

Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)

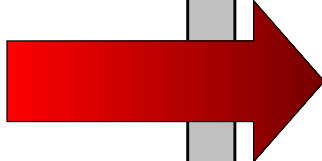
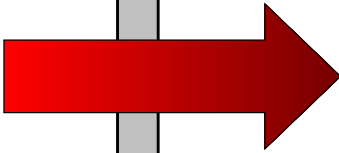
Model Dipnote Blog Survey
Dipnote Blog Survey

MID: JBsww1Ih8IhhxgYIBZMNg==

Date: 11/9/2009

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Conversation Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Future Participation (1=Very Unlikely, 10=Very Likely)
1 Please rate how thought-provoking the discussions are on this blog.	14 What is your overall satisfaction with this blog? (1=Very Dissatisfied, 10=Very Satisfied)	17 How likely are you to express your thoughts or ideas to this Department in the next 90 days?
2 Please rate the degree to which this blog covers issues that are important to you.	15 How well does this blog meet your expectations ? (1=Falls Short, 10=Exceeds)	Trust (1=Strongly Disagree, 10=Strongly Agree)
3 Please rate how up-to-date the content on this blog is.	16 How does this site compare to your idea of an ideal blog ? (1=Not Very Close, 10=Very Close)	18 I can count on this Department to act in my best interests .
Look and Feel (1=Poor, 10=Excellent, Don't Know)		19 I consider this Department to be trustworthy .
4 Please rate the visual appeal of this blog.		20 This Department can be trusted to do what is right .
5 Please rate the balance of graphics and text on this blog.		Communicate Experience on Blog (1=Very Unlikely, 10=Very Likely)
6 Please rate the readability of the pages on this blog.		21 How likely are you to contribute to a blog post on this website?
Navigation (1=Poor, 10=Excellent, Don't Know)		Share Content (1=Very Unlikely, 10=Very Likely)
7 Please rate how well the blog is organized .		22
8 Please rate the options available for navigating this blog.		How likely are you to share content (like a video or article) from this blog by linking it to a social network website (Facebook, LinkedIn, MySpace, etc.)?
9 Please rate how well the blog layout helps you find what you are looking for .		Communicate Experience on Social Network (1=Very Unlikely, 10=Very Likely)
10 Please rate the number of clicks to get where you want on this blog.		23 How likely are you to share your experiences on this blog with a friendship group on a social network website? (MySpace, Facebook, YouTube, etc.)
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
11 Please rate how thoroughly this blog discloses information about what this Department is doing.		
12 Please rate how quickly Department information is made available on this blog.		
13 Please rate how well information about this Department's actions can be accessed by the public on this blog.		



Model Instance Name:
 Dipnote Blog Survey
 MID: JBSww1lh8lhhxgYIBZMNg==
 Date: 10/20/2009

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

Dipnote Blog Survey CUSTOM QUESTION LIST

QID (Group ID)	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
CWS02861		How frequently do you visit this blog?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	single	y		Frequency
CWS02862		Which best describes you?	Foreign Service Officer Non-governmental org. Press/Journalist Citizen Journalist/Blogger Retired Foreign Service Officer Student Teacher/Educator Other, please specify:	A	Radio button, one-up vertical	single	Y	OPS Group	Role
CWS02863	A	Other role			Text area, no char limit		N	OPS Group	Other Role
CWS02864		Where do you primarily live now?	In the U.S. Outside of the U.S. Prefer not to answer			Single	Y		Location
CWS02865		Did you find what you were looking for?	Yes No		Radio button, one-up vertical	single	Y		Did You Find
CWS02866		What is your primary news source?	Newspaper/print media Television Radio Traditional websites (ex: Cnn.com) Government websites (ex: state.gov) Blogs (ex: blogs.state.gov) Other, please specify:	F	Radio button, one-up vertical	Single	Y	OPS Group	News Source
CWS02867	F	What other news source:			Text field, <100 char		N	OPS Group	Other News Source
CWS02868		How often do you comment on blogs in general?	Infrequently Occasionally Often Nearly every time I have never commented on a blog		Radio button, one-up vertical	Single	Y		Comment on blog
CWS02869		How likely are you to comment on a blog from blogs.state.gov?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Don't Know		Radio button, scale, has don't know	Single	Y		Likely to blog
CWS02870		How would you describe your participation in blogs.state.gov?	View blogs only view and contribute to blogs view, contribute, and share blogs in other social media networks (Facebook, Twitter, etc.) I don't know		Radio button, one-up vertical	single	Y		Describe Participation

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CWS02871		What source brought you to the blog today?	Internet search engine (ex: Google, Yahoo!, MSN) Email subscription to Dipnote Came across blog entry from social media network (ex: Twitter post) Link from a U.S. Embassy web site Link from another web site Link from other U.S. Federal website Referred by a friend or colleague Other, please specify.	A	Radio button, one-up vertical	Single	Y	OPS Group	Source
CWS02872	A	What "Other" source?			Text field, <100 char		N	OPS Group	
CWS02873		Have you ever viewed a video blog on blogs.state.gov?	Yes No	B C	Radio button, one-up vertical	Single	Y	Skip Logic Grou	View Video
CWS02874	B	Did you view a video blog today?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Grou	Video Today
CWS02875	C	Why have you not viewed a video blog on blogs.state.gov?			Text area, no char limit		N	Skip Logic Grou	Why no video
CWS02876		Do you subscribe to RSS feeds?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Grou	RSS Feeds
CWS02877	E	Do you subscribe to RSS feeds from blogs.state.gov?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Grou	Our RSS Feeds
CWS02878		Were you aware that blogs.state.gov has a presence on social media sites like Facebook, Twitter, YouTube, etc?	Yes No		Radio button, one-up vertical	Single	Y		Presence in SM
CWS02879		How would you rate your familiarity with social media on the	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Facebook
CWS02880		Twitter	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Twitter
CWS02881		Flickr	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Flickr
CWS02882		Digg	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Digg
CWS02883		MySpace	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_MySpace
CWS02884		YouTube	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_YouTube
CWS02885		Delicious	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Delicious
CWS02886		Reddit	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Other
CWS02887		Other	View and contribute often View often and contribute occasionally View often but don't contribute		Drop down, select one	Single	Y	Multiple Lists Gr	SM_Other

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QID (Group ID)	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
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity						

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CWS02888		How would you most like to interact with this blog? (Please select all that apply)	Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Other (please specify)	A	Checkbox, one-up vertical	Multi	N	OPS	SM_PREFERRED
CWS02889	A	Other social media interaction			Text field, <100 char		N	OPS	OE_PREFERRED SM
CWS02890		Which of the following social media services have	Facebook Twitter YouTube MySpace LinkedIn Digg Reddit Internet Forums Blogs None Other, please specify:	D	Checkbox, one-up vertical	Multi	Y	OPS	Social Media Services
CWS02891	D	What other social media services have you participated in during the last month?			Text field, <100 char	Single	N	OPS	OE_Social Media Services
CWS02892		Please select the category that includes your age?	17 and under 18 – 24 25 – 34 35 – 44 45 – 54 55 – 64 65 and over I prefer not to respond		Radio button, one-up vertical	single	Y		Age
CWS02893		Did you look for blog entries that were not found on the homepage?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Grou	Use Search
CWS02894	E	How did you go about looking for these blog entries?	Archives by date Archives by topic Links from "Most Popular Entries" Links from "Recent news" Search feature "Videos" link on top of page I did not use any of these features		Checkbox, one-up vertical	Multi		Skip Logic Grou	Search Method
CWS02895		If there was one thing that blogs.state.gov could do that would get you more engaged with our blog, what would it be?			Text area, no char limit		N		Improve engagement

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
Anchor Answer Choice
Partitioned
Adjust Template/Style Sheet