## NASA Portal Content + Search

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Date: 4/27/2009

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
Please rate the <b>accuracy of information</b> on this site.	24 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to return to this site?
Please rate the <b>quality of information</b> on this site.	<b>25</b> How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	Recommend (1=Not Very Likely, 10=Very Likely)
Please rate the <b>freshness of content</b> on this site.	26 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	28 How likely are you to recommend this site to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		
Please rate the usefulness of the features provided on this site.		
Please rate the convenience of the features on this site.		
Please rate the variety of features on this site.		
Image (1=Poor, 10=Excellent, Don't Know)		
Please rate the degree to which this site values you as a visitor.		
Please rate the degree to which this site is trustworthy.		
Please rate the degree to which this site is established.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
Please rate the visual appeal of this site.		
Please rate the balance of graphics and text on this site.		
Please rate the <b>readability of the pages</b> on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
Please rate how well the site is organized. Please rate the options available for navigating this site.		
Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.		
Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
Please rate the <b>relevance of search results</b> on this site.		
Please rate the organization of search results on this site.		
Please rate how well the search results help you decide what to select.		
Please rate how well the search feature helps you to narrow the results to find what yo	ou want.	
Site Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate the speed of loading the page on this site.		
Please rate the <b>consistency of speed</b> on this site.		
Please rate the reliability of site performance on this site.		

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#### NASA Portal Content + Search CUSTOM QUESTION LIST

	Skip					
QID (Group ID)	Logic Label	Question Text Did you notice any changes to the NASA.gov	Answer Choices (limited to 50 characters) Yes	Skip to A,B,C,D	Type (select from list) vertical	Single or Multi Single
		homepage during your visit today?	No			
	А	Please tell us whether you agree or disagree with the following statements about the new homepage: The new homepage <b>look and feel is visually pleasing.</b>	Strongly Disagree		Drop down, select one	Single
			Disagree			
			Neutral			
			Agree	-		
			Strongly Agree			
		The new homepage made it <b>easier to determine which</b>	Don't know			
	В	section I needed to navigate to.	Strongly Disagree		Drop down, select one	Single
			Disagree	-		
			Neutral			
			Agree Stronaly Aaree	-		
			Don't know			
	С	The new layout on the homepage made it easier to find the information I was looking for.	Strongly Disagree		Drop down, select one	Single
			Disagree			Cirigic
			Neutral			
			Agree			
			Strongly Agree			
			Don't know			
	D	The new homepage design is an <b>improvement over the</b>	Strongly Disagree	-	Drop down, select one	Single
		previous design.	Disagree			
			Neutral Agree	-		
			Strongly Agree	-		
			Don't know			
EDO09325		What is your primary reason for visiting nasa.gov today?	News and Features		Radio button, one-up vertical	S
			Missions			
			Multimedia	1		
			Images	]		
			Shuttle			
			Space Station			
			Earth	-		
			Aeronautics Universe			
			Solar System			
			Other		A	
EDO09326	Α	Other reason for visiting the site			Text field, <100 char	
CQWro0007085		Which, if any, of the top navigation drop down menus	News		Checkbox, one-up vertical	Multi
-		did you use today? (check all that apply)	Missions	1		
			Multimedia	1		
			Connect	1		

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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
			About NASA Not Sure None of the Above			
ACQWro0007069	Which, if any, of the following sections did you visit today? (check all that apply)	For Euclators For Students For Media For Engloyees For Employees		Checkbox, one-up vertical	Multi	
	Which of the <b>event information links</b> did you click on	MyNASA Not Sure None of the Above				
		Which of the <b>event information links</b> did you click on from the NASA.gov homepage today?	One of the featured events The events calendar The launch schedule The NASA TV schedule Not Sure None of the Above		Checkbox, one-up vertical	Multi
		Did you select one of the <b>popular topics</b> from the homepage dropdown menu?	Yes No Not Sure		Radio button, one-up vertical	Single
ACQWro0007070		If you visited the NASA.gov homepage today, did you choose any of the topic icons (e.g. Shuttle & Station, Solar System, Beyond Earth, etc) located on the right of page?	<del>Yes</del> No Not sure I did not visit the NASA.gov homepage today		<del>Radio button, one-up</del> <del>vertical</del>	Single
EDO02587		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		Radio button, one-up vertical	S
			Links/labels are difficult to understand			
			Too many links or navigational choices Had technical difficulties (e.g. broken link) Other	_		
ACQWro0007071			Yes No Don't recall	A, B	Drop down, select one	Single
AG00041	А	Please tell us what you typed into the NASA search box today.			Text area, no char limit	Single
EDO02588	В	Please tell us about your experience with the search tool.	I had no difficulty using the search feature on this site		Radio button, one-up vertical	Single

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#### NASA Portal Content + Search 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
			Too few results were returned			
			Returned no results/received an error message			
			Results were not related to what I was looking for			
			Other			
RJO00121		Were you <b>able to find</b> what you were looking for?	I found the information, and it was VERY USEFUL		Radio button, one-up vertical	Single
			I found the information, but it was HARD TO UNDERSTAND			
			I found the information, but it was TOO MUCH INFORMATION to be useful			
			I found information related to what I was seeking, but it was NOT ENOUGH INFORMATION to be useful			
			I was NOT able to find the information that I was looking for			
			Not applicable			
AG02R		What information were you looking for?			Text area, no char limit	Single
AKR4316		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds		Checkbox, one-up vertical	Multi
AKR4316G1)			Participate in Facebook online community regarding NASA missions			
			Participate in Myspaceonline community discussions regarding NASA			
			Watch NASA video on YouTube			
			Visit newsmedia sites like cnn.com			
			Read blogs			
			RSS feeds			
		AV/D 401 C 4 10	SMS/Texting			
		AKR4316A10	Other, please specify:	A	-	
1/12/12			None		Tout Gold and the	Circula
KR4317	A	Other _online tools to follow NASA programs	Vaa	^	Text field, <100 char	Single
CQWro0007086		Do you currently use a mobile device to access the web?	No	A	Radio button, one-up vertical	Multi
CQWro0007087	A	What NASA information would you/do you use your mobile device for?	View NASA Top Stories		Checkbox, one-up vertical	Multi
			Watch NASA videos			
			Look for NASA images			
			Look for NASA news			
			Find out information about NASA missions			
			Visit NASA on Facebook			
			Follow NASA Twitter updates			
			Other, please specify	В		
			I would not interact with NASA via my mobile device			
CQWro0007088	В	Please tell us what other NASA information you would/do			Text field, <100 char	

ForeSee Results - Confidential and Proprietary

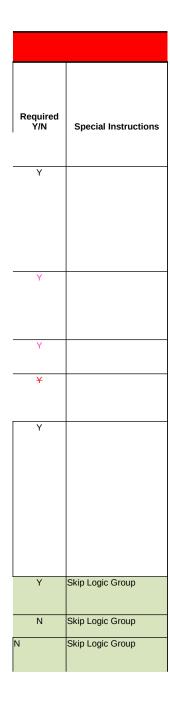
NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 6/8/2011 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

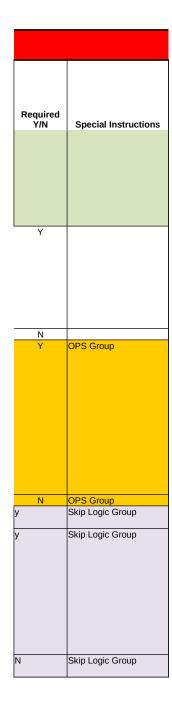
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO09327		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube	1		
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, MySpace, Twitter)	1		
		M	Message directly from NASA on a social network	1		
			Mobile phone text messages or alerts	1		
			Instant Message from a friend or colleague	1		
		Familiarity with site/organization				
		E-mail update(s) from NASA				
			Search engine results			
			Word of mouth recommendation from someone I know			
			TV, radio, newspaper, or magazine report on NASA			
			Non-NASA website	-		
			"@NASA" Twitter account (www.twitter.com/nasa)			
		NASA Facebook account (www.facebook.com/nasa)	-			
		Don't know				
-0000000		Park 2 (Ontional)	Other		Dran daum palaat ana	Cingle
EDO09328		Rank 2 (Optional)	Message or recommendation from a friend on a social network	-	Drop down, select one	Single
			Video I saw on YouTube	-		
			Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter)	-		
			Message directly from NASA on a social network	-		
			Mobile phone text messages or alerts	-		
			Instant Message from a friend or colleague	-		
			Familiarity with site/organization	-		
			E-mail update(s) from NASA	-		
			Search engine results	1		
			Word of mouth recommendation from someone I know			
			TV, radio, newspaper, or magazine report on NASA			
			Non-NASA website			
			"@NASA" Twitter account (www.twitter.com/nasa)			
			NASA Facebook account (www.facebook.com/nasa)			
			Don't know			
			Other			
DO09329		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube			
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, MySpace, Twitter)			
			Message directly from NASA on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site/organization			

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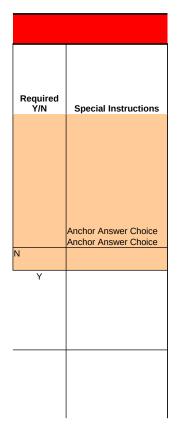
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) E-mail update(s) from NASA	Skip to	Type (select from list)	Single or Multi
			Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other			
EDO09330		Are there any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit	
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily Weekly Monthly Less than every 6 months		Radio button, one-up vertical	Single
		Redesign questions DID you notice any changes to the nasa.gov homepage? How do you feel this relates to the previous site design				

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





Required Y/N	Special Instructions
Y	Rank Group
	Adjust Template/Style Sl Randomize
	Anchor Answer Choice Anchor Answer Choice
N	Rank Group
	Adjust Template/Style Sl Randomize
	Anchor Answer Choice
N	Anchor Answer Choice Rank Group
IN IN	Adjust Template/Style Sl Randomize



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QID	Skip Logic		Answer Choices	Skip		Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N
EDO09325		What is your primary reason for visiting nasa.gov today?	News and Features	_	Radio button, one-up vertical	S	Y
			Missions	_			
			Multimedia	_			
			Images	-			
			Shuttle and Space Station	-			
			Shuttle	-			
			Space Station Earth	-			
			Aeronautics	-			
			Universe	-			
			Solar System	1			
			Other	-	А		
EDO09326	Α	Other reason for visiting the site			Text field, <100 char		N
ACQWro0007085		Which, if any, of the top navigation drop down menus	News		Checkbox, one-up vertical	Multi	Y
	did you use today? (check all that apply)	Missions	1				
			Multimedia				
			Connect				
			About NASA				
		Not Sure					
			None of the Above				
ACQWro0007069		Which, if any, of the following sections did you visit	For Public		Checkbox, one-up vertical	Multi	Y
		today? (check all that apply)	For Educators	-			
			For Students	_			
			For Policymakers	-			
			For Employees MyNASA	-			
			Not Sure	-			
			None of the Above	-			
ACQWro0007070		If you visited the NASA.gov homepage today, did you	Yes		Radio button, one-up	Single	Y
loq mooor or o		choose any of the topic icons (e.g. Shuttle & Station,	No	-	vertical	olligie	
		Solar System, Beyond Earth, etc) located on the right of	Not sure	-			
		page?	I did not visit the NASA.gov homepage today	-			
EDO02587		Please describe your experience with navigation on this	I had no difficulty browsing on this site.		Radio button, one-up vertical	S	Y
		site today.	Could not navigate back to previous information	]			
			Would often feel lost, not know where I was				
			Links did not take me where I expected	1			
			Links/labels are difficult to understand	4			
			Too many links or navigational choices	4			
			Had technical difficulties (e.g. broken link)	-			
		Diduce use the NACA source and factors during	Other		Duen deum ertret eus	Cimerla	X
ACQWro0007071		Did you use the NASA.gov search feature during your visit today?	Yes	A, B	Drop down, select one	Single	Y
		visit today :	No	-			
AG00041	A		Don't recall		Tout even the first	Cimerla	N
		Please tell us what you typed into the NASA search box			Text area, no char limit	Single	N

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip	Type (select from list)	Single or Multi	Required Y/N
EDO02588	B	Please tell us about your experience with the search tool.	(		Radio button, one-up vertical		N
			Too many results were returned	-		Unigic	
			Too few results were returned	1			
			Returned no results/received an error message	4			
			Results were not related to what I was looking for Other	+			
RJO00121		Were you able to find what you were looking for?	I found the information, and it was VERY USEFUL		Radio button, one-up vertical	Single	Y
			I found the information, but it was HARD TO UNDERSTAND				
			I found the information, but it was TOO MUCH INFORMATION to be useful				
			I found information related to what I was seeking, but it was NOT ENOUGH INFORMATION to be useful	1			
			I was NOT able to find the information that I was looking for	1			
			Not applicable	1			
AAG02R		What information were you looking for?			Text area, no char limit	Single	N
AKR4316		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds		Checkbox, one-up vertical	Multi	Y
(AKR4316G1)			Participate in Facebook online community regarding NASA missions				
			Participate in Myspaceonline community discussions regarding NASA missions				
			Watch NASA video on YouTube	1			
			Visit newsmedia sites like cnn.com				
			Read blogs				
			RSS feeds				
			SMS/Texting				
		AKR4316A10	Other, please specify: None	A	-		
AKR4317	A	Other _online tools to follow NASA programs			Text field, <100 char	Single	N
ACQWro0007086		Do you currently use a mobile device to access the web?	Yes	A	Radio button, one-up	Multi	У
			No		vertical		
ACQWro0007087	A		View NASA Top Stories	-	Checkbox, one-up vertical	Multi	У
			Watch NASA videos Look for NASA images	-			
				-			
			Look for NASA news Find out information about NASA missions	1			
			Visit NASA on Facebook	1			
			Follow NASA Twitter updates				
			Other, please specify	В			
			I would not interact with NASA via my mobile device		1		

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#### NASA Portal Content + Search CUSTOM QUESTION LIST

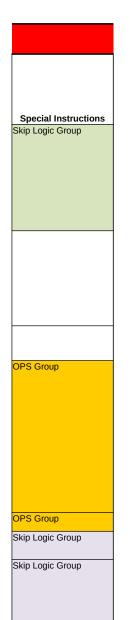
QID (Group ID) ACQWro0007088	Skip Logic Label B	Question Text Please tell us what other NASA information you would/do use your mobile device for.	Answer Choices (limited to 50 characters)	Skip to	<b>Type (select from list)</b> Text field, <100 char	Single or Multi	Required Y/N N
EDO09327		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y
		Video I saw on YouTube	-				
			Internet blogs or discussion forums	1			
			Advertising on social networks (Facebook, MySpace, Twitter)	1			
			Message directly from NASA on a social network	-			
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague	1			
			Familiarity with site/organization	1			
		E-mail update(s) from NASA	1				
		Search engine results					
		Word of mouth recommendation from someone I know					
		TV, radio, newspaper, or magazine report on NASA					
		Non-NASA website					
		"@NASA" Twitter account (www.twitter.com/nasa)					
			NASA Facebook account (www.facebook.com/nasa)				
			Don't know				
			Other				
DO09328		Rank 2 (Optional)	Message or recommendation from a friend on a social network	_	Drop down, select one	Single	N
			Video I saw on YouTube	_			
			Internet blogs or discussion forums	-			
			Advertising on social networks (Facebook, MySpace, Twitter)	-			
			Message directly from NASA on a social network	-			
			Mobile phone text messages or alerts	_			
			Instant Message from a friend or colleague	_			
			Familiarity with site/organization	-			
			E-mail update(s) from NASA Search engine results	-			
			Word of mouth recommendation from someone I know	-			
			TV, radio, newspaper, or magazine report on NASA	-			
			Non-NASA website	-			
			"@NASA" Twitter account (www.twitter.com/nasa)	-			
			NASA Facebook account (www.facebook.com/nasa)	-			
			Don't know				
			Other	1			
DO09329		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, MySpace, Twitter)				
			Message directly from NASA on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
		Familiarity with site/organization					

ForeSee Results - Confidential and Proprietary

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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
			E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other				
EDO09330		Are there any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit		N
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily Weekly Monthly Less than every 6 months	-	Radio button, one-up vertical	Single	Y
3553		Which best describes you?	Student - Elementary School Student - Middle School Student - High School Student - College/University Educator - Elementary School Educator - Middle School Educator - High School Educator - College/University Parent General public News media NASA Employee Contractor or sub PI/Co-I/ team member		Radio button, two-up vertical	Single	Y

Special Instructions Randomize OPS Group
Anchor Answer Choice
Skip Logic Group
Skip Logic Group



Special Instructions Skip Logic Group
Rank Group
Adjust Template/Style Sh Randomize
Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sh Randomize
Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sh Randomize

Special Instructions
Anchor Answer Choice
Anchor Answer Choice
OPS Group

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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
EDO09325		What is your primary reason for visiting nasa.gov today?	News and Features Missions Multimedia Images Shuttle and Space Station Earth Aeronautics Universe Solar System Other		Radio button, one-up vertical	S	Y
EDO09326	Α	Other reason for visiting the site			Text field, <100 char		N
ACQWr00007085		Which, if any, of the <b>top navigation drop down menus</b> did you use today? (check all that apply)	News Missions Multimedia Connect About NASA Not Sure None of the Above	-	Checkbox, one-up vertical	Multi	Y
ACQWro0007069		Which, if any, of the following sections did you visit today? (check all that apply)	For Public For Educators For Students For Policymakers For Employees MyNASA Not Sure None of the Above	-	Checkbox, one-up vertical	Multi	Y
ACQWro0007070		If you visited the NASA.gov homepage today, did you choose any of the topic icons (e.g. Shuttle & Station, Solar System, Beyond Earth, etc) located on the right of page?	Yes No Not sure I did not visit the NASA.gov homepage today	-	Radio button, one-up vertical	Single	Y
EDO02587		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) Other	-	Radio button, one-up vertical	S	Y
ACQWro0007071		Did you use the NASA.gov search feature during your visit today?	Yes No Don't recall	A, B	Drop down, select one	Single	Y
AAG00041	A	Please tell us what you typed into the NASA search box today.			Text area, no char limit	Single	N
EDO02588	В	Please tell us about your experience with the search tool.	I had no difficulty using the search feature on this site		Radio button, one-up vertical	Single	N

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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
			Too many results were returned Too few results were returned Returned no results/received an error message Results were not related to what I was looking for				
RJ000121		Were you <b>able to find</b> what you were looking for?	Other I found the information, and it was VERY USEFUL I found the information, but it was HARD TO UNDERSTAND I found the information, but it was TOO MUCH INFORMATION to be useful I found information related to what I was seeking, but it was NOT ENOUGH INFORMATION to be useful I was NOT able to find the information that I was looking for Not applicable		Radio button, one-up vertical	Single	Y
AAG02R		What information were you looking for?			Text area, no char limit	Single	N
AKR4316 (AKR4316G1)		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA: AKR4316A10	Follow NASA Twitter feeds Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs RSS feeds SMS/Texting Other, please specify: None	A	Checkbox, one-up vertical	Multi	Y
AKR4317	A	Other _online tools to follow NASA programs			Text field, <100 char	Single	N
ACQWro0007086		Do you currently use a mobile device to access the web?	Yes No		Radio button, one-up vertical	Multi	У
ACQWro0007087	A	What NASA information would you/do you use your mobile device for?	View NASA Top Stories Watch NASA videos Look for NASA images Look for NASA news Find out information about NASA missions Visit NASA on Facebook Follow NASA Twitter updates Other, please specify I would not interact with NASA via my mobile device	В	Checkbox, one-up vertical	Multi	у

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 6/8/2011

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

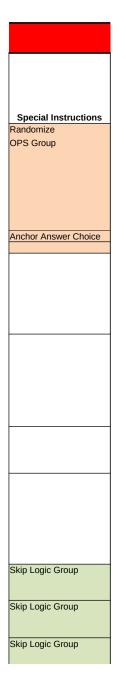
#### NASA Portal Content + Search CUSTOM QUESTION LIST

QID (Group ID) ACQWro0007088	Skip Logic Label B	Question Text Please tell us what other NASA information you would/do use your mobile device for.	Answer Choices (limited to 50 characters)	Skip to	<b>Type (select from list)</b> Text field, <100 char	Single or Multi	Required Y/N
EDO09327		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 ( <i>Required</i> )	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company -> NASA on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.fwitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other		Drop down, select one	Single	Y
EDO09328		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company> NASA on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other		Drop down, select one	Single	N
EDO09329		Rank 3 (Optional)	Other Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company -> NASA on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization		Drop down, select one	Single	N

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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
			E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other				
EDO09330		Are there any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit		N
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily Weekly Monthly Less than every 6 months	-	Radio button, one-up vertical	Single	Y
3553		Which best describes you?	Student - Elementary School Student - Middle School Student - High School Student - College/University Educator - Elementary School Educator - Middle School Educator - High School Educator - College/University Parent General public News media NASA Employee Contractor or sub PI/Co-I/ team member		Radio button, two-up vertical	Single	Y



Special Instructions
OPS Group
OPS Group
Skip Logic Group
Skip Logic Group

Special Instructions Skip Logic Group
Rank Group
Adjust Template/Style Sh Randomize
Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sh Randomize
Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sh Randomize

Special Instructions
Anchor Answer Choice
Anchor Answer Choice
OPS Group

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 6/8/2011 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

	Skip						
QID	Logic		Answer Choices	Skip		Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Ý/N
EDO09325		What is your primary reason for visiting nasa.gov today?	News and Features		Radio button, one-up vertical	S	Y
			Missions				
			Multimedia				
			Images				
			Shuttle and Space Station				
			Earth				
			Aeronautics				
			Universe				
			Solar System				
			Other		A		
EDO09326	Α	Other reason for visiting the site			Text field, <100 char		N
<del>65</del> 4		How do you usually find what you are looking for on the	Top Navigation menus		Checkbox, one-up vertical	Multi	¥
		NASA.gov?	Featured links on pages				
			Image icons on the top right of home page				

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 6/8/2011 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

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
			Left column navigation menu Advanced search page Search box (type in words) Most Viewed links Top Rated links Other, please specify:	A			
RJ000118	A	Other navigation methods.			<del>Text field, &lt;100 char</del>	Single	N
		Which, if any, of the <b>top navigation drop down menus</b> did you use today? (check all that apply)	News Missions Multimedia Connect About NASA None of the Above Not Sure		Checkbox, one-up vertical	Multi	Y
		Which, if any, of the following sections did you visit today? (check all that apply)	For Public For Educators For Students For Policymakers For Employees MyNASA None of the Above Not Sure	-	Checkbox, one-up vertical	Multi	Y
		If you visited the NASA.gov homepage today, did you choose any of the topic icons (e.g. Shuttle & Station, Solar System, Beyond Earth, etc) located on the right of page?	Yes No Not sure I did not visit the NASA.gov homepage today	-	Radio button, one-up vertical	Single	Y
EDO02587		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) Other	-	Radio button, one-up vertical	S	Y
		Did you use the NASA.gov search feature during your visit today?	Yes No Don't recall	А, В	Drop down, select one	Single	Y
AAG00041	A	If you searched on NASA.gov today, what search terms did you use?> Please tell us what you typed into the NASA search box today.			Text area, no char limit	Single	N
EDO02588	В	If you used the search box, please describe your experience:> Please tell us about your experience with the search tool.	I did not use the search tool today		Radio button, one-up vertical	Single	N

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 6/8/2011 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

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
		moving this answer option up in the sequence	Too many results were returned Too few results were returned Returned no results/received an error message Results were not related to what I was looking for Could not sort the results Could not refine the results Other	-			
RJ000121		Were you <b>able to find</b> what you were looking for?	I found the information, and it was VERY USEFUL I found the information, but it was HARD TO UNDERSTAND I found the information, but it was TOO MUCH INFORMATION to be useful I found information related to what I was seeking, but it was NOT ENOUGH INFORMATION to be useful I was NOT able to find the information that I was looking for Not applicable		Radio button, one-up vertical	Single	Y
AAG02R		What information were you looking for?			Text area, no char limit	Single	N
AKR4316 (AKR4316G1)		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA	-	Checkbox, one-up vertical	Multi	Y
			missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs RSS feeds SMS/Texting Other, please specify:	A			
AKR4317	A	Other _online tools to follow NASA programs			Text field, <100 char	Single	N
		Do you currently use a mobile device to access the web?	Yes No	A	Checkbox, one-up vertical	Multi	У
	A	What NASA information would you/do you use your mobile device for?	View NASA Top Stories Watch NASA videos Look for NASA images Look for NASA news Find out information about NASA missions Visit NASA on Facebook Follow NASA Twitter updates I would not interact with NASA via my mobile device	-	Checkbox, one-up vertical	Multi	У

NASA Portal Content + Search MID: E7F+G5PzBw1jexblZ+IdMw== Date: 6/8/2011 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

#### NASA Portal Content + Search CUSTOM QUESTION LIST Skip QID Logic Answer Choices Skip Single or Required (Group ID) Label **Question Text** (limited to 50 characters) Type (select from list) Multi Ϋ́/Ν to Please tell us what other NASA information you would/do Text field, <100 char В use your mobile device for. ED002590 What information already found on NASA would you find Checkbox, one-up vertical Multi **Images** tost useful to have on your mobile device? <u>Multimedia</u> News and Features Missions would not use a mobile device to find information on NASA **Other: Please specify-**A ED002591 Text field, <100 char A Other info to have on mobile device-EDO09327 Which of the following sources drove you to visit the site today? Message or recommendation from a friend on a social network Y Drop down, select one Single Please rank the top 3 (Rank 1 is most important). Rank 1 (Required) Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other Message or recommendation from a friend on a social network EDO09328 Rank 2 (Optional) Drop down, select one Sinale Ν Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague

Familiarity with site/organization E-mail update(s) from NASA

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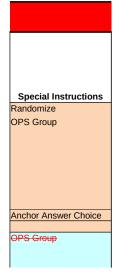
NASA Portal Content + Search MID: E7F+G5PzBw1jexblZ+IdMw== Date: 6/8/2011 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

#### NASA Portal Content + Search CUSTOM QUESTION LIST

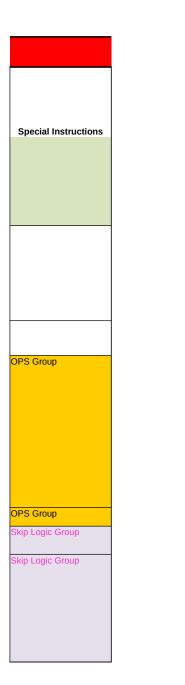
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO09329		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other		Drop down, select one	Single	N
EDO09330		Are there any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit		N
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily Weekly Monthly Less than every 6 months		Radio button, one-up vertical	Single	Y
3553		Which <b>best describes you</b> ?	Student - Elementary School Student - High School Student - College/University Educator - Elementary School Educator - Middle School Educator - High School Educator - College/University Parent General public News media		Radio button, two-up vertical	Single	Y

ForeSee Results - Confidential and Proprietary

Model Instance NASA Portal Col MID: E7F+G5Pz Date:	ntent + Se	IZ+IdMw==	r <del>ed &amp; strike-through</del> : DELETE <u>underlined &amp; italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING				
			NASA Portal Content + Search 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
			NASA Employee Contractor or sub PI/Co-I/ team member				



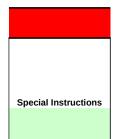
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			NASA Portal Content + Search CUSTOM QUESTION LIST			
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
ED009325			News and Features         Missions         Multimedia         Images         Shuttle and Space Station         Earth         Aeronautics         Universe         Solar System         Other		Radio button, one-up vertical	S
EDO09326	А	Other reason for visiting the site			Text field, <100 char	
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus Featured links on pages Image icons on the top right of home page		Checkbox, one-up vertical	Multi

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Left column navigation menu	Skip to	Type (select from list)	Single or Multi
			Advanced search page			
			Search box (type in words)			
			Most Viewed links			
			Top Rated links			
			Other, please specify:	A		
RJO00118	А	Other navigation methods.			Text field, <100 char	Single
EDO02587		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site.		Radio button, one-up vertical	S
		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)	_		
			Other			
AG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single
EDO02588		If you used the search box, please describe your experience:	I did not use the search tool today		Radio button, one-up vertical	Single
			I had no difficulty using the search feature on this site			
			Too many results			
			To few results			
			Results were not related to what I was looking for			
			Could not sort the results			
			Could not refine the results			
			Returned no results/received an error message	_		
			Other	_		
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single
			Yes, but it was HARD TO UNDERSTAND			
			Yes, but it was TOO MUCH INFORMATION	7		
	1		Yes, but it was NOT ENOUGH INFORMATION			

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Not yet Not applicable	Skip to	Type (select from list)	Single or Multi
AG02R		What information were you looking for?			Text area, no char limit	Single
AKR4316 AKR4316G1)		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds Participate in Facebook online community regarding NASA missions		Checkbox, one-up-vertical	Multi
,			Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com			
			Read blogs RSS feeds SMS/Texting Other, please specify:	A		
KR4317	A	Other _online tools to follow NASA programs			Text field, <100 char	Single
<del>:D002589</del>		<del>If NASA were to offer mobile content, which would you prefer?</del>	Mobile site (example – m.XXX.gov)- Downloadable Application (example – iPhone application, Android Application, Blackberry Application)- Not Sure	_	Radio button, one up vertical	8
			I <del>am not interested in accessing mobile content</del> O <del>ther</del>	-		
EDO02590		What information already found on NASA would you find most useful to have on your mobile device?	Images		Checkbox, one-up vertical	Multi
			Multimedia News and Features			
			Missions I would not use a mobile device to find information on NASA	_		

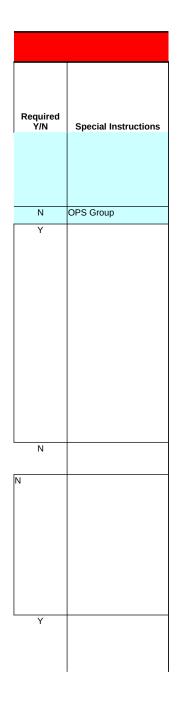
NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

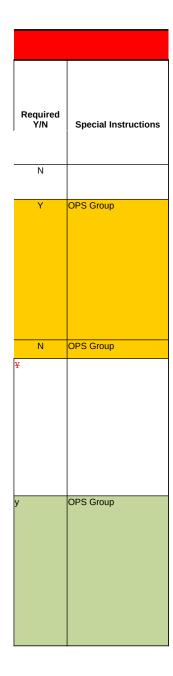
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO02591	A	Other info to have on mobile device			Text field, <100 char	
EDO09327	D09327 Which of the following sources drove you to visit the site Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Please rank the top 3 (Rank 1 is most important).	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube	1		
			Internet blogs or discussion forums	1		
			Advertising on social networks (Facebook, MySpace, Twitter)			
			Message directly from the company on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site/organization			
			E-mail update(s) from NASA			
			Search engine results			
			Word of mouth recommendation from someone I know			
			TV, radio, newspaper, or magazine report on NASA			
			Non-NASA website			
			"@NASA" Twitter account (www.twitter.com/nasa)			
			NASA Facebook account (www.facebook.com/nasa)			
			Don't know			
			Other			
EDO09328		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube			
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, MySpace, Twitter)			
			Message directly from the company on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site/organization			
			E-mail update(s) from NASA			
			Search engine results			
			Word of mouth recommendation from someone I know			
			TV, radio, newspaper, or magazine report on NASA			
			Non-NASA website			
			"@NASA" Twitter account (www.twitter.com/nasa)			
			NASA Facebook account (www.facebook.com/nasa)			
			Don't know			
			Other			
EDO09329		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube			
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, MySpace, Twitter)			
			Message directly from the company on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site/organization			

NASA Portal Content + Search MID: E7F+G5PzBw1jexblZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

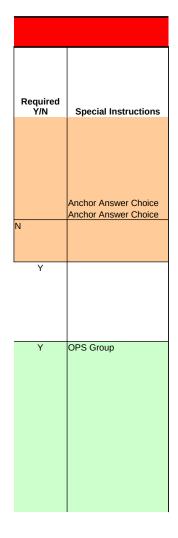
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) E-mail update(s) from NASA	Skip to	Type (select from list)	Single or Multi
			E-Indi update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other			
EDO09330		Are there any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit	
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily Weekly Monthly Less than every 6 months		Radio button, one-up vertical	Single
3553		Which <b>best describes you</b> ?	Student - Elementary School Student - Middle School Student - High School Student - College/University Educator - Elementary School Educator - High School Educator - High School Educator - College/University Parent General public News media NASA Employee Contractor or sub PI/Co-I/ team member		Radio button, two-up vertical	Single

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





Required Y/N	Special Instructions
N	OPS Group
Y	Rank Group Adjust Template/Style S Randomize
	Anchor Answer Choice
N	Anchor Answer Choice Rank Group
	Adjust Template/Style S Randomize
	Anchor Answer Choice Anchor Answer Choice
N	Rank Group Adjust Template/Style S Randomize



NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

			NASA Portal Content + Search 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
EDO09325		What is your primary reason for visiting nasa.gov today?	News and Features Missions		Radio button, one-up vertical	S
			Multimedia Images			
			Shuttle and Space Station			
			Aeronautics Universe			
			Solar System Other			
EDO09326	Α	Other reason for visiting the site			A Text field, <100 char	
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus Featured links on pages Image icons on the top right of home page		Radio button, one-up vertical	Single

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Left column navigation menu	_		
			Advanced search page	_		
			Search box (type in words)	-		
			Most Viewed links	-		
			Top Rated links Other, please specify:	A		
			Other, please specity.	A		
RJO00118	А	Other navigation methods.			Text field, <100 char	Single
EDO02587		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site.		Radio button, one-up vertical	S
			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)	-		
			Other			
AAG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single
EDO02588		If you used the search box, please describe your experience:	I had no difficulty using the search feature on this site		Radio button, one-up vertical	Single
			Too many results			
			To few results			
			Results were not related to what I was looking for	1		
			Could not sort the results	4		
			Could not refine the results	4		
			Returned no results/received an error message	4		
			Other			. ·
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single
			Yes, but it was HARD TO UNDERSTAND			
			Yes, but it was TOO MUCH INFORMATION			
			Yes, but it was NOT ENOUGH INFORMATION			
			No			
			Not yet			
			Not applicable			

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID) MAG02R	Skip Logic Label	Question Text What information were you looking for?	Answer Choices (limited to 50 characters)	Skip to	<b>Type (select from list)</b> Text area, no char limit	Single or Multi Single
AKR4316		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single
AKR4316G1)			Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA			
			missions Watch NASA video on YouTube			
			Visit newsmedia sites like cnn.com Read blogs			
			RSS feeds SMS/Texting			
AKR4317	A	Other _online tools to follow NASA programs	Other, please specify:	A	Text field, <100 char	Single
EDO02589		If NASA were to offer mobile content, which would you prefer?	Mobile site (example - m.XXX.gov)		Radio button, one-up vertical	S
			Downloadable Application (example – iPhone application, Android Application, Blackberry Application)			
			Not Sure			
			I am not interested in accessing mobile content			
			Other	-		
EDO02590		What information already found on NASA would you find most useful to have on your mobile device?	Images		Radio button, one-up vertical	S
			Multimedia	-		
			News and Features			
			Missions			
			I would not use a mobile device to find information on NASA			
			Other: Please specify	A		
EDO02591	A	Other info to have on mobile device			Text field, <100 char	

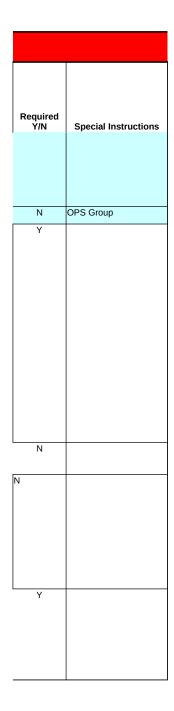
NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

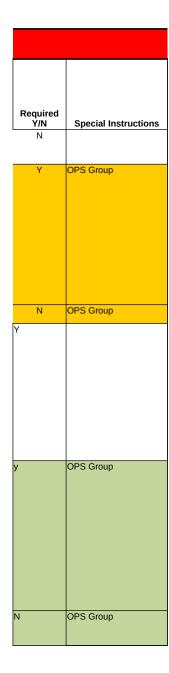
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
ED009327		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know		Drop down, select one	Single
ED009328		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other		Drop down, select one	Single
EDO09329		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization E-mail update(s) from NASA Search engine results Word of mouth recommendation from someone I know		Drop down, select one	Single

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

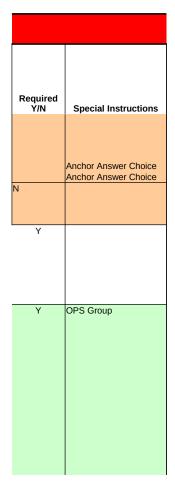
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other	-		
EDO09330		Are there any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit	
235			First time More than once a day Daily Weekly Monthly Less than every 6 months	-	Radio button, one-up vertical	Single
3553		Which <b>best describes you</b> ?	Student - Elementary School Student - Middle School Student - High School Student - College/University Educator - Elementary School Educator - High School Educator - High School Educator - College/University Parent General public News media NASA Employee Contractor or sub PI/Co-I/ team member		Radio button, two-up vertical	Single

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





Required Y/N	Special Instructions
Y	Rank Group Adjust Template/Style Sl Randomize
N	Anchor Answer Choice <u>Anchor Answer Choice</u> Rank Group Adjust Template/Style Sl Randomize
N	Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style SI Randomize



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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
EDO09325		What is your primary reason for visiting nasa.gov today?	News and Features		Radio button, one-up vertical	S
			Missions			
			Multimedia			
			Images			
			Shuttle and Space Station			
			Earth			
			Aeronautics Universe			
			Solar System			
			Other			
					А	
EDO09326	А	Other reason for visiting the site			Text field, <100 char	
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus		Radio button, one-up vertical	Single
			Featured links on pages Image icons on the top right of home page			

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Left column navigation menu	_		
			Advanced search page	_		
			Search box (type in words)	_		
			Most Viewed links	-		
			Top Rated links Other, please specify:	A		
			Other, please specity.	A		
RJO00118	А	Other navigation methods.			Text field, <100 char	Single
EDO02587		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site.		Radio button, one-up vertical	S
			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)	-		
			Other			
AAG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single
EDO02588		If you used the search box, please describe your experience:	I had no difficulty using the search feature on this site		Radio button, one-up vertical	Single
			Too many results			
			To few results			
			Results were not related to what I was looking for	1		
			Could not sort the results	4		
			Could not refine the results	4		
			Returned no results/received an error message	4		
			Other			. ·
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single
			Yes, but it was HARD TO UNDERSTAND			
			Yes, but it was TOO MUCH INFORMATION			
			Yes, but it was NOT ENOUGH INFORMATION			
			No			
			Not yet			
			Not applicable			

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID) AAG02R	Skip Logic Label	Question Text What information were you looking for?	Answer Choices (limited to 50 characters)	Skip to	<b>Type (select from list)</b> Text area, no char limit	Single or Multi Single
AKR4316 (AKR4316G1)		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs		Radio button, one-up vertical	Single
AKR4317 ED002589	A	Other _online tools to follow NASA programs	RSS feeds SMS/Texting Other, please specify: Mobile site (example - m.XXX.gov)	A	Text field, <100 char Radio button, one-up vertical	Single
		prefer?	Downloadable Application (example – iPhone application, Android Application, Blackberry Application) Not Sure I am not interested in accessing mobile content	-		
EDO02590		What information already found on NASA would you find most useful to have on your mobile device?	Other Images Multimedia News and Features Missions	-	Radio button, one-up vertical	S
EDO02591	A	Other info to have on mobile device	I would not use a mobile device to find information on NASA Other: Please specify	A	Text field, <100 char	
CMB041		Access Images/Pictures	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	S

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
				}		
		-	5 <del>=Always</del>	1		
			Don't Know			
MB042		NASA Television	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	S
			2	2		
				}		
			4	+		
		4	5=Always			
MB043		NASA Calendar	Don't Know 1=Never		Radio button, scale, has	<del>S</del>
MB043		NASA Calendar	T=NGA6L		don't know	5
		-		2		
				3		
			2 E. Alverez	+		
		-	5=Always Don't Know			
40044		Video Features	Dent Knew 1=Never		Dedie hutten eeste hee	<del>S</del>
MB044		video Features			<del>Radio button, scale, has</del> <del>don't know</del>	5
		-		3		
			£	ŧ		
		-	5=Always Don't Know			
MB045		Interactive Features	1=Never		Dedie hutten eeste hee	
MB045			T=WGAGL		<del>Radio button, scale, has</del> <del>don't know</del>	5
			2	2		
		4		5		
		4	<u> </u>	<b>*</b>		+
		4	<mark>5=Always</mark> Don't Know			
VB046	+	Reading feature stories or news updates	1=Never		Radio button, scale, has	S
WB040		reading reactive scores of news updates			don't know	5
		4	2			
		4		1		
	+	4	5=Always	*		
	+	4	<del>S=Always</del> <del>Don't Know</del>			1
<del>MB047</del>		Podcasts	1=Never		Radio button, scale, has don't know	S
		4		2		
		4		2		
		1		1		1
	+	1	5=Always			
-	1	4	Don't Know	+		+

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### NASA Portal Content + Search 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
CMB048		Bookmark or tag pages	1=Never		Radio button, scale, has	S
					don't know	
				2		
				3		
				4		
			5=Always			
			Don't Know			
CMB049		In Social Networks (such as Facebook, MySpace)	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	S
				2		
				3		ļ
				4		
		4	5=Always			
			Don't Know			
:MB050		By adding comments, ratings, or reviews	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	S
				2		
				3		
				4		
			5=Always			
			Don't Know	_		
CMB051		Reading blogs	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	S
				2		
				3		
				4		
			5=Always			
			Don't Know			
<del>CMB052</del>		Subscribing to RSS feeds	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	<del>S</del>
				2		
				3		
				4		
		4	5=Always			
	ļ		Don't Know			
CMB053		Email updates	1=Never		<del>Radio button, scale, has</del> <del>don't know</del>	S
				2		
				3		
				4		
		4	5=Always			
			Don't Know			
CMB054		MyNASA-	1=Never		Radio button, scale, has don't know	S
				2		
				3		
				4		
			<del>5=Always</del>			

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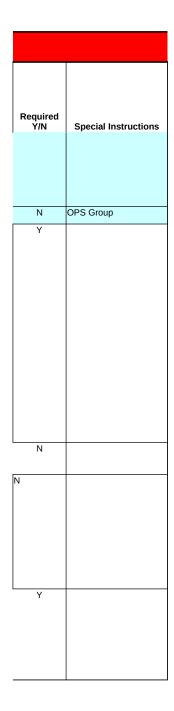
NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		1	Don't Know			
EDO09327		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube	1		
			Internet blogs or discussion forums	1		
			Advertising on social networks (Facebook, MySpace, Twitter)	1		
			Message directly from the company on a social network	]		
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site/organization			
			E-mail update(s) from NASA	-		
			Search engine results	-		
			Word of mouth recommendation from someone I know	-		
			TV, radio, newspaper, or magazine report on NASA Non-NASA website			
			"@NASA" Twitter account (www.twitter.com/nasa)			
			NASA Facebook account (www.facebook.com/nasa)			
			Don't know			
			Other			
EDO09328		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube			
			Internet blogs or discussion forums	1		
			Advertising on social networks (Facebook, MySpace, Twitter)	4		
			Message directly from the company on a social network	-		
			Mobile phone text messages or alerts	-		
			Instant Message from a friend or colleague	4		
			Familiarity with site/organization	-		
			E-mail update(s) from NASA Search engine results	-		
			Search engine results Word of mouth recommendation from someone I know	-		
			TV, radio, newspaper, or magazine report on NASA	-		
			Non-NASA website	1		
			"@NASA" Twitter account (www.twitter.com/nasa)			
			NASA Facebook account (www.facebook.com/nasa)			
			Don't know	1		
			Other	1		
EDO09329		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube			
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, MySpace, Twitter)			
			Message directly from the company on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site/organization			
			E-mail update(s) from NASA			
			Search engine results			

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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
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine report on NASA Non-NASA website "@NASA" Twitter account (www.twitter.com/nasa) NASA Facebook account (www.facebook.com/nasa) Don't know Other	-		
EDO09330		Are their any sources not mentioned on the list that drove you to nasa.gov?			Text area, no char limit	
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily Weekly Monthly Less than every 6 months	-	Radio button, one-up vertical	Single
3553		Which <b>best describes you</b> ?	Student - Elementary School Student - Middle School Student - High School Student - College/University Educator - Elementary School Educator - Middle School Educator - High School Educator - College/University Parent General public News media NASA Employee Contractor or sub PI/Co-I/ team member		Radio button, two-up vertical	Single

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

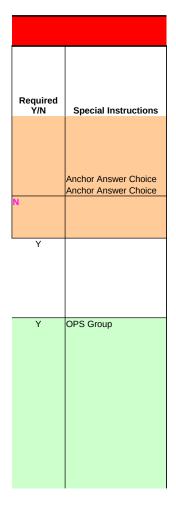


Required Y/N	
Y/N	Special Instructions
Ν	
Y	OPS Group
N	OPS Group
Y	
У	OPS Group
N	OPS Group
¥	<del>Matrix Group</del>

Required Y/N	Special Instructions
¥	Matrix Group
¥	Matrix Group
¥	<del>Matrix Group</del>
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Ť	Matrix Group
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Required Y/N	Special Instructions		
¥	<del>Matrix Group</del>		
¥	Matrix Group		
¥	Matrix Group		
¥	<del>Matrix Group</del>		
¥	<del>Matrix Group</del>		
¥	<del>Matrix Group</del>		
¥	Matrix Group		

Required Y/N	Special Instructions
Y	Rank Group
	Adjust Template/Style Sl Randomize
	Anchor Answer Choice Anchor Answer Choice
N	Rank Group
	Adjust Template/Style Sl Randomize
	Anchor Answer Choice Anchor Answer Choice
N	Rank Group Adjust Template/Style Sł Randomize



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QID	Skip Logic		Answer Choices			Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus		Radio button, one-up vertical	Single	Y
			Featured links on pages Image icons on the top right of home page				

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009

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# NASA Portal Content + Search CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Left column navigation menu Advanced search page Search box (type in words) Most Viewed links Top Rated links Other, please specify:	Skip to	Type (select from list)	Single or Multi	Required Y/N
RJO00118	А	Other navigation methods.			Text field, <100 char	Single	N
ED002587		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) Other	-	Radio button, one-up vertical	S	Y
AAG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area,no char limit	Single	N
EDO02588		If you used the search box, please describe your experience:	I had no difficulty using the search feature on this site Too many results To few results Results were not related to what I was looking for Could not sort the results Could not refine the results Returned no results/received an error message Other	-	Radio button, one-up vertical	Single	N
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL Yes, but it was HARD TO UNDERSTAND Yes, but it was TOO MUCH INFORMATION Yes, but it was NOT ENOUGH INFORMATION No Not was NOT ENOUGH INFORMATION Not yet Not applicable	-	Radio button, one-up vertical		Y

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

## NASA Portal Content + Search CUSTOM QUESTION LIST

QID (Group ID) AAG02R	Skip Logic Label	Question Text What information were you looking for?	Answer Choices (limited to 50 characters)	Skip to	<b>Type (select from list)</b> Text area, no char limit	Single or Multi Single	Required Y/N N
AKR4316		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single	Y
(AKR4316G1)			Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs RSS feeds SMS/Texting Other, please specify:	A			
AKR4317	A	Other _online tools to follow NASA programs			Text field, <100 char	Single	N
EDO02589			Mobile site (example - m.XXX.gov) Downloadable Application (example – iPhone application, Android Application, Blackberry Application) Not Sure I am not interested in accessing mobile content Other	-	Radio button, one-up vertical		Ŷ
EDO02590		What information already found on NASA would you find most useful to have on your mobile device?	Images Multimedia News and Features Missions I would not use a mobile device to find information on NASA Other: Please specify	A	Radio button, one-up vertical	S	у
EDO02591	A	Other info to have on mobile device			Text field, <100 char		N
CMB041		Access Images/Pictures	1=Never		Radio button, scale, has don't know	S	Y

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NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009

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## NASA Portal Content + Search CUSTOM QUESTION LIST

Skip Logic Label							
	Question Text	Answer Choices (limited to 50 characters)	s	ikip to	Type (select from list)	Single or Multi	Required Y/N
			2				
			4				
		5=Always					
		Don't Know					
	NASA Television	1=Never			Radio button, scale, has don't know	S	Y
			2				
			4				
						-	<u> </u>
	NASA Calendar	1=Never			Radio button, scale, has don't know	S	Y
			3				
		E Aluma	4				
	Video Footureo				Padia huttan caala haa	6	Y
	Video Features				don't know	5	Ŷ
			3				
		E-Alwaya	4				
		Don't Know					
	Interactive Features	1=Never			Radio button, scale, has don't know	S	Y
			2				<b>I</b>
			3				
			4				
		5=Always					
	Reading feature stories or news updates	1=Never			Radio button, scale, has don't know	S	Y
			2				
			-				
			4				
		5=Always					
	Dadagata				Dadia huttanl- h		
	POOCASIS	T=iveAeL			Radio button, scale, has don't know	S	Y
		E. Aluma	4				
		ID=AIWAYS					
		NASA Television	NASA Television       1=Never         S=Always       Don't Know         NASA Calendar       1=Never         Image: Second Sec	NASA Television     1=Never     2       Image: Second Sec	NASA Television     1=Never     2       1=Never     2       3     3       5=Always     4       0     0       NASA Calendar     1=Never       1=Never     2       1=Never     2       1=Never     3       1     1=Never       1     1       1     1       1     1       1     1       1     1       1     1       1     1       1     1       1	Image: matrix field part in the section of	Dort Know         Image: market field button, scale, has field b

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009

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## NASA Portal Content + Search CUSTOM QUESTION LIST

QID	Skip Logic		Answer Choices			Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
CMB048		Bookmark or tag pages	1=Never		Radio button, scale, has	S	Y
		1	2		don't know		
			3				
		-	5=Always				
			Don't Know				
CMB049		In Social Networks (such as Facebook, MySpace)	1=Never		Radio button, scale, has don't know	S	Y
			2				
			3				
			4	-			<u> </u>
			5=Always Don't Know				
CMB050		By adding comments, ratings, or reviews	1=Never		Radio button, scale, has don't know	S	Y
			2	,			
		-	3				
			4	+			
			5=Always				
			Don't Know			_	
CMB051		Reading blogs	1=Never		Radio button, scale, has don't know	S	Y
			2				
			3				
			5=Always	-			
			Don't Know				
CMB052		Subscribing to RSS feeds	1=Never		Radio button, scale, has don't know	S	Y
			2	2			
			3	1			
			4	-			
			5=Always				
MDOFO		Europhic and the s	Don't Know		De lie huttere seele hee	6	N N
CMB053		Email updates	1=Never		Radio button, scale, has don't know	S	Y
			2				
		4	3				
		1	5=Always				
			Don't Know				
CMB054		MyNASA	1=Never		Radio button, scale, has don't know	S	Y
			2				
			3				
			4				

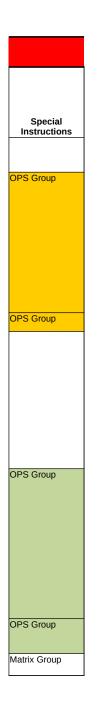
ForeSee Results - Confidential and Proprietary

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

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 <b>frequently</b> do you visit this site?	Don't Know First time More than once a day Daily Weekly Monthly Less than every 6 months		Radio button, one-up vertical	Single	Y
3553		Which best describes you?	Student - Elementary School         Student - Middle School         Student - High School         Student - College/University         Educator - Elementary School         Educator - Middle School         Educator - Middle School         Educator - High School         Educator - Ollege/University         Parent         General public         NASA Employee         Contractor or sub         PI/Co-I/ team member		Radio button, two-up vertical	Single	Y

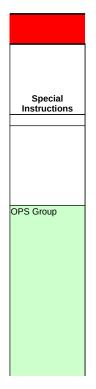












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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
AAG00038		Hew do you plan on <b>using the information</b> you find on this site today?	Tell others about it         Will use for homework or school project         Will use as teaching resource         Use information for my job         Search for further information from another source         Nothing specific, just browsing         Will use info for a project or presentation         Improve my understanding of space program         Follow the current missions         Support new or current research projects         Other, please specify:		Radio button, one-up vertical	Single	¥
AAG00039		Other uses with information found on this site today.			<del>Text area, no char limit</del>	Single	N
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus Featured links on pages Image icons on the top right of home page		Radio button, one-up vertical	Single	Y

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Left column navigation menu Advanced search page Search box (type in words) Most Viewed links Top Rated links Other, please specify:	Skip to	Type (select from list)	Single or Multi	Required Y/N
RJO00118	А	Other navigation methods.			Text field, <100 char	Single	N
EDO02587		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		Radio button, one-up vertical	S	Y
			Links/labels are difficult to understand Too many links or navigational choices Had technical difficulties (e.g. broken link) Other	-			
<u>AAG00041</u>		If you searched on NASA.gov today, what search terms did you use?			<u>Text area, no char limit</u>	<u>Single</u>	N
ED002588		If you used the search box, please describe your experience:	I had no difficulty using the search feature on this site Too many results To few results Results were not related to what I was looking for Could not sort the results Could not refine the results Returned no results/received an error message Other	-	Radio button, one-up vertical	Single	N
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL Yes, but it was HARD TO UNDERSTAND Yes, but it was TOO MUCH INFORMATION Yes, but it was NOT ENOUGH INFORMATION No Not yet Not applicable	-	Radio button, one-up vertical		Y

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## NASA Portal Content + Search CUSTOM QUESTION LIST

QID (Group ID) AAG02R	Skip Logic Label	Question Text What information were you looking for?	Answer Choices (limited to 50 characters)	Skip to	Type (select from list) Text area, no char limit	Single or Multi Single	Required Y/N N
AKR4316		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single	Y
(AKR4316G1)			Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs RSS feeds SMS/Texting				
AKR4317	A	Other _online tools to follow NASA programs	Other, please specify:	A	Text field, <100 char	Single	N
EDO02589		If NASA were to offer mobile content, which would you prefer?	Mobile site (example - m.XXX.gov) Downloadable Application (example – iPhone application, Android Application, Blackberry Application) Other	_	Radio button, one-up vertical	s	Y
EDO02590		What information already found on NASA would you find most useful to have on your mobile device?	Images Multimedia News and Features Missions I would not use a mobile device to find information on NASA Other: Please specify	A	Radio button, one-up vertical	S	у
EDO02591	A	Other info to have on mobile device			Text field, <100 char		N
CMB041		Access Images/Pictures	1=Never	2 3	Radio button, scale, has don't know	S	Y
			5=Always				
			Don't Know				

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## NASA Portal Content + Search CUSTOM QUESTION LIST

QID	Skip Logic		Answer Choices				Single or	Required
(Group ID) CMB042	Label	Question Text NASA Television	(limited to 50 characters)		Skip to	Type (select from list) Radio button, scale, has	Multi S	Y/N Y
JVIDU42						don't know	5	T
		-		2				
				3				
				4				
			5=Always					
			Don't Know					
CMB043		NASA Calendar	1=Never			Radio button, scale, has don't know	S	Y
				2				
		-		3				<u> </u>
		4	E-Alwaya	4				<u> </u>
		-	5=Always Don't Know					
CMB044		Video Features	1=Never			Radio button, scale, has don't know	S	Y
				2				
				3				
				4				
			5=Always					
			Don't Know					
CMB045		Interactive Features	1=Never			Radio button, scale, has don't know	S	Y
				2				
				3				
				4				
			5=Always					
10040		De alian fastura atorias en reus undatos	Don't Know			Dadia kuttara anala kan		N N
CMB046		Reading feature stories or news updates	1=Never			Radio button, scale, has don't know	S	Y
		-		2				
				4				
		-	5=Always					
			Don't Know					
CMB047		Podcasts	1=Never			Radio button, scale, has don't know	S	Y
				2				
				3				
				4				
		-	5=Always					
CMB048		Bookmark or tag pages	Don't Know 1=Never			Radio button, scale, has don't know	S	Y
		1		2				
		4		2				
		1		4				
		4	5=Always	+				-

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## NASA Portal Content + Search CUSTOM QUESTION LIST

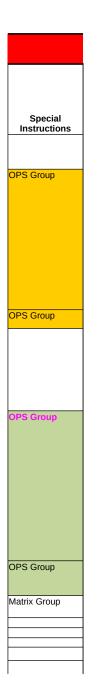
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CMB049		In Social Networks (such as Facebook, MySpace)	Don't Know 1=Never		Radio button, scale, has	S	Y
511120-10					don't know	U	
			2				
			3	3			
			5=Always	+			
			Don't Know				
CMB050		By adding comments, ratings, or reviews	1=Never		Radio button, scale, has don't know	S	Y
		-	2				
		-	3	3			
			5=Always	+			
			Don't Know				
CMB051		Reading blogs	1=Never		Radio button, scale, has don't know	S	Y
		-	2				
		-	3				
			5=Always	+			
			Don't Know				
CMB052		Subscribing to RSS feeds	1=Never		Radio button, scale, has don't know	S	Y
		-	2				
		-	3				
			5=Always	+			
			Don't Know				
CMB053		Email updates	1=Never		Radio button, scale, has don't know	S	Y
		-	2				
		-	3				
		-	5=Always	r			
			Don't Know				
CMB054		MyNASA	1=Never		Radio button, scale, has don't know	S	Y
		4	2				
		4	3	-			
		4	5=Always				
			Don't Know				
235		How <b>frequently</b> do you visit this site?	First time		Radio button, one-up vertical	Single	Y
			More than once a day	_			
	1	1	Daily	1			1

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Monthly Less than every 6 months	Skip to	Type (select from list)	Single or Multi	Required Y/N
3553		Which best describes you?	Student - Elementary School		Radio button, two-up vertical	Single	Y
			Student - Middle School				
			Student - High School				
			Student - College/University				
			Educator - Elementary School				
			Educator - Middle School				
			Educator - High School				
			Educator - College/University				
			Parent				
			General public				
			News media				
			NASA Employee				
			Contractor or sub				
			PI/Co-I/ team member				

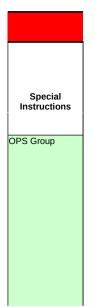












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	Olivia						
QID	Skip Logic		Answer Choices			Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
AAG00038			Tell others about it		Radio button, one-up vertical	Single	Y
		this site today?				Ũ	
			Will use for homework or school project				
			Will use as teaching resource				
			Use information for my job				
			Search for further information from another source				
			Nothing specific, just browsing				
			Will use info for a project or presentation				
			Improve my understanding of space program				
			Follow the current missions				
			Support new or current research projects				
			Other, please specify:				
AAG00039		Other uses with information found on this site today.			Text area, no char limit	Single	N
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus		Radio button, one-up vertical	Single	Y
			Featured links on pages				
			Image icons on the top right of home page				

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

#### NASA Portal Content + Search CUSTOM QUESTION LIST Skip QID Logic Answer Choices Single or Required Y/N (Group ID) Label **Question Text** (limited to 50 characters) Skip to Type (select from list) Multi Left column navigation menu Advanced search page Search box (type in words) Tag cloud Most Viewed links Top Rated links Other, please specify: RJO00118 Other navigation methods. Text area, no char limit Single Ν AAG00041 If you searched on NASA.gov today, what search terms Single Ν Text area, no char limit did you use? RJ000121 Were you able to find what you were looking for? Yes, and it was VERY USEFUL Radio button, one-up vertical Single Υ Yes, but it was HARD TO UNDERSTAND Yes, but it was TOO MUCH INFORMATION Yes, but it was NOT ENOUGH INFORMATION No Not yet Not applicable AAG02R What information were you looking for? Text area, no char limit Single Ν AKR4316 Follow NASA Twitter feeds In addition to visiting nasa.gov, what other online Radio button, one-up vertical Single Υ services or websites do you use to learn about NASA: (AKR4316G1) Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs RSS feeds SMS/Texting Other, please specify: Δ AKR4317 Other \_online tools to follow NASA programs Ν Α Text area, no char limit Single Please rate how often you use the following features of the nasa.gov website (1=Never,5=Always): Radio button, scale, has S Υ don't know CMB041 Access Images/Pictures 1=Never Radio button, scale, has S Υ don't know 2 3

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009

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## NASA Portal Content + Search CUSTOM QUESTION LIST

	Chim							
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
		-	5=Always	4				
		-	Don't Know					
CMB042		NASA Television				Radio button, scale, has	6	Y
JMB042		NASA TELEVISION	1=Never			don't know	S	Y Y
				2				
				3				
				4				
			5=Always					
			Don't Know				_	
CMB043		NASA Calendar	1=Never			Radio button, scale, has don't know	S	Y
		-		2				
		-		3				
		-	5=Always	4				
		-	Don't Know					
CMB044		Video Features	1=Never			Radio button, scale, has	S	Y
						don't know	Ū	
				2				
				3				
				4				
		-	5=Always					
			Don't Know					
CMB045		Interactive Features	1=Never			Radio button, scale, has don't know	S	Y
		-		2				
		-		3				
		-	5=Always	4				
		-	Don't Know					
CMB046		Reading feature stories or news updates	1=Never			Radio button, scale, has don't know	S	Y
		1		2			1	
				3				
				4				
			5=Always					
			Don't Know					
CMB047		Podcasts	1=Never			Radio button, scale, has don't know	S	Y
		4		2				
		4		3				
		4	E-Alveyo	4				
		4	5=Always					
MB048		Bookmark or tag pages	Don't Know 1=Never			Radio button, scale, has	S	Y
		Dookmark of tay pages	⊥			don't know		'

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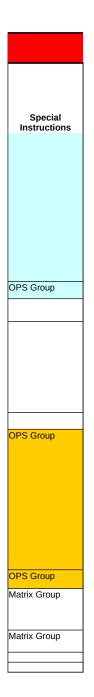
## NASA Portal Content + Search CUSTOM QUESTION LIST

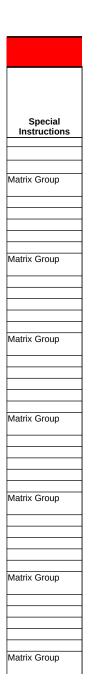
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
				2			
				3			
			5=Always	4			
			Don't Know				
СМВ049		In Social Networks (such as Facebook, MySpace)	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			
				4			
			5=Always				
			Don't Know			l	ļ
CMB050		By adding comments, ratings, or reviews	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			
				4			
			5=Always				
CMB051		Reading blogs	Don't Know 1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			
				4			
		-	5=Always	4			
			Don't Know				
CMB052		Subscribing to RSS feeds	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			
				4			
			5=Always				
			Don't Know				
CMB053		Email updates	1=Never		Radio button, scale, has don't know	S	Y
				2			ļ
		-		3			
		4		4			
			5=Always				
		NA 10 C A	Don't Know		Dedie hutten eeste hoo		
CMB054		MyNASA	1=Never		Radio button, scale, has don't know	S	Y
	-	4		2			l
				3			
		-	F - Alwaya	4			
	1	1	5=Always	1	1	1	1

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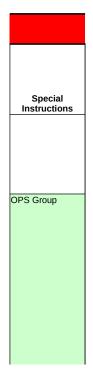
QID (Group ID) 235	Skip Logic Label	Question Text How frequently do you visit this site?	Answer Choices (limited to 50 characters) First time	Skip to	Type (select from list) Radio button, one-up vertical	Single or Multi Single	Required Y/N
233			More than once a day Daily Weekly Monthly Less than every 6 months	-	Radio button, one-up ventcai	Single	T
3553			Student - Elementary School Student - Middle School Student - High School Student - College/University Educator - Elementary School Educator - Middle School Educator - High School Educator - College/University Parent General public News media NASA Employee Contractor or sub PI/Co-I/ team member		Radio button, two-up vertical	Single	Y











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	Olivia						
QID	Skip Logic		Answer Choices			Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
AAG00038			Tell others about it		Radio button, one-up vertical	Single	Y
		this site today?				Ũ	
			Will use for homework or school project				
			Will use as teaching resource				
			Use information for my job				
			Search for further information from another source				
			Nothing specific, just browsing				
			Will use info for a project or presentation				
			Improve my understanding of space program				
			Follow the current missions				
			Support new or current research projects				
			Other, please specify:				
AAG00039		Other uses with information found on this site today.			Text area, no char limit	Single	N
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus		Radio button, one-up vertical	Single	Y
			Featured links on pages				
			Image icons on the top right of home page				

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QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters) Left column navigation menu Advanced search page Search box (type in words)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Tag cloud Other, please specify:	-			
JO00118		Other navigation methods.			Text area,no char limit	Single	N
AG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single	N
JO00121			Yes, and it was VERY USEFUL Yes, but it was HARD TO UNDERSTAND Yes, but it was TOO MUCH INFORMATION Yes, but it was NOT ENOUGH INFORMATION No Not wet Not applicable	-	Radio button, one-up vertical	Single	Y
AG02R		What information were you looking for?			Text area, no char limit	Single	N
KR4316			Follow NASA Twitter feeds Participate in Facebook online community regarding NASA missions Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube Visit newsmedia sites like cnn.com Read blogs RSS feeds SMS/Texting Other, please specify:	A	Radio button, one-up vertical	Single	Y
KR4317	А	Other _online tools to follow NASA programs			Text area, no char limit	Single	N
		Please rate how often you use the following features of the nasa.gov website (1=Never,5=Always):			Radio button, scale, has don't know	S	Y
CMB041			1=Never	2	Radio button, scale, has don't know	S	Y
MB042			1=Never 2	3	Radio button, scale, has don't know	S	Y

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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
			5=Always Don't Know				<u> </u>
CMB043		NASA Calendar	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			
			5=Always	4			
			Don't Know				
MB044		Video Features	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			<u> </u>
				4			
			5=Always Don't Know				
MB045		Interactive Features	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			
			· · · · · · · · · · · · · · · · · · ·	4			
			5=Always				
CMB046		Deading facture staries as nous undeter	Don't Know 1=Never		Radio button, scale, has	S	Y
INIBU40		Reading feature stories or news updates		2	don't know	5	T T
				3			
				4			
			5=Always				
			Don't Know				
MB047		Podcasts	1=Never		Radio button, scale, has don't know	S	Y
				2			-
				3			
			5=Always	+			
			Don't Know				
MB048		Bookmark or tag pages	1=Never		Radio button, scale, has don't know	S	Y
				2			
				3			<u> </u>
			Alwaya	4			<u> </u>
			5=Always Don't Know	+			<u> </u>
MB049	<u> </u>	In Social Networks (such as Facebook, MySpace)	1=Never		Radio button, scale, has don't know	S	Y
				2		1	-
				3		1	1

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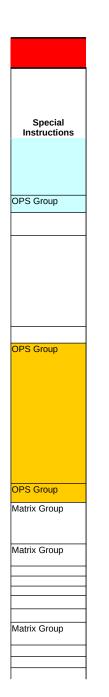
	Skip							
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)		Skip to	Type (select from list)	Single or Multi	Required Y/N
		-	<b>F</b> A1	4				
		-	5=Always Don't Know					
CMB050		By adding comments, ratings, or reviews	1=Never			Radio button, scale, has	S	Y
INIB030		by adding comments, ratings, or reviews				don't know	5	
				2				
				3				
		_		4				
		-	5=Always					
		Deading blogs	Don't Know			Dadia huttan asala haa		X
MB051		Reading blogs	1=Never			Radio button, scale, has don't know	S	Y
		-		2				
		4		3				
		-	5=Always	4				
		-	Don't Know					
MB052		Subscribing to RSS feeds	1=Never			Radio button, scale, has don't know	S	Y
		-		2				
				3				
				4				
			5=Always					
			Don't Know					
MB053		Email updates	1=Never			Radio button, scale, has don't know	S	Y
				2				
		-		3				
		-	F-Ahueve	4				
		-	5=Always Don't Know					
MB054		MyNASA	1=Never			Radio button, scale, has don't know	S	Y
		-		2				
		-		3				
				4				
			5=Always					
			Don't Know					
35		How <b>frequently</b> do you visit this site?	First time			Radio button, one-up vertical	Single	Y
			More than once a day					
			Daily					
			Weekly					
			Monthly Less than every 6 months					
553		Which best describes you?	Student - Elementary School			Radio button, two-up vertical	Single	Y
			Student - Middle School					

ForeSee Results - Confidential and Proprietary

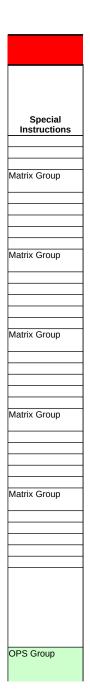
NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

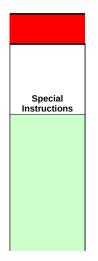
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Student - High School				
			Student - College/University				
			Educator - Elementary School				
			Educator - Middle School				
			Educator - High School				
			Educator - College/University				
			Parent				
			General public				
			News media				
			NASA Employee				
			Contractor or sub				
			PI/Co-I/ team member				











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	Skip						
QID	Logic		Answer Choices			Single or	Required
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
AAG00038		How do you plan on <b>using the information</b> you find on this site today?	Tell others about it		Radio button, one-up vertical	Single	Y
			Will use for homework or school project	-			
			Will use as teaching resource				
			Use information for my job				
			Search for further information from another source				
			Nothing specific, just browsing				
			Will use info for a project or presentation				
			Improve my understanding of space program				
			Follow the current missions				
			Support new or current research projects				
			Other, please specify:				
AAG00039		Other uses with information found on this site today.			Text area, no char limit	Single	N
654		How do you usually find what you are looking for on the NASA.gov?	Top Navigation menus		Radio button, one-up vertical	Single	Y
			Featured links on pages	1			
			Image icons on the top right of home page	1			

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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
			Left column navigation menu	_			
			Advanced search page	_			
			Search box (type in words)	_			
			Tag cloud	-			
JO00118		Other navigation methods.	Other, please specify:		Text area, no char limit	Single	N
AG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area,no char limit	Single	N
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single	Y
			Yes, but it was HARD TO UNDERSTAND				
			Yes, but it was TOO MUCH INFORMATION				
			Yes, but it was NOT ENOUGH INFORMATION				
			No				
			Not yet				
			Not applicable	1			
AG02R		What information were you looking for?			Text area, no char limit	Single	N
KR4314		What online tools do you find most useful for keeping up with the news?	Follow Twitter feeds		Radio button, one-up vertical	Single	Y
AKR4314G1)			Participate in Facebook online community	1			
			Participate in Myspaceonline community				
			Watch video on YouTube	1			
			Visit newsmedia sites like cnn.com	7			
			Read blogs				
			RSS feeds				
			SMS/Texting				
			Other, please specify:	A			
<del>KR4315</del>	A	Other_online tools to keep up with news			Text area, no char limit	Single	N
KR4316		In addition to visiting nasa.gov, what other online services or websites do you use to learn about NASA:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single	Y
AKR4316G1)			Participate in Facebook online community regarding NASA missions				
			Participate in Myspaceonline community discussions regarding NASA missions				
			Watch NASA video on YouTube				
			Visit newsmedia sites like cnn.com				
			Read blogs				
			RSS feeds				
			SMS/Texting				
			Other, please specify:	А			
KR4317	А	Other _online tools to follow NASA programs			Text area, no char limit	Single	N
		Please rate how often you use the following features			Radio button, scale, has	S	Y

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	Skip						
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		Access Images/Pictures	1=Never				
				2	Radio button, scale, has	S	X
				2	Radio button, scale, has	S	Y
				4	Radio button, scale, has	S	Ý
			5=Always		Radio button, scale, has	S	Y
			Don't Know				
		NASA Television	1=Never		Radio button, scale, has don't know	S	Y
				2	Radio button, scale, has don't know	S	Y
				3	Radio button, scale, has don't know	S	Y
				4			
			5=Always				
			Don't Know				
		NASA Calendar	1=Never				
				2			
				3			
				4			
			5=Always				+
		Video Features	Don't Know 1=Never				+
		video realdres	T-INGAGI	2			+
				3			-
				4			
			5=Always				
			Don't Know				
		Interactive Features	1=Never				
				2			
				3			
				4			
			5=Always				-
		Reading feature stories or news updates	Don't Know 1=Never				+
		Reading realure stones of news updates	T-INGAGI	2			+
				3			+
				4			
			5=Always				
			Don't Know				
		Podcasts	1=Never				
				2			
				3			<u> </u>
				4			+
			5=Always				+
		De elemente en terre no no	Don't Know				+
		Bookmark or tag pages	1=Never				

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009

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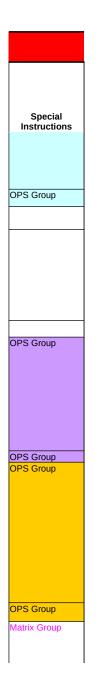
### NASA Portal Content + Search CUSTOM QUESTION LIST

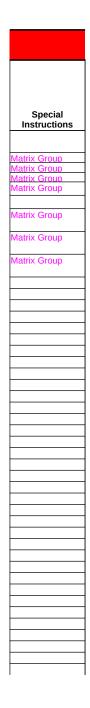
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
(0.000)		<b>4</b>		3	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
			4	4			
			5=Always				
			Don't Know				
		In Social Networks (such as Facebook, MySpace)	1=Never				
				2			
				1			
			5=Always	+			
			Don't Know				
		By adding comments, ratings, or reviews	1=Never				
			2	2			
				3			
				4			
			5=Always				
			Don't Know				
		Reading blogs	1=Never				
			2	2			
			3	3			
			2	4			
			5=Always				
		Subscribing to RSS feeds	Don't Know 1=Never				
		Subscribing to RSS reeds	T-INGAGI	2			
				2			
				1			
			5=Always				
			Don't Know				
		Email updates	1=Never				
			2	2			
			3	3			
			4	4			
			5=Always				
			Don't Know				
		MyNASA	1=Never				ļ
			2	2			
			3	3			
			- Aburua	4			<u> </u>
			5=Always				
235		How <b>frequently</b> do you visit this site?	Don't Know First time		Radio button, one-up vertical	Single	Y
235		How mequently up you visit this site?			raulo bullon, one-up vertical	Single	T
			More than once a day	1			
			Daily	1			
			Weekly	1			
			Monthly	1			
			Less than every 6 months	1			

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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
3553		Which best describes you?	Student - Elementary School		Radio button, two-up vertical	Single	Y
			Student - Middle School				
			Student - High School				
			Student - College/University				
			Educator - Elementary School				
			Educator - Middle School				
			Educator - High School				
			Educator - College/University				
			Parent				
			General public				
			News media				
			NASA Employee				
			Contractor or sub				
			PI/Co-I/ team member				











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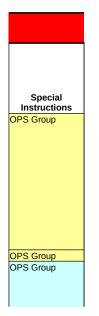
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
AAG00038		How do you plan on <b>using the information</b> you find on this site today?	Tell others about it Will use for homework or school project Will use as educational resource Use information for my job Search for further information from another source Nothing specific, just browsing Will use info for a project or presentation Improve my understanding of space program Follow the current missions Support new or current research projects Other, please specify:		Radio button, one-up vertical	Single	Y
AAG00039		Other uses with information found on this site today.			Text area, no char limit	Single	N
654		What is the <b>primary navigation method</b> you are using to locate the information you are looking for?	Top Navigation bars Featured links on pages Image icons on the right		Radio button, one-up vertical	Single	Y

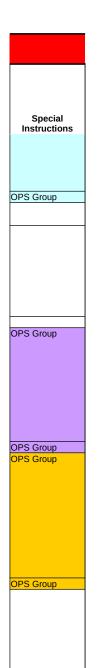
NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

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
			Simple search Advanced search	-			
			Search box	_			
			Popular content words on right				
			Other, please sepcify:				
RJO00118		Other navigation methods.			Text area, no char limit	Single	N
AG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single	N
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single	Y
			Yes, but it was HARD TO UNDERSTAND				
			Yes, but it was TOO MUCH INFORMATION				
			Yes, but it was NOT ENOUGH INFORMATION				
			No				
			Not yet				
			Not applicable				
AG02R AKR4314		What information were you looking for? What online tools do you find most useful for keeping up with the news?	Follow Twitter feeds		Text area, no char limit Radio button, one-up vertical	Single Single	N Y
(AKR4314G1)			Participate in Facebook online community	-			
/////+51+01)			Participate in Myspaceonline community	-			
			Watch video on YouTube	_			
			Visit newsmedia sites like cnn.com	_			
			Read blogs				
			RSS feeds				
			SMS/Texting				
			Other, please specify:	A			
AKR4315	А	Other _online tools to keep up with news			Text area, no char limit	Single	N
AKR4316		In addition to visiting nasa.gov, how else do you use the Internet to follow NASA programs:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single	Y
(AKR4316G1)			Participate in Facebook online community regarding NASA missions				
			Participate in Myspaceonline community discussions regarding NASA				
			missions	_			
			Watch NASA video on YouTube	_			
			Visit newsmedia sites like cnn.com	_			
			Read blogs RSS feeds	_			
			SMS/Texting	_			
			Other, please specify:	A			
AKR4317	Α	Other online tools to follow NASA programs			Text area, no char limit	Single	N
235		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	Y
			More than once a day	-			
			Daily	1			
			Weekly	1			
			Monthly	7			
	1		Less than every 6 months				

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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
3553		Which best describes you?	Student - Elementary School		Radio button, two-up vertical	Single	Y
			Student - Middle School				
			Student - High School				
			Student - College/University				
			Educator - Elementary School				
			Educator - Middle School				
			Educator - High School				
			Educator - College/University				
			Parent				
			General public				
			News media				
			NASA Employee				
			Contractor or sub				
			PI/Co-I/ team member				







NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

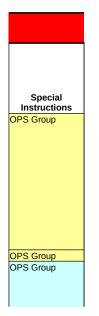
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
AAG00038		How do you plan on <b>using the information</b> you find on this site today?	Tell others about it Will use for homework or school project Will use as educational resource Use information for my job Search for further information from another source Nothing specific, just browsing Will use info for a project or presentation Improve my understanding of space program Follow the current missions Support new or current research projects Other, please specify:		Radio button, one-up vertical	Single	Y
AAG00039		Other uses with information found on this site today.			Text area, no char limit	Single	N
654		What is the <b>primary navigation method</b> you are using to locate the information you are looking for?	Top Navigation bars Featured links on pages Image icons on the right		Radio button, one-up vertical	Single	Y

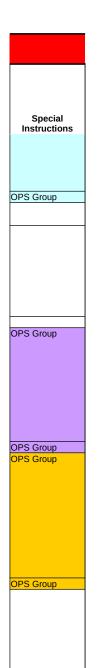
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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Simple search Advanced search	-			
			Search box	_			
			Popular content words on right				
			Other, please sepcify:				
RJO00118		Other navigation methods.			Text area, no char limit	Single	N
AG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single	N
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single	Y
			Yes, but it was HARD TO UNDERSTAND				
			Yes, but it was TOO MUCH INFORMATION				
			Yes, but it was NOT ENOUGH INFORMATION				
			No				
			Not yet				
			Not applicable				
AG02R AKR4314		What information were you looking for? What online tools do you find most useful for keeping up with the news?	Follow Twitter feeds		Text area, no char limit Radio button, one-up vertical	Single Single	N Y
(AKR4314G1)			Participate in Facebook online community	-			
/////+51+01)			Participate in Myspaceonline community	-			
			Watch video on YouTube	_			
			Visit newsmedia sites like cnn.com	_			
			Read blogs				
			RSS feeds				
			SMS/Texting				
			Other, please specify:	A			
AKR4315	А	Other _online tools to keep up with news			Text area, no char limit	Single	N
AKR4316		In addition to visiting nasa.gov, how else do you use the Internet to follow NASA programs:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single	Y
(AKR4316G1)			Participate in Facebook online community regarding NASA missions				
			Participate in Myspaceonline community discussions regarding NASA				
			missions	_			
			Watch NASA video on YouTube	_			
			Visit newsmedia sites like cnn.com	_			
			Read blogs RSS feeds	_			
			SMS/Texting	_			
			Other, please specify:	A			
AKR4317	Α	Other online tools to follow NASA programs			Text area, no char limit	Single	N
235		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	Y
			More than once a day	-			
			Daily	1			
			Weekly	1			
			Monthly	7			
	1		Less than every 6 months				

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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
3553		Which best describes you?	Student - Elementary School		Radio button, two-up vertical	Single	Y
			Student - Middle School				
			Student - High School				
			Student - College/University				
			Educator - Elementary School				
			Educator - Middle School				
			Educator - High School				
			Educator - College/University				
			Parent				
			General public				
			News media				
			NASA Employee				
			Contractor or sub				
			PI/Co-I/ team member				







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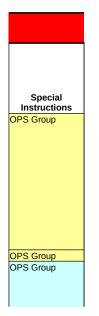
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
AAG00038		How do you plan on <b>using the information</b> you find on this site today?	Tell others about it Will use for homework or school project Will use as educational resource Use information for my job Search for further information from another source Nothing specific, just browsing Will use info for a project or presentation Improve my understanding of space program Follow the current missions Support new or current research projects Other, please specify:		Radio button, one-up vertical	Single	Y
AAG00039		Other uses with information found on this site today.			Text area, no char limit	Single	N
654		What is the <b>primary navigation method</b> you are using to locate the information you are looking for?	Top Navigation bars Featured links on pages Image icons on the right		Radio button, one-up vertical	Single	Y

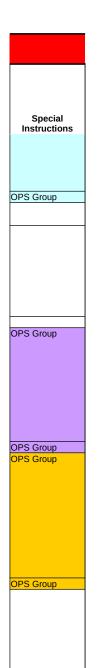
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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Simple search Advanced search	-			
			Search box	_			
			Popular content words on right				
			Other, please sepcify:				
RJO00118		Other navigation methods.			Text area, no char limit	Single	N
AG00041		If you searched on NASA.gov today, what <b>search terms</b> did you use?			Text area, no char limit	Single	N
RJO00121		Were you <b>able to find</b> what you were looking for?	Yes, and it was VERY USEFUL		Radio button, one-up vertical	Single	Y
			Yes, but it was HARD TO UNDERSTAND				
			Yes, but it was TOO MUCH INFORMATION				
			Yes, but it was NOT ENOUGH INFORMATION				
			No				
			Not yet				
			Not applicable				
AG02R AKR4314		What information were you looking for? What online tools do you find most useful for keeping up with the news?	Follow Twitter feeds		Text area, no char limit Radio button, one-up vertical	Single Single	N Y
(AKR4314G1)			Participate in Facebook online community	-			
/////+51+01)			Participate in Myspaceonline community	-			
			Watch video on YouTube	_			
			Visit newsmedia sites like cnn.com	_			
			Read blogs				
			RSS feeds				
			SMS/Texting				
			Other, please specify:	A			
AKR4315	А	Other _online tools to keep up with news			Text area, no char limit	Single	N
AKR4316		In addition to visiting nasa.gov, how else do you use the Internet to follow NASA programs:	Follow NASA Twitter feeds		Radio button, one-up vertical	Single	Y
(AKR4316G1)			Participate in Facebook online community regarding NASA missions				
			Participate in Myspaceonline community discussions regarding NASA				
			missions	_			
			Watch NASA video on YouTube	_			
			Visit newsmedia sites like cnn.com	_			
			Read blogs RSS feeds	_			
			SMS/Texting	_			
			Other, please specify:	A			
AKR4317	Α	Other online tools to follow NASA programs			Text area, no char limit	Single	N
235		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single	Y
			More than once a day	-			
			Daily	1			
			Weekly	1			
			Monthly	7			
	1		Less than every 6 months				

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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
3553		Which best describes you?	Student - Elementary School		Radio button, two-up vertical	Single	Y
			Student - Middle School				
			Student - High School				
			Student - College/University				
			Educator - Elementary School				
			Educator - Middle School				
			Educator - High School				
			Educator - College/University				
			Parent				
			General public				
			News media				
			NASA Employee				
			Contractor or sub				
			PI/Co-I/ team member				







NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009

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#### NASA Portal Content + Search CUSTOM QUESTION LIST

	Skip				
QID (Group ID)	Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
(Group ID)	Laber	Please rate how important each task is to you during your visit	Find mission information	Skip to	Radio button, three-up vertical
CAG00138R1		today.			radio button, three up vertical
CAG00138R2			View/download pictures/photos/NASA TV		Radio button, scale, has don't know
CAG00138R3			Access games/entertainment		Radio button, scale, has don't know
CAG00138R4			Find educational resources/science projects		Radio button, scale, has don't know
CAG00138R5			Review/access technology and Science research		Radio button, scale, has don't know
CAG00138R6			Access Latest News regarding Nasa and Space Program		Radio button, scale, has don't know
CAG00138R7			Access Summary Information/Summarized Facts		Radio button, scale, has don't know
CAG00139R1		How satisfied are you with the information you received in these areas?	Mission information		Radio button, scale, has don't know
CAG00139R2			Pictures/photos/NASA TV		Radio button, scale, has don't know
CAG00139R3			Games/entertainment		Radio button, scale, has don't know
CAG00139R4			Educational resources/science projects		Radio button, scale, has don't know
CAG00139R5			Technology and Science research		Radio button, scale, has don't know
CAG00139R6			Latest News regarding Nasa and Space Program		Radio button, scale, has don't know
			Summary Information/Summarized Facts		Radio button, scale, has don't know
CAG00139R7					
CAGODISSICI		How do you plan on using the information you find on this site	Tell others about it		
CAAG00038		today?			
		1	Will use for homework or school project		
	1		Will use as educational resource		
			Use information for my job		
			Search for further information from another source		
			Nothing specific, just browsing		
			Will use info for a project or presentation		
		_	Improve my understanding of space program		-
			Follow the current missions		
			Support new or current research projects		
			Other, please specify:		
CAAG00039		Other:_Plan on using information:	open		Text area, no char limit
C654		What is the primary navigation method you are using to locate	Top Navigation bars		
		the information you are looking for?			Drop down, select one
			Featured links on pages		
			Image icons on the right		
1	I	1	Intrage toolie on the right		

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

#### NASA Portal Content + Search CUSTOM QUESTION LIST

	Skip		Answer Choices		
QID (Group ID)	Logic Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)
-			Simple search		
			Advanced search Search box		
		I	Popular content words on right		
			Other, please sepcify:		
RJO00118		Other_primary navigation method			Text area,no char limit
1000101					
RJO00121		If you searched on NASA.gov today, what search terms did you use?	open		
1000101					Text area, no char limit
RJO00121		Were you able to find what you were looking for?	Yes, and it was VERY USEFUL Yes, but it was HARD TO UNDERSTAND		Drop down, select one
			Yes, but it was TOO MUCH INFORMATION		
			Yes, but it was NOT ENOUGH INFORMATION		
		4	No		
			Not yet		
360		What information were you looking for?	Not applicable		Text area, no char limit
<i>.</i> 00		What online tools do you find most useful for keeping up with	open		
		the news?			
			Follow Twitter feeds		Drop down, select one
			Participate in Facebook online community Participate in Myspaceonline community		
			Watch video on YouTube		
			Visit newsmedia sites like cnn.com		
			Read blogs		
			RSS feeds		
			SMS/Texting Other, please specify:		
		Other _online tools to keep up with news	open		
					Text area, no char limit
		In addition to visiting nasa.gov, how else do you use the			
		Internet to follow NASA programs:	Follow NASA Twitter feeds		Drop down, select one
			Participate in Facebook online community regarding NASA missions		
			Participate in Myspaceonline community discussions regarding NASA missions Watch NASA video on YouTube		
			Visit newsmedia sites like cnn.com		
			Read blogs		
			RSS feeds		
			SMS/Texting		
		Other parling tools to follow NASA programs	Other, please specify:		
			open		Text area, no char limit
235		How frequently do you visit this site?	First time		Drop down, select one
	I		More than once a day Daily		
		1	Weekly		
			Monthly		

ForeSee Results - Confidential and Proprietary

NASA Portal Content + Search MID: E7F+G5PzBw1jexbIZ+IdMw== Date: 4/27/2009 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Less than every 6 months		
C3553		Which best describes you?	Student - Elementary School		Drop down, select one
			Student - Middle School		
			Student - High School		
			Student - College/University		
			Educator - Elementary School		
			Educator - Middle School		
			Educator - High School		
			Educator - College/University		
			Parent		
			General public		
			News media		
			NASA Employee		
			Contractor or sub		
			PI/Co-I/ team member		

Single or Multi	Required Y/N	Special Instructions
Single	Y	
Single	Y Y	
Single	Y	
Single	Y	
Single	Y	
open	N	
S	Y	

Single or Multi	Required Y/N	Special Instructions
open	N	
open	N	
S	Y	
open S	N Y	
open	N	
S	Y	
open	N	
S	Y	

Single or Multi	Required Y/N	Special Instructions
S	Y	

# 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 Partitioned