Instructions (for all 3 groups).

During this interview, I am going to ask you questions about the "web transition program," an effort by the National Science Foundation (NSF) to encourage institutions to transition from using the paper version of the Survey of Earned Doctorates (SED) and to adopt the web survey mode for the SED. I am interested in hearing your thoughts about transitioning to the web SED survey instrument. Please feel free to ask your own questions at any time during this interview.

We would like to audiotape this interview. Audiotape recording is used to allow the researcher(s) to record and analyze data at a level of accuracy and detail that is otherwise unattainable. Audiotape recording the session will permit the researcher(s) to focus on the interview, rather than on taking notes, which enhances the productivity of the session.

Do you give us permission to audiotape this interview?

Do you have any questions before we begin?

Group 1: Nonrespondents to Prior Web Outreach Efforts

- Have you spoken with others at your university about the SED web transition program?

  - (*If "yes" to spoken with others*) What were their reactions to the idea of adopting the web survey mode for the SED?

- Are you planning to contact NORC staff for more information on the SED web transition program?

- Would your institution be interested in obtaining the free data-file of SED data on your doctorate recipients?

  - (*If not interested in participating via web*) Why are you not using the web survey mode for the SED? Is there anything about your current survey distribution process that hinders your institution from moving to the web SED?

- What potential barriers, if any, can you foresee in moving to the web SED at your institution?

- What, if anything, could NSF do to change your mind about participating in the web survey?

Group 2: Positive Respondents to Prior Outreach Efforts (i.e., recent and likely converts to the web)

- Have you had follow-up conversations or correspondence with NORC staff about moving to the web survey mode for the SED?

  - (*If "yes" to follow-up conversations*) Have they been helpful in answering your questions and addressing your concerns?

- How likely is it that you will adopt the web survey mode for the SED with your next graduation date?

- What aspects of switching to the web SED are most appealing? (*Probe about each: the data file, less burden on staff, data security*)

- Had you considered moving to the web before this outreach? If so, what hindered you from moving forward?

- Do you have any concerns about moving to the web SED?

Group 3: Noncontacts in Prior Web Outreach Efforts

(NOTE: prior to the interview, the outreach package will be sent to the institution dean for review)

- Had you ever considered moving to the web survey mode for the SED before receiving this outreach package?

- If NSF provided you with an explanation of the benefits of the web SED, would you be interested in moving to the web SED?

- What are your reactions to the letter and flyer? Would the materials interest you and would you be likely to contact NORC for more information?

- Would you be inclined to forward this letter and flyer to someone else at your institution for follow-up? If yes, what is the position/title of the person you would forward this letter and flyer to?

- Would you want to be the initial contact about moving to the web SED or is there someone else on your staff that NORC should contact first?

- Do you make the decisions about how the SED should be administered at your university?

- Are any of your administrative staff involved in the collection of SED data at your university?

  - *(If "yes" to staff involvement in SED data collection)* Do you think any of your administrative staff would object to changing the SED collection procedures?

- What potential barriers, if any, can you foresee in moving to the web SED at your institution?