

#REF!  
 NLM Exhibition  
 #REF!  
 Date: 3/1/2008

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NLM Exhibition CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO06846		How frequently do you visit this site?	Daily Two to three times per week About once a month About once every three months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
EDO06847		How did you come to this NLM Exhibition Program Web site?	Web search engine (Yahoo!, Google, AOL , etc.) Link from another Web site Link from NIH or NLM Web site Social Networking site (Facebook, LinkedIn, Tweet, etc.) Printed brochure or handout Newspaper or magazine article Health organization or association (hospital, clinic, AMA, etc.) Family member or friend TV/radio School Don't know Other, please specify	A	Radio button, one-up vertical	Single
EDO06848	A	Other awareness source			Text field, <100 char	Single
EDO06849		How would you best describe yourself?	Educator Traveling Exhibition Host Secondary Student (grades 6-12) College/Graduate Student Librarian or Information Professional Researcher/Scientist News Reporter/ Media Person National Library of Medicine Staff Other, please specify:	A	Radio button, one-up vertical	Single
EDO06850	A	Other best describes			Text field, <100 char	Single
EDO06851		Why are you visiting the Exhibition Program website today?	Research a specific topic Access an online exhibition Access educational materials Access photos/videos/images Book a traveling exhibition Learn more about the NLM Exhibition Program Other (please specify)	A	Radio button, one-up vertical	Single

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EDO06852	A	Other primary reason			Text area, no char limit	Single
EDO06853		Were you able to find what you were looking for today?	Yes No Partially	A A	Radio button, one-up vertical	Single
EDO06854	A	If you selected partially or no, what were you looking for?			Text area, no char limit	Single
EDO06855		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site. Could not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Had technical difficulties (e.g. broken link)		Radio button, one-up vertical	Single



Required Y/N	Special Instructions
Y	
Y	Randomize  OPS Group         Anchor Answer Choice
N	OPS Group
Y	OPS Group
N	OPS Group
Y	Skip Logic Group



Required Y/N	Special Instructions
N	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Randomize Skip Logic Group