### **Questionnaire Management Guidelines**

### Goals:

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

### **Questionnaire Resources:**

- 1 Questionnaire Design and Approval Process
- 2 Question Grouping Rules
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Model and Custom Question Checks\_SRA
- 5 Model and Custom Question Checks\_Team LeadManager
- 6 Model and Custom Question Checks\_DOT
- 7 Foreign Language Survey Instructions

### **Welcome and Thank You Text**

# **Welcome Text**

Thank you for visiting this webpage. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to share your opinions.

## **Thank You Text**

Thank you for taking the time to complete this survey. Your comments are very valuable to us and will be helpful in improving our web site. All responses are strictly confidential.

Date: 6/17/2013

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	ļ.		84lgl11h5ocEtdQspQwAwA== CUSTOM QUESTION LIS	T				
	Skip Logic		Answer Choices		Type (select		Required	Special
CQID	Label	Question Text	(limited to 50 characters)	Skip to	from list)	Multi	Y/N	Instructions
NEW	Chin E	Did you find the information you were looking for on this NIDCR webpage?	Yes No Still looking for information when survey popped Not looking for anything in particular	Skip F	Radio button, one-up vertical	Single	Yes	Skip Logic Group
NEW	Skip F	What information were you specifically looking for today?			Text area, no char limit	Open	No	Skip Logic Group
CAS0032276			Very easy to understand  Easy to understand  Somewhat difficult to understand  Difficult to understand		Radio button, one-up vertical	Single	Yes	
CAS0032277			Too much information Not enough information Just the right amount of information		Radio button, one-up vertical		Yes	
CAS0032278		What did you like about this webpage?			Text area, no char limit	Open	No	
CAS0032279		What did you dislike or find confusing?			Text area, no char limit	Open	No	
CAS0032280		After reading this webpage, do you have any unanswered questions about the topic? If yes, what questions?			Text area, no char limit	Open	No	
CAS0032281			Parent/guardian Person with a health concern Family member/friend of a person with a health concern Caregiver Health educator Health care provider Scientist/researcher Media Student Teacher Other	Skip G Skip A	Radio button, one-up vertical		Yes	Skip Logic Group
CAS0032283	Skip B	Please explain your role			Text area, no char limit	Open	No	Skip Logic Group
New	Skip G	Are you a?	Parent/guardian Caregiver Neither	Skip A	Check boxes one up vertical	Multi	No	Skip Logic Group
CAS0032282	Skip A	Please explain your role as a caregiver			Text area, no char limit	<u>Open</u>	<u>No</u>	Skip Logic Group
CAS0032284		Would you recommend this webpage to others?	Yes, I would recommend this webpage to others No, I would not recommend this webpage to others	Skip H	Radio button, one-up vertical	Single	Yes	Skip Logic Group

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	Skip Logic		Answer Choices		Type (select	Single or	Required	Special
CQID	Label	Question Text	(limited to 50 characters)	Skip to	from list)	Multi	Y/N	Instructions
1EW	Skip H	Please explain		, ,	Text area, no char limit	Open	No	Skip Logic Group
CAS0032285		In your opinion, this information is important for (check all that apply):	Parent/guardian Caregiver Children and youth Health care providers (e.g. physicians, nurses, dentists, dental hygienists) Health educators Teachers Students Other	Skip C	Radio button, one-up vertical	Single	¥es	Skip Logic Group
CAS0032286	Skip C	What kind of caregiver?			Text area, no char limit	Open	No	Skip Logic Grou
CAS0032287	Skip D	Please explain			Text area, no char limit	Open	<del>No</del>	Skip Logic Grou
CAS0032288		What other oral health topics are of interest to you?			Text area, no char limit	Open	No	
CAS0032289			Website Print (booklet, factsheet, poster, etc.) Animation/video (YouTube) Social media (Facebook/Twitter) Podcast/audio file Mobile phone/device Text message or alert Other	Skip E	Radio button, one-up vertical	Single	Yes	Skip Logic Group
CAS0032290	Skip E	Please explain			Text area, no char limit	Open	No	Skip Logic Group

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	Skip Logic		Answer Choices		Type (select	Single or	Required	Special
CQID	Label	Question Text	(limited to 50 characters)	Skip to	from list)	Multi	Ý/N	Instructions
EW		Overall, the information on this webpage	Very easy to understand		Radio button,	Single	Yes	
		was:	Easy to understand		one-up vertical			
			Somewhat difficult to understand					
			Difficult to understand					
IEW		Does this webpage include?	Too much information		Radio button,	Single	Yes	
			Not enough information		one-up vertical			
		han a real real real real real real real re	Just the right amount of information					
IEW		What did you like about this webpage?			Text area, no char limit	Open	No	
IEVA/		M/hot did you digite or find confusing?				Onen	No	
IEW		What did you dislike or find confusing?			Text area, no char limit	Open	No	
IEW		After reading this webpage, do you have			Text area, no	Open	No	
ı⊏vv		any unanswered questions about the			char limit	Open	INU	
		topic? If yes, what questions?			onar iii ii			
IEW		Which best describes you?			Radio button,	Single	Yes	Skip Logic Grou
		Trineri seet descrises year			one-up vertical	- Cirigio	1.00	omp Logic Grou
			Parent/guardian		i i			
			Caregiver	Skip A	1			
			Health educator		1			
			Health care provider		1			
			Scientist/researcher					
			Media					
			Student					
			Teacher					
			Other	Skip B				
IEW	Skip A				Text area, no	Open	No	Skip Logic Grou
		Please explain your role as a caregiver			char limit			
IEW	Skip B	Diagon avalain varus asta			Text area, no	Open	No	Skip Logic Group
EW		Please explain your role			char limit	Cinale	Vac	
I⊨VV		Would you recommend this webpage to others?	Yes, I would recommend this webpage to others		Radio button, one-up vertical	Single	Yes	
		outers:	No, I would not recommend this webpage to others		one up vertical			
EW		In your opinion, this information is	No, I would not recommend this webpage to others		Radio button,	Single	Yes	Skip Logic Group
		important for (check all that apply):	Parent/guardian		one-up vertical	Sirigic	103	Chip Logic Group
		(	Caregiver	Skip C	1			
			Children and youth	Chip	1			
			Health care providers (e.g. physicians, nurses, dentists, dental hygienists)		1			
			Health educators		1			
			Teachers		1			
			Students		1			
			Other	Skip D	1			
IEW	Skip C	What kind of caregiver?			Text area, no	Open	No	Skip Logic Grou
					char limit			

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	Skip Logic		Answer Choices		Type (select	Single or		Special
CQID	Label	Question Text	(limited to 50 characters)	Skip to	from list)	Multi	Y/N	Instructions
EW	Skip D	Please explain			Text area, no	Open	No	Skip Logic Grou
= 14					char limit			
EW		What other oral health topics are of interest to you?			Text area, no char limit	Open	No	
E\A/		•	Woheita			Cinale	Voc	Ckin Logio Crow
EW		How would you prefer to access information on these oral health topics?	Print (booklet, factsheet, poster, etc.)		Radio button, one-up vertical	Single	Yes	Skip Logic Grou
		information on these trainleatin topics?	Animation/video (YouTube)		one-up vertical			
			Social media (Facebook/Twitter)		-			
			Podcast/audio file		-			
			Mohile phone/device		+			
			Text message or alert		+			
			Other	Skip E	+			
<b>□\</b> \//	Skin E	Please evalain	Other	SKIP E	Toyt oron no	Opon	No	Skip Logic Grou
EW	Skip E	Please explain			Text area, no char limit	Open	INU	Skip Logic Grou
					Orice mine			
CQinh0014968		How did you find NIDCR's oral health			Radio button,	ingle or Mu	Yes	Skip Logic Grou
- (		webpage today?	Search Engine (e.g. Google, Bing, Yahoo)		one-up vertical			
			Medline Plus		,			
			National Institutes of Health (NIH) webpage					
			Another site					
			NIDCR print publications/products					
			Bookmarked NIDCR website (favorite)					
			Word of mouth recommendation					
			Other	A				
CQinh0014970	A	Please explain.			Text area, no	<del>Open</del>	No	Skip Logic Grou
					<del>char limit</del>			
CQinh0014971		What information were you looking for			<del>char limit</del> <del>Text area, no</del>	<del>Open</del>	No	
CQinh0014971		What information were you looking for today?				Open	No	
C <del>Qinh0014971</del>					Text area, no	<del>Open</del>	No	
		today?  Did you take one of the oral health			Text area, no char limit  Radio button,	<del>Open</del> <del>Single</del>	No Yes	
		today?	Yes, the quizzes helped me learn new oral health information		Text area, no char limit	·		
		today?  Did you take one of the oral health	Yes, the quizzes reinforced oral health information I already knew		Text area, no char limit  Radio button,	·		
<del>CQinh0014972</del>		bid you take one of the oral health quizzes on this webpage?			Text area, no char limit  Radio button, one-up vertical	Single	Yes	
CQinh0014971 CQinh0014972 CQinh0014973		Did you take one of the oral health quizzes on this webpage?  Did you view one of the oral health	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage		Text area, no char limit  Radio button, one-up vertical  Radio button,	·		
<del>CQinh0014972</del>		bid you take one of the oral health quizzes on this webpage?	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage Yes, the video(s) helped me learn new oral health information		Text area, no char limit  Radio button, one-up vertical	Single	Yes	
<del>CQinh0014972</del>		Did you take one of the oral health quizzes on this webpage?  Did you view one of the oral health	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage Yes, the video(s) helped me learn new oral health information Yes, the video(s) reinforced oral health information I already knew		Text area, no char limit  Radio button, one-up vertical  Radio button,	Single	Yes	
<del>CQinh0014972</del>		Did you take one of the oral health quizzes on this webpage?  Did you view one of the oral health	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage Yes, the video(s) helped me learn new oral health information		Text area, no char limit  Radio button, one-up vertical  Radio button,	Single	Yes	
CQinh0014972 CQinh0014973		bid you take one of the oral health quizzes on this webpage?  Did you view one of the oral health videos on this webpage?  Did you find what you were looking for	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage Yes, the video(s) helped me learn new oral health information Yes, the video(s) reinforced oral health information I already knew		Text area, no char limit  Radio button, one-up vertical  Radio button,	Single	Yes	Skip Logic Grou
<del>CQinh0014972</del>		Did you take one of the oral health quizzes on this webpage?  Did you view one of the oral health videos on this webpage?	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage Yes, the video(s) helped me learn new oral health information Yes, the video(s) reinforced oral health information I already knew		Text area, no char limit  Radio button, one-up vertical  Radio button,	Single	Yes Yes	Skip Logic Grou
CQinh0014972 CQinh0014973		bid you take one of the oral health quizzes on this webpage?  Did you view one of the oral health videos on this webpage?  Did you find what you were looking for	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage  Yes, the video(s) helped me learn new oral health information  Yes, the video(s) reinforced oral health information I already knew No, I did not view one of the videos on this webpage	В	Text area, no char limit  Radio button, one-up vertical  Radio button,	Single	Yes Yes	Skip Logic Grou
CQinh0014972 CQinh0014973		bid you take one of the oral health quizzes on this webpage?  Did you view one of the oral health videos on this webpage?  Did you find what you were looking for	Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage  Yes, the video(s) helped me learn new oral health information  Yes, the video(s) reinforced oral health information I already knew No, I did not view one of the videos on this webpage  Yes	В	Text area, no char limit  Radio button, one-up vertical  Radio button,	Single	Yes Yes	Skip Logic Grou

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			84lgl11h5ocEtdQspQwAwA== CUSTOM QUESTION LIS					
CQID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ACQinh0014975	B	If no, what were you unable to find?				<del>Open</del>	No	Skip Logic Group
ACQinh0014937		How would you rate the visual appeal of NIDCR's oral health webpage?	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know		Radio button, scale, has don't know	Single	¥es	
ACQinh0014938		If you could make one improvement to NIDCR's oral health webpage, what would it be?			Text area, no char limit	<del>Open</del>	<del>No</del>	
ACQinh0014939		What additional oral health information or resources would you like to see included on this webpage?			Text area, no char limit	<del>Open</del>	No	
ACQinh0014940		In your opinion, what is the best way to access oral health information? (choose all that apply)	Print (booklet, factsheet, poster, etc.) Website Animation/video (YouTube) Via social media (Facebook/Twitter) Podcast/audio file Via mobile phone/device Text message or alert Other	E	Checkbox, one-up vertical	Multi	Yes	Skip Logic Group
ACQinh0014941	E	Please explain briefly				<del>Open</del>	No	Skip Logic Group
ACQinh0014942		Which best describes you?	Person with a health concern Family member/friend of a person with a health concern Patient Advocate Health Educator Health Care Provider Scientist/Researcher NIDCR or other government staff Student University Faculty Member Other	Radio	<del>button, one-up</del>	Single	Yes	Skip Logic Group

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CQID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ACQinh001498	83 <b>Đ</b>	Please explain briefly			Text area, no char limit	<del>Open</del>	No	Skip Logic Group

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CQID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to
ACQinh0014968		How did you find NIDCR's oral health webpage today?	Search Engine (e.g. Google, Bing, Yahoo) Medline Plus National Institutes of Health (NIH) webpage Another site NIDCR print publications/products Bookmarked NIDCR website (favorite)	
			Word of mouth recommendation Other	Α
CQinh0014970	Α	Please explain.		
ACQinh0014971		What information were you looking for today?		
ACQinh0014972		Did you take one of the oral health quizzes on this webpage?	Yes, the quizzes helped me learn new oral health information Yes, the quizzes reinforced oral health information I already knew No, I did not take one of the oral health quizzes on this webpage	
ACQinh0014973		Did you view one of the oral health videos on this webpage?	Yes, the video(s) helped me learn new oral health information Yes, the video(s) reinforced oral health information I already knew No, I did not view one of the videos on this webpage	
ACQinh0014974		Did you find what you were looking for on NIDCR's oral health webpage?	Yes No Still looking for information when the survey popped Not looking for anything in particular	В
ACQinh0014975	В	If no, what were you unable to find?		
A00:-L004.400			1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know	
ACQinh0014938 ACQinh0014939		If you could make one improvement to NIDCR's oral health webpage, what would it be?  What additional oral health information or resources would you like to see included on this		
ACQinh0014940		webpage?  In your opinion, what is the best way to access oral health information? (choose all that apply)	Print (booklet, factsheet, poster, etc.)  Website Animation/video (YouTube) Via social media (Facebook/Twitter) Podcast/audio file Via mobile phone/device Text message or alert Other	c
ACQinh0014941	С	Please explain briefly		
ACQinh0014942		Which best describes you?	Person with a health concern Family member/friend of a person with a health concern Patient Advocate Health Educator Health Care Provider Scientist/Researcher NIDCR or other government staff	

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Single or Multi Single or Mul	Required Y/N Yes	Special Instructions Skip Logic Group
Multi ingle or Mul	Ý/N	Instructions
Š	Yes	Skip Logic Group
Open		
Open		
Open	N1-	Olde Leede Occur
Open	No No	Skip Logic Group
Origio	165	
Single	Yes	
Single	Yes	Skip Logic Group
Open	No	Skip Logic Group
Single	Yes	
Open	No	
Open	No	
Multi	Yes	Skip Logic Group
Onen	No	Skip Logic Group
Single	Yes	Skip Logic Group
	Single Single Single Open Single Open Open Open Open Open	Single Yes  Single Yes  Single Yes  Open No Single Yes  Open No Open No Open No Open No Open No Open No

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Text area, no char limit	Open	No	Skip Logic Group

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CQID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
NEW		How did you find NIDCR's oral health webpage today?	Search Engine (e.g. Google, Bing, Yahoo)	
			Medline Plus	
			National Institutes of Health (NIH) webpage	4
			Another site	
			NIDCR print publications/products	_
			Bookmarked NIDCR website (favorite)	_
			Word of mouth recommendation Other	Α
NITNA/	^	Diagon avelain	Other	A
NEVV	Α	Please explain.		_
NEW		What information were you looking for today?	Voc. the guirmen halped me leave new and health information	
NEW		Did you take one of the oral health quizzes on this webpage?	Yes, the quizzes helped me learn new oral health information	_
			Yes, the quizzes reinforced oral health information I already knew	_
			No, I did not take one of the oral health quizzes on this webpage	
NEW		Did you view one of the oral health videos on this webpage?	Yes, the video(s) helped me learn new oral health information	_
			Yes, the video(s) reinforced oral health information I already knew	_
			No, I did not view one of the videos on this webpage	
NEW		Did you find what you were looking for on NIDCR's oral health webpage?	Yes	_
			No	В
			Still looking for information when the survey popped	
			Not looking for anything in particular	
VEW	В	If no, what were you unable to find?		
VEW		How would you rate the visual appeal of NIDCR's oral health webpage?		
			1=Poor	
			2	
			3	_
			4	
			5	
			6	
			7	_
			8	
			9	
			Excellent=10	
			Don't Know	
NEW		If you could make one improvement to NIDCR's oral health webpage, what would it be?		
NEW		What additional oral health information or resources would you like to see included on this webpage?		
NEW		In your opinion, what is the best way to access oral health information?	Print (booklet, factsheet, poster, etc.)	
			Animation/video (YouTube)	
			Via social media (Facebook/Twitter)	
			Podcast/audio file	
			Via mobile phone/device	
			Text message or alert	
			Other	С
NEW	С	Please explain briefly		
NEW		Which best describes you?	Person with a health concern	
			Family member/friend of a person with a health concern	
			Patient Advocate	
			Health Educator	
			Health Care Provider	
			Scientist/Researcher	
			NIDCR or other government staff	
			Student	

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CQID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
NEW	D	Please explain briefly	Other	D
		- reads or plant strong		
AML000899		Overall, the information on this webpage was:	Very easy to understand	

	Single or	Required	Special
Type (select from list)	Multi	Y/N	Instructions
	ingle or Mul	Yes	Skip Logic Group
Text area, no char limit	Open	No	Skip Logic Group
Text area, no char limit	Open	No	314p 20gio 3104p
Radio button, one-up vertical	Single	Yes	
Radio button, one-up vertical	Single	Yes	
	Single	Yes	Skip Logic Group
Radio button, scale, has don't	Open Single	No Yes	Skip Logic Group
know			
Text area, no char limit	Open	No	
Text area, no char limit	Open	No	
Checkbox, one-up vertical	Multi	Yes	Skip Logic Group
	Open	No	Skip Logic Group
Radio button, one-up vertical	Single	Yes	Skip Logic Group

	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
	Text area, no char limit	Open	No	Skip Logic Group
-	Radio button, one-up vertical	Single	Yes	
	radio battori, one ap vertical	Single	103	