

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJK91MVxBFQ==

Date: 7/1/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	23 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	24 How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	25 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	27 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		How likely are you to use this site as your primary resource for health information ?
5 Please rate the convenience of the information on this site.		
6 Please rate the ability to accomplish what you wanted to on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the ease of reading this site.		
8 Please rate the clarity of site organization .		
9 Please rate the clean layout of this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate the degree to which the number of steps to get where you want is acceptable.		
11 Please rate the ability to find information you want on this site.		
12 Please rate the clarity of site map or directory.		
13 Please rate the ease of navigation on this site.		
Privacy (1=Poor, 10=Excellent, Don't Know)		
14 Please rate the ability to limit sharing of your personal information on this site.		
15 Please rate the amount of personal information you are asked to submit on this site.		
16 Please rate the site's commitment to protecting your personal information .		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the speed of loading the page on this site.		
18 Please rate the consistency of speed on this site.		
19 Please rate the reliability of site performance on this site.		

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop-down menu	Single	Y
EDO05099		What is your primary reason you are visiting the MedlinePlus site today?	Find info on alternative treatments, herbals, or vitamins To look for drugs and supplements Keep up with breaking health news Search for health care products or services Find general health and wellness info Find info on a specific disease, condition, diagnosis, or treatment Find info on medicines or prescription drugs Search for health care provider (physician/dentist/hospital/etc.) Other ,please specify	A	Radio button, one-up vertical	S	Y
EDO05100	A	Other Reason for visit:			Text area, no char limit	S	N
EDO05101		What area of the site did you look for your information? (select all that apply)	Videos and Cool Tools Drugs and Supplements Health Topics Medical Dictionary Medical Encyclopedia Health News Other, please specify:	A	Checkbox, one-up vertical	M	Y
EDO05102	A	Other area of site to look for information:			Text area, no char limit	S	N
3675		What best describes your role in visiting MedlinePlus during this session?	Educator Patient with a specific disease or condition Secondary Student (grades 7-12) Family or friend of patient Researcher/Scientist General health consumer		Radio button, one-up vertical	S	Y

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to A	Type (select from list)	Single or Multi	Required Y/N
			Health Care Provider (e.g., Physician, Dentist, Nurse)				
			Health Care Administrator				
			Librarian or Information Professional				
			College/Graduate Student				

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
			News Reporter/ Media Person National Library of Medicine Staff Medical Transcriptionist Medical Interpreter Other				
EDO05103	A	What type of health care provider?	Physician, primary care Physician, specialist (e.g., cardiologist, neurologist) Dentist Physician Assistant (dietician, physical therapist, dental hygienist) Psychologist Social Worker Other ,please specify	B	Radio button, one-up vertical	S	Y
EDO05104	B	Other Health Care Provider			Text area, no char limit	S	N
4206		How did you learn of the MedlinePlus web site?	Web search engine (Yahoo!, Google, AOL, etc.) Link from another Web site Social networking link (Facebook, Twitter) Link from NIH Web site Library Newspaper or magazine article Health organization or association (hospital, clinic, AMA, etc.) Physician, nurse, pharmacist, or other health provider Family member or friend TV/radio School Don't know		Checkbox, one-up vertical	M	Y



FORESEE
RESULTS



Special Instructions

Randomize
Skip Logic Group
Anchor Answer Choice

Skip Logic Group

Randomize
Skip Logic Group
Anchor Answer Choice

Skip Logic Group

Randomize
Skip Logic Group



FORESEE
RESULTS



Special Instructions





FORESEE
RESULTS



Special Instructions

Anchor Answer Choice

Skip Logic Group

Skip Logic Group

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
C235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop-down menu	Single	Y
C3676		Why are you visiting the MedlinePlus site today? (Select all that apply)	For a project or presentation Obtain the opinion of a health care provider Find info on alternative treatments, herbals, or vitamins Find info on clinical trials Keep up with breaking health news Search for health care products or services Find general health and wellness info Find health self-help groups Find info on a specific disease, condition, diagnosis, or treatment Find info on medicines or prescription drugs Search for health care provider (physician/dentist/hospital/etc.) Other		Radio button, one-up vertical	S	Y
EDO05099		What is your primary reason you are visiting the MedlinePlus site today?	Find info on alternative treatments, herbals, or vitamins To look for drugs and supplements Keep up with breaking health news Search for health care products or services Find general health and wellness info Find info on a specific disease, condition, diagnosis, or treatment Find info on medicines or prescription drugs Search for health care provider (physician/dentist/hospital/etc.) Other ,please specify	A	Radio button, one-up vertical	S	Y
EDO05100	A	Other Reason for visit:			Text area, no char limit	S	N
EDO05101		What area of the site did you look for your information? (select all that apply)	Videos and Cool Tools Drugs and Supplements Health Topics Medical Dictionary		Checkbox, one-up vertical	M	Y

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
			Medical Encyclopedia	A			
			Health News				
			Other, please specify:				
EDO05102	A	Other area of site to look for information:			Text area, no char limit	S	N
C3675		What best describes your role in visiting MedlinePlus during this session?	Educator	A	Radio button, one-up vertical	S	Y
			Patient with a specific disease or condition				
			Secondary Student (grades 7-12)				
			Family or friend of patient				
			Researcher/Scientist				
			General health consumer				
			Health Care Provider (e.g., Physician, Dentist, Nurse)				
			Health Care Administrator				
			Librarian or Information Professional				
			College/Graduate Student				

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
			News Reporter/ Media Person National Library of Medicine Staff Medical Transcriptionist Medical Interpreter Other				
EDO05103	A	What type of health care provider?	Physician, primary care Physician, specialist (e.g., cardiologist, neurologist) Dentist Physician Assistant (dietician, physical therapist, dental hygienist) Psychologist Social Worker Other ,please specify	B	Radio button, one-up vertical	S	Y
EDO05104	B	Other Health Care Provider			Text area, no char limit	S	N
C4206		How did you learn of the MedlinePlus web site?	Web search engine (Yahoo!, Google, AOL, etc.) Link from another Web site Social networking link (Facebook, Twitter) Link from NIH Web site Library Newspaper or magazine article Health organization or association (hospital, clinic, AMA, etc.) Physician, nurse, pharmacist, or other health provider Family member or friend TV/radio School Don't know		Checkbox, one-up vertical	M	Y
C3674		What best describes the result of your visit?	Sought further information from a library Discussed the results with a doctor Improved understanding of a disease, condition, diagnosis, or treatment Altered exercise or eating habits Made a decision about treatment options Made a doctor's appointment for self or another Discussed a disease, condition, diagnosis, or treatment with family member of friend Switched from one medicine or prescription drug to another Conducted further research on a disease, condition, diagnosis, or treatment Used information for a project or presentation Gave information to someone else Other Nothing specific happened		Radio button, one-up vertical	S	Y

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
C4254		What is your preferred reading language on the Web?	English		Radio-button, one-up-vertical	S	Y
			Arabic				
			Chinese				
			French				
			German				
			Italian				
			Japanese				
			Korean				
			Polish				
			Portuguese				
			Spanish				



FORESEE
RESULTS



Special Instructions

Randomize
Skip Logic Group

Anchor Answer Choice

Skip Logic Group

Randomize
Skip Logic Group



FORESEE
RESULTS



Special Instructions

Anchor Answer Choice

Skip Logic Group

Randomize

Skip Logic Group



FORESEE
RESULTS



Special Instructions

Anchor Answer Choice
Skip Logic Group

Skip Logic Group

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
C235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop-down menu	Single	Y
C3676		Why are you visiting the MedlinePlus site today? (Select all that apply)	For a project or presentation Obtain the opinion of a health care provider Find info on alternative treatments, herbals, or vitamins Find info on clinical trials Keep up with breaking health news Search for health care products or services Find general health and wellness info Find health self-help groups Find info on a specific disease, condition, diagnosis, or treatment Find info on medicines or prescription drugs Search for health care provider (physician/dentist/hospital/etc.) Other		Radio button, one-up vertical	S	Y
C3675		What best describes your role in visiting MedlinePlus during this session?	Educator Patient with a specific disease or condition Secondary Student (grades 7-12) Family or friend of patient Researcher/Scientist General health consumer Health Care Provider (e.g., Physician, Dentist, Nurse) Health Care Administrator Librarian or Information Professional College/Graduate Student				

Model Instance Name: MedlinePlus After 5-12-2004

MedlinePlus

MID: p18ExFQhQFBBJk91MVxBFQ==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

MedlinePlus 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
			News Reporter/ Media Person				
			National Library of Medicine Staff				
			Other				
			Medical Transcriptionist				
			Medical Interpreter				
C4206		How did you learn of the MedlinePlus web site?	Web search engine (Yahoo!, Google, AOL, etc.)		Checkbox, one-up vertical	M	Y
			Link from another Web site				
			Link from NIH Web site				
			Library				
			Newspaper or magazine article				
			Health organization or association (hospital, clinic, AMA, etc.)				
			Physician, nurse, pharmacist, or other health provider				
			Family member or friend				
			TV/radio				
			School				
			Don't know				
C3674		What best describes the result of your visit?	Sought further information from a library		Radio button, one-up vertical	S	Y
			Discussed the results with a doctor				
			Improved understanding of a disease, condition, diagnosis, or treatment				
			Altered exercise or eating habits				
			Made a decision about treatment options				
			Made a doctor's appointment for self or another				
			Discussed a disease, condition, diagnosis, or treatment with family member or friend				
			Switched from one medicine or prescription drug to another				
			Conducted further research on a disease, condition, diagnosis, or treatment				
			Used information for a project or presentation				
			Gave information to someone else				
			Other				
			Nothing specific happened				
C4254		What is your preferred reading language on the Web?	English		Radio button, one-up vertical	S	Y
			Arabic				
			Chinese				
			French				
			German				
			Italian				
			Japanese				
			Korean				
			Polish				
			Portuguese				
			Spanish				



FORE



Special
Instructions

--

--

--



FORE



Special
Instructions

Ho