

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0923-0047)

TITLE OF INFORMATION COLLECTION:

The CDC Climate and Health Program Website Usability Study: Card Sorting

PURPOSE:

The CDC National Center for Environmental Health (NCEH) is redesigning its Climate and Health Program website (<http://www.cdc.gov/climateandhealth/default.htm>) to be more user-friendly and to increase user engagement.

In order to develop a user-centered information architecture (organization) for the website, NCEH will conduct a card sorting study with representatives of the site’s audiences. Card sorting is a common method for gaining feedback from users on how to effectively organize a website. Participants review items representing pages on a website and group those items into categories. Participants may also suggest labels for the categories they’ve created. This activity will provide insight into the categories and labels for the Climate and Health Program website and how to organize content based on user needs and preferences.

Specifically, we want to learn:

1. How do participants categorize pages on the Climate and Health Program website?
2. What labels do they assign to those categories?

To conduct the testing, CDC plans to use OptimalSort,¹ an easy-to-use online tool that allows participants to use a ‘drag and drop’ interface to perform a card sort (see **Attachment A** for sample screen shots). Once participants have agreed to participate, a web link will be sent to participants with instructions and contact information in case of questions or technical difficulties (see **Attachment B** for recruitment plan and email language).

The sessions will be unmoderated, meaning participants will be able to complete the study on their own time.

The card sorting activity will also include two brief questions to collect basic demographic information on participants. CDC will not receive personally identifiable information.

See **Attachment C** for the card sorting instrument including consent language, test instructions, cards, and demographic questions.

DESCRIPTION OF RESPONDENTS:

NCEH will conduct online card sorting sessions with 20 participants. Participants will be recruited from various locations across the U.S and will be able to participate in the study on their own time.

¹ OptimalSort: <http://www.optimalworkshop.com/optimalsort.htm>

Below is an overview of the types of participants that will be recruited:

1. NCEH Division of Environmental Exposures and Health Effects (EHHE) grantees and partners such as local and state public health department staff (10 participants)
2. General public seeking climate and health information (10 participants)

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form Customer Satisfaction Survey
 Usability Testing (e.g., Website or Software) Small Discussion Group
 Focus Group Other: _____

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

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Stephanie Davis, NCEH/ATSDR OMB PRA Coordinator

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

Eligible participants will be offered \$25 as a token of appreciation for their participation. From our past experience conducting online card sorting with similar audiences, \$25 is the minimum token of appreciation required to successfully thank participants for taking part in this kind of online usability testing. Professional participants will be asked to check with their employer first to determine if they are allowed to accept any tokens of appreciation based on their organization's ethics rules.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Local and state public health department staff	10	20/60	3
Individuals or households	10	20/60	3
Totals	20		6

FEDERAL COST: The estimated annual cost to the Federal government is \$7,500.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

- To recruit public health professionals, NCEH will provide its contractor with names and email addresses of existing EHHE grantees and partners. NCEH's contractor will email a random subset of individuals from this list asking if they are willing to participate in a short online card sorting study. If so, a second email will be sent with directions and a web link to the card sorting study. NCEH will not know which of its grantees and partners agreed to participate (**Attachment B**).
- To recruit the public, NCEH's contractor will reach out via email through existing networks and local community organizations to recruit a convenience sample of general public respondents in the Washington D.C. metropolitan area and western Massachusetts (**Attachment B**).

The card sorting software will collect each participant's email address. This will ensure participants take part only once and that NCEH's contractor knows which participants completed the study in order to send out the tokens of appreciation. Once the tokens of appreciation have been mailed to the participants, the email and mailing addresses of the participants will no longer be stored and participant email and mailing addresses will not be associated with their responses to the card sorting study.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 Web-based or other forms of Social Media
 Telephone
 In-person

- Mail
- Other, Explain

2. Will interviewers or facilitators be used? Yes No - an unmoderated web link will be sent to participants

Please make sure that all instruments, instructions, and scripts are submitted with the request.

List of Attachments

- Attachment A: Sample Card Sorting Screenshots
- Attachment B: NCEH Card Sorting Recruitment Plan
- Attachment C: NCEH Card Sorting Protocol