

Model Instance Name:  
 NIH - NIDCD  
 MID: KMTYMckMtYMdVJslkAcoAU0Ahg5A==  
 Date: 8/17/2010

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

NIH - NIDCD CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
AED12812		How frequently do you visit this site?	More than once a week About once a week About once a month Every few months Once or twice a year This is my first time visiting this site		Dropdown (Select-one)	Single	Y		Visit Frequency
AED12813		Which of the following best describes you?	NIDCD grantee Educator Parent General public or patient Student News media Health care provider Family member or friend of patient Researcher NIH employee Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip Logic Group  Randomize	Visitor Role
AED12814	A	Specify your role			Text area, no char limit	Single	N	Skip Logic Group	Visitor Other
AED12815		What type of information are you primarily looking for today?	Research and research results Publications It's a Noisy Planet Teaching materials News & events Research funding opportunities Training opportunities Health information Information for school assignment About NIDCD Other (Please Specify)	B          A	Radio button, one-up vertical	Single	Y	Skip Logic Group  Randomize	Primary Information
AED12816	A	Please specify what information you were looking for.			Text area, no char limit	Open	N	Skip Logic Group	Other information
AED12817	B	Which of the following Publication subjects were you looking for?	Hearing Balance Smell and taste Voice, speech, and language Publications en español General Information Research reports Other (please specify)		Radio button, one-up vertical	Multiple	Y	Skip Logic Group  Randomize	Publication Subject
AED12818	B2	Please specify what subject area(s) you were looking for?			Text area, no char limit	Open	N	Skip Logic Group	Publication Other
AED12819		Did you find the information you were looking for today?	Yes Partially No. Please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Found information
AED12820	A	Please specify the information you could not find.			Text area, no char limit	Open	N	Skip Logic Group	Did not find
AED12821		How did you look for information/products today?	Links on the top of the page Links in the middle of the page Links on the bottom of the page A-Z Index External link Search Tool More than one Other (please specify)	B B D  C  A	Radio button, one-up vertical	Multiple	Y	Skip Logic Group  Randomize	How you looked
AED12822	A	Other method to find information			Text area, no char limit	Open	N	Skip Logic Group	Difficulty Looking
AED12823		What type of difficulty, if any, did you encounter with the navigation process on this site?	I did not experience any navigation difficulties Too many links to choose from Links did not take me where I expected Link labels were difficult to understand Search tool was not helpful Technical difficulties (e.g. broken links, error messages) Other (Please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group  Randomize	Navigation Difficulty
AED12824	B	Other difficulty with navigation		B2	Text area, no char limit	Open	N	Skip Logic Group	Other Navigation Difficulty
AED12825		What type of difficulty, if any, did you encounter with the search tool?	I did not experience any difficulties with the search tool Returned too many results		Radio button, one-up vertical	Single	Y	Skip Logic Group	Search Difficulty

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			Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search terms or needs I was not sure what words to use in my search Search required too many refinements to get to what I wanted Search speed was too slow Other (Please specify)					Randomize	
AED12826	C	Other difficulty with search tool		C2	Text area, no char limit	Open	N	Anchor Answer Choice	Other Search Difficulty
AED12827	C2	What type of difficulty, if any, did you encounter with the A-Z Index?	I did not experience any difficulties with the A-Z Index		Radio button, one-up vertical	Single	Y	Skip Logic Group	Index Difficulty
			Could not find topic Not enough topics listed Other (Please specify)					Anchor Answer Choice	
AED12828	D	Other difficulty with A-Z Index		D2	Text area, no char limit	Open	N	Skip Logic Group	Other Index Difficulty
AED12829	D2	What brought you to this site today?	Message or recommendation from a friend on a social network Internet blogs or discussion forums Instant Message from a friend or colleague Word of mouth recommendation from someone I know Familiarity with NIDCD Search engine results Don't know Other (please specify)				Y	Skip Logic Group	Source
								Randomize	
AED12830	A	Please specify what brought you to this site today		A	Text area, no char limit	Open	N	Anchor Answer Choice	Source Other
AED12831		Do you find the recent enhancements made to the website to be:	An improvement over the previous design On par with the previous design Inferior to the previous design Don't know/Didn't notice		Radio button, one-up vertical	Single	Y	Skip Logic Group	Site Design
AED12832	A	What specifically do you like about the recent enhancements?			Text area, no char limit	Open	N	Skip Logic Group	What Improved
AED12833		If you could identify one improvement to the NIDCD website, what would that improvement be?			Text area, no char limit	Open	N		One Improvement