

NCI STORIES OF DISCOVERY USER ASSESSMENT TELEPHONE INTERVIEW GUIDE

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0642). Do not return the completed form to this address.

Introduction

Good [morning/afternoon]. This is _____ calling from RTI International, a nonprofit research institute. We contacted you by e-mail a few [weeks/days] ago about a project with the National Cancer Institute (or NCI) to evaluate content on its Stories of Discovery website. This interview will help us understand your thoughts about the story we sent to you via email. Is now still a good time to speak with you?

- [IF NO] Is there a better time for us to call you back?
- [IF YES] Great! And have you had a chance to read through the story that we sent to you in our e-mail?
- [IF NOT READ STORY] You can read through the story now if you wish. Just let me know when you're ready.
- [IF READ STORY] Great. And are you in front of a computer where you can access the Stories of Discovery website online? Let me know once you get to that page.

[IF NEEDED]

The link to the Stories of Discovery website is in the e-mail that we sent you. You can access this page from the NCI home page (www.cancer.gov). Click on the "About NCI" tab on the far right. Then, under the heading "Science Serving People," click on "Cancer Research Progress." "Stories of Discovery" is the second topic under the "How Investment in Cancer Research is Benefiting the Nation" heading (<http://www.cancer.gov/aboutnci/servingpeople/cancer-research-progress/discovery>).

Before we move on, can you hear me okay? [ADJUST SOUND AS NEEDED]

Great. First, I'd like to share some information with you:

- The interview will take about 30 minutes of your time. We included additional information on public reporting burden in our previous emails. Let me know if you would like this information repeated. [IF YES, SEE BURDEN STATEMENT AT BEGINNING OF THIS DOCUMENT]
- NCI will use the information you provide to improve story content and to determine how to best share these stories with people like you.
- Your participation is completely voluntary; you may skip any questions you do not want to answer or end your participation in this discussion at any time.
- Information you provide today will be kept secure to the extent provided by law. We will not use your name in any reports or e-mail communications with NCI about this survey.
- There are no risks to participating in this interview.
- We ask that you share your honest opinions. There are no right or wrong answers.
- With your permission, we will be taking notes and also would like to record the interview—we will use this recording only to fill in gaps in the notes. We will not share the notes or recordings outside of the research team. Will that be OK with you?

[IF NO, THEN DO NOT AUDIO RECORD]

Do you have any questions for me before we start?

Background Information

First, can you share with me the name of the organization you represent and your role?

Landing Page

[TRANSITION STATEMENT]

Now I'd like to ask some questions about the Stories of Discovery "landing page." This is the home page where people can access the full list of stories.

[IF NEEDED]

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What was your overall impression of the landing page?

[PROBE] Is there anything you really liked? Disliked?

[PROBE] Did you find it visually interesting?

How easy or hard was it to navigate this page to find the story you were looking for?

The stories are currently organized by “prevention and detection” and then “cancer treatment.”
Was this organization helpful?

Would you change anything about this page?

[PROBE] What would you change about this page? For example, would you change the number or look of the photos?

General

[TRANSITION STATEMENT] Now, please click on the story that you read. I’d like to ask about your general impressions of the story. Tell me when you get there.

Was there anything you really liked or didn’t like about this story?

[PROBE] Is there anything else you really liked or didn’t like?

Were there any parts of the story that you found especially interesting or that stood out to you?

[PROBE] Why is that?

Were there any parts of the story that you found to be less interesting?

[PROBE] Why is that?

Overall, was the story easy or hard to understand?

[PROBE] Were there any sections or concepts that were hard to understand?

What about the story's length? Was it too short, too long, or just right?

Would you say that you carefully read the entire story? Skimmed the entire story? Read only certain sections?

Story Content

[TRANSITION STATEMENT] Now, I'd like to ask you about specific parts of the story.

What about the story's title? Did it seem fitting to you?

At the top of the story, there are several key points in a box. Take a moment if you need to get to that section.

Did you find this information helpful?

Were there any key points that you did not understand?

Were there any key points that you thought were missing?

Were there any key points that you thought were unnecessary and would remove?

In your own words, what do you understand NCI's role to have been with regard to the science shared in this story?

[PROBE] In other words, how did NCI support the research in this story?

Now, what is your reaction to the key takeaway message shown at the bottom of this story?

[PROBE] If you scroll to the bottom of the story, the key takeaway messages appears in a small box.

To what extent do you agree or disagree that the takeaway message fits the story?

Should anything about the message be changed?

Was there anything you were hoping to learn from reading this story, but didn't?

[PROBE] Was there any information you would have liked to see in this story, but didn't?

One of the goals of the collection of stories on the Stories of Discovery website is to help people understand the importance of cancer research in advancing science and improving people's lives. Based on what you have read, to what extent would you say that Stories of Discovery has met this goal?

How did the research described in this story improve human lives? Can you give an example from the story?

Visuals/Graphics

[TRANSITION STATEMENT] I'd now like to ask you about the visuals in this story.

[IF INFOGRAPHICS ARE PRESENT]

What did you think about the infographic presented in this story?
[GUIDE PARTICIPANT TO THE INFOGRAPHIC IF NEEDED]

Did it help you understand the information?

Would you change anything about the infographic?

Would you like to see more visuals in this story?

[IF PHOTOS ARE PRESENT]

What did you think of the photo[s] in this story?

Did [it/they] seem to fit the story?

[Was/were] the photo[s] visually appealing?

Would you change anything about the photo[s]?

Would you like to see more photographs in this story?

Usefulness

[TRANSITION STATEMENT] That's all of the questions I have about the story you read. I'd now like to ask you some general questions about Stories of Discovery.

Would you say that the Stories of Discovery are for someone like you?

How likely would you be to use information from this story in your work?

[IF LIKELY TO USE] How would you use this information?

[IF UNLIKELY TO USE] What would make these stories more useful to you?

What kinds of people and organizations do you think would benefit most from these stories?

What other story topics would you expect or like to see on this website?

Familiarity and Dissemination

[TRANSITION STATEMENT] We'd also like to know your thoughts about how NCI can best share these stories with advocates like you.

First, had you seen or heard of Stories of Discovery prior to our contacting you about the project?

[IF YES] Do you recall where you saw the stories promoted? For example, through the Office of Advocacy Relations Twitter feed, the cancer.gov landing page, the NCI Facebook page?
Have you seen the stories promoted anywhere else?

Do you have any suggestions for spreading the word about these stories?

Did you notice the social media links at the [top/bottom] of the page? How likely would you be to use the social media links to share the story on your [Facebook or Twitter] account?

[IF LIKELY TO USE] Could you tell us more about how you would use these links? For example, would you share these stories using your personal or professional account?

[IF UNLIKELY TO USE] Can you say a little about why not?

Closing

[TRANSITION STATEMENT] Those are all of the questions we have for you.

Is there anything else you would like to share with us today?

Do you have any further questions for us?

We thank you so much for your time.

[END]