Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (NCI) (OMB Control Number: 0925-0642-24, Expiration Date 9/31/2014)

TITLE OF INFORMATION COLLECTION: Needs Assessment for the NCI Office of Cancer Survivorship's Web site (OCS)

PURPOSE:

The Office of Cancer Survivorship (OCS) Web site, http://cancercontrol.cancer.gov/ocs/, is a key communications tool for the office to reach multiple target audiences: survivors and their loved ones, advocates, researchers, health care providers, and the general public. The web site provides information for survivors and advocates about publications, support and information resources, and upcoming events. It provides researchers (and policymakers) with a list of research priorities and resources, past and current funding opportunities, key publications, upcoming events, and relevant statistics. It provides survivorship information and resources for the general public. Finally, the site provides guidelines, cancer information summaries, publications, and resources for the health care professional. The Federal government is spending significant resources on government and contract staff to maintain the Web site and to provide the audiences/stakeholders listed above with unbiased, accurate information. Unfortunately, the office does not know if the current site is an effective and usable communications tool, nor how it might be modified to render it more effective. The Web site was the subject of an informal focus group study during the 2006 Survivorship Biennial Meeting. The site was altered in response to the feedback at that time, and has changed considerably since 2006.

The study design includes three components: usability sessions, compliance review, and a comparative review. Only the usability sessions involve recruitment of participants. For usability testing sessions, OCS plans three rounds of test sessions to determine the effectiveness and usability of OCS' Web site, and to allow OCS to refine the site in an efficient, stepwise manner. The site will be modified after each round, in response to issues that arise. This design allows subsequent test sessions to gather feedback on the effectiveness of previous changes. The data collected include:

a) screening and demographic data collected before the test usability sessions will be used to screen and categorize participants,
b) facilitator's observational notes from the session and video footage of the screen capture during the usability test sessions, and
c) post-usability survey within the usability test of content areas or issues that may not have been covered in the usability sessions including reasons for use, organization and navigation, confidence, usage patterns, compliance with standards, relevance/applicability, and metrics.

DESCRIPTION OF RESPONDENTS:

- survivors/advocates, researchers, health care providers, and members of the general public, and
- "expert" and some "novice" users

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[x] 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: Nicole Saiontz, Julia Rowland, and Catherine Alfano

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 for the purpose of reminding the participants of the time of their usability test and to provide an incentive. It will be discarded thereafter.

Gifts or Payments:

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

Forty ($40) dollars will be offered to in-lab participants (i.e., members of the general public) and twenty-five ($25) will be offered to the professionals testing the website remotely. Testing will take about an hour; it is estimated that each participant will also spend approximately 15 minutes with email and other interactions. This amount is much less than standard amounts for testing with these audiences. Other similar projects had the following incentives:

- Website usability for EGRP, 0925-0589-05 - $30 for 1 hour of usability testing; Junior and Experienced Epidemiologists, Post-doctoral Fellows, and Advocates
- Website usability for SEER, 0925-0589-04 - $50 for 70 minutes of usability testing; included students; Aug. 2010
- ASA24 usability testing study, 0925-0589-01 - $50 when usability testing was conducted over the telephone; and $100 when conducted in lab (for which participants need to travel to that location) for low incomes, elderly, low-literacy, and Spanish-speaking individuals; June 2011

BURDEN HOURS

Category of Respondent	Instrument	No. of Respondents	Participation Time (in hours)	Burden Time
Individuals	Screener	72	15/60	18
	Usability Test	48	1	48
Totals				**66**

Total Burden Hours used for IC's to date: 1,413
Total Burden Hours Approved for IC's under 0925-0642: 8,750
Total Burden Hours currently requested: 66

FEDERAL COST: The estimated annual cost to the Federal government is $49,893.

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

Both "expert" and "novice" users will be recruited from long-standing OCS grantees and research collaborators, attendee lists from past biennial meetings, new or prospective grantees, professional organizations, and the NCI Office of Advocacy Relations. "Novice" users who are members of the general public will be recruited with the help of a contractor who specializes in participant recruitment. Different screeners will be conducted on the general public versus the professionals (Attachments 1 or 3).

The three iterative rounds of usability testing will consist of up to a total of 48 individuals. Each round will include at least 4 individuals from each audience group (i.e., 16 individuals per round of testing) – advocate, researcher, health care provider, and general public. The recruitment plan will include multiple targeted requests to participate to ensure the desired balance of user types/affiliations.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [x] Web-based or other forms of Social Media (Usability Test)
   [x] Telephone
   [x] In-person (Usability Test)
   [ ] Mail
   [ ] Other, Explain

   General Public respondents will do the usability testing in-person and the others will generally do the usability testing using remote access.

2. Will interviewers or facilitators be used? [x] Yes [ ] No

List of instruments, instructions, and scripts submitted with this request:
(Include attachments as separate files)

Attachment #1: Screener for the Public
Attachment #2: Recruit E-mail for the Professionals
Attachment #3: Screener for Professionals
Attachment #4: In Person Consent Form for the Public
Attachment #5: Script for Verbal Consent for the Professionals
Attachment #6: Facilitators' Guides for:
- Researcher Audience
- Advocate Audience
- Health Professional Audience
- Public Audience

Attachment #7: Email Reminder for the Public