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.		

Model Instance Name:			red & strike-through: DELETE
NLM-OSA			underlined & italicized: RE-ORDER
MID:			pink: ADDITION
Date:	4/1/2009		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.)		Checkbox, one-up vertical
			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	
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	B	Radio button, one-up vertical
			No	C	
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		Radio button, one-up vertical
			First-time user of data views	E,F,G,H	
			Repeat user of data views	E,F,G,H	
			Other, please specify	A	
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	D	Radio button, one-up vertical
			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	A	
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		Radio button, one-up vertical
			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	
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		Radio button, one-up vertical
			Two or more data views		
			I did not look at any data views		
			Other, please specify	A	
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		Radio button, one-up vertical
			No		
			Not sure		
8	G	What were the **impacts of your use** of the data views?	Facilitated learning about the paper's subject matter		Radio button, one-up vertical
			Deepened understanding of the paper's data analysis		
			Created ideas for further related research		

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NLM-OSA CUSTOM QUESTION LIST

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		Radio button, one-up vertical
			More than 10 seconds but less than 30 seconds		
			30 seconds to 1 minute		
			More than 1 minute		
			Other, please specify	A	
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.		Radio button, one-up vertical
			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	
10a	A	Other, visit MIDAS			Text area, no char limit
11		How **often do you read or browse** OSA journals?	Daily		Radio button, one-up vertical
			Weekly		
			Monthly		
			Less than once a month but more than once a year		
			Less than once a year or never		
12		What **best describes** your major job duties?	Research		Radio button, one-up vertical
			Development		
			Teaching		
			Product Design and Engineering		
			Student		
			Administration/Management		
			Librarian or Information Professional		
			Other, please specify	A	
12a	A	Other, job duties			Text area, no char limit
13		What is your **age range**?	Under 20		Radio button, one-up vertical
			21-30		
			31-40		
			41-50		
			51-60		
			61-70		
			Over 70		
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
		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
	N	OPS Group
Single	Y	
Single	Y	OPS Group
	N	OPS Group
Single	N	OPS Group
	N	

Types

Text field, <100 char
Text area, no char limit
Drop down, select one
Radio button, one-up vertical
Radio button, two-up vertical
Radio button, three-up vertical
Radio button, scale, has don't know
Radio button, scale, no don't know
Checkbox, one-up vertical
Checkbox, two-up vertical
Checkbox, three-up vertical

Instructions

Randomize
Shared
OPS Group
Matrix Group
Rank Group
Comparative Matrix Group
Skip Logic Group
Multiple Lists Group