

We anticipate conducting the Linkage tests in January, and I will be back in touch with you to schedule a day and time closer to that point.

Thank you for your interest!

Regards,

Audrey

Audrey Lipps  
Sr. Human Factors Engineer  
User Centered Design, Inc.

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Office: 703-715-1062  
Cell: 703-944-4263  
[alipps@user-centereddesign.com](mailto:alipps@user-centereddesign.com)

**2<sup>nd</sup> email to potential recruits to schedule testing**

Hi <name>,

Thank you for agreeing to participate in user testing of DCEG's online Linkage website! We will be conducting testing on <dates>, and I would like to find a day and time that would be convenient for you to participate.

Testing will be conducted remotely, and I will send you a link to the online conference and the phone number for calling in once we have agreed upon a time. The session will last approximately 30 minutes.

Please tell me a couple of days and times on <dates> when you would be available.

Thank you,  
Audrey

Audrey Lipps  
Sr. Human Factors Engineer  
User Centered Design, Inc.

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Office: 703-715-1062  
Cell: 703-944-4263  
[alipps@user-centereddesign.com](mailto:alipps@user-centereddesign.com)

**Confirmation email to scheduled recruits**

Hi <name>,

This is to confirm that you have been scheduled to participate in usability testing for DCEG's Linkage website on <day> at <time>. The session will last approximately 30 minutes. Please confirm back to me that this day and time are still convenient for you.

Testing will be conducted remotely using GoToMeeting. Below you will find a link to the online conference and the phone number to call in.

<online conference information>

Thank you. I look forward to working with you.

Regards,  
Audrey

Audrey Lipps  
Sr. Human Factors Engineer  
User Centered Design, Inc.

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Office: 703-715-1062  
Cell: 703-944-4263  
[alipps@user-centereddesign.com](mailto:alipps@user-centereddesign.com)

**Attachment 4: NIH Privacy Act memo**



DEPARTMENT OF HEALTH & HUMAN SERVICES

0925-0642-2  
Public Health Service

National Institutes of Health  
Bethesda, Maryland 20892

**DATE:** November 21, 2011  
**TO:** Cheryl M. Burg, BS, MS, MA, AGS  
Office of Communications and Education  
National Cancer Institute  
**FROM:** NIH Privacy Act Officer  
**SUBJECT:** Applicability of the Privacy Act: "Evaluation of the Division of Cancer Epidemiology and Genetics (DCEG) Online Newsletter *Linkage* (NCI)"

I have reviewed the NCI submission to OMB to conduct two usability tests to assess the new design of the DCEG online newsletter *Linkage* in terms of ease of use and navigation. *Linkage* is one of the major communications tools that DCEG uses to inform its various target audiences about its research and attract qualified graduate students and other scientists. *Linkage* is being redesigned to make it easier for visitors to choose and read articles, as well as find associated information on the website.

I have determined that the Privacy Act will apply to this data collection involving the collection of personally identifiable information such as name, contact information and employment from respondents who have experience with the program or who may have experience with the program in the future. The testing will help inform possible change to the site including labeling, visual treatment, positioning or navigation.

Participants in the study will receive monetary incentives for their participation. Reports on each session of usability will be delivered and discussed with the project leadership, DCEG *Linkage* editor and webmaster. The collection is not intended to be disseminated to the public.

The data collection is covered by NIH Privacy Act Systems of Record 09-25-0156, "Records of Participants in Programs and Respondents in Surveys Used to Evaluate Programs of the Public Health Service, DHHS/PHS/NIH/OD."

If you have any questions, please contact my office at (301) 402-6201.

Karen M. Pla

Attachment: NTH Privacy Act Systems of Record 09-25-0156

cc: Vivian Horovitch-Kelley, Project Clearance Liaison, NCI