



## Educators' Focus Group Moderator's Guide

### Introduction

Hello, I'm [INSERT MODERATOR'S NAME] from an independent research firm, hired by the National Atlas to moderate our discussion today. Thank you all for joining us. The topic we'll be discussing is your information needs from National Atlas. The overall goal of the research is to help us improve our products and services to educators like you.

Our discussion will take about 90 minutes. I would like to know your real attitudes and feelings, so please be as open and frank with me as you can. I will be summarizing your comments; I will not be reporting your individual identities.

- To get started, let's introduce ourselves. Please tell us your first name, what grade level(s) and subject(s) you teach. [*Gather responses in a roundtable fashion*]

### Classroom Needs

First, I'd like to get a sense of the geography information you need in teaching your classes. I'd like to hear from everyone on this, so I'll go around the room.

- Please describe the types of mapping information you need for your curriculum, how the information is obtained and delivered to your students? [*Gather responses in a roundtable fashion*]
  - [*Probe*] What mapping resources do you use? Traditional print (text books, geographic publications, other?), electronic resources (Bing Maps, Google Maps, The National Atlas, Yahoo Maps, other)?
  - [*Probe*] Do you use computers in the classroom to teach students about geography or mapping content?

### Use of nationalatlas.gov

This next set of questions is open to group discussion. I'd like to understand how you are using nationalatlas.gov. First, let me refresh your memories of the website by showing you the home page [*Moderator, show the nationalatlas.gov home page to participants*].

- How did you first hear about nationalatlas.gov?
- What information do you generally look for on nationalatlas.gov?
- Are you able to find what you're looking for?

- What information would you like to obtain from nationalatlas.gov that you are not currently able to find?
- What suggestions do you have for improving the nationalatlas.gov website experience? All comments, ranging from usability, navigation, to content are appreciated.

### Desired Communication Preference

- Can I have a show of hands if you have used any of the following social media sites? *[Read list]*
  - Facebook
  - Flickr
  - LinkedIn
  - Twitter
  - YouTube
- Have any of you followed our twitter account?
  - [If so] Tell me about your experience following twitter. What do you like/don't like? Is the information of value to you?
- What peer online networks do you use, such as blogs, info exchanges, homework services, interest groups?
- How would you most prefer to find out about changes at nationalatlas.gov? *[Prompt if necessary: Email, Facebook, LinkedIn, Mobile phone application, Twitter, RSS feed, nationalatlas.gov, other]*

Those are all the questions that I have for this session. Do you have any final comments or suggestions concerning your use of Nation Atlas products and services to help you better teach geographical material? *[Pause and note final comments]*

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### Wrap Up

Those are all the questions I have for today. I'm going to leave a sign-up sheet for you to note your email address if you would like to join our site-visitor panel and provide us with periodic feedback on particular issues related to site design and our products and services. You can also receive emails notifying you of National Atlas product and service updates by providing your email address in the "Contact us" section of [nationalatlas.gov](http://nationalatlas.gov)

Thank you for participating in this discussion. We appreciate your feedback regarding [nationalatlas.gov](http://nationalatlas.gov). Your comments will help us develop and improve our products and services.

Burden estimate statement: Public reporting for this focus group is estimated to average 90 minutes per respondent. An agency may not conduct or sponsor, and a person is not required to respond to, a

collection of information unless it displays a valid OMB Control Number. This information collection is approved under OMB Control Number 1040-0001, with an expiration date of **INSERT DATE**. Comments concerning clarity, utility of information or burden reduction may be sent to The USGS Information Collection Clearance Officer, U.S. Geological Survey, 12201 Sunrise Valley Drive, MS 807, Reston, VA 20192.