

NIH NIAID Questionnaire

Final

Items in bold will not appear to respondent.

Pre-Survey

Thank you for visiting our site. You have been randomly chosen to take part in a brief survey to let us know what we are doing well and where we can improve. Please let us know if you are willing to take a few minutes and share your opinions once you are done browsing our site.

Introduction

Thank you for participating in our survey! Your responses are being collected by CFI Group, an independent third party. Your opinions and feedback will be combined with those of other customers to help the National Institute of Allergy and Infectious Diseases (NIAID) understand how to best serve you.

This survey is authorized by Office of Management and Budget Control No. 1090-0007, which expires May 31, 2018 and your participation is voluntary and anonymous.

(PN: New screen)

SC1. How frequently do you visit the NIAID website?

- a) First time
- b) More than once a day
- c) Daily
- d) About once a week
- e) About once a month
- f) Every 6 months or less

SC2. What is your primary purpose for visiting this website?

- a) Find general information about NIAID
- b) Find information on diseases and conditions
- c) Find information on research funding
- d) Find information on research programs
- e) Find information on labs at NIAID
- f) Find training or employment opportunities
- g) Find information on research news
- h) Other (please specify)

Look and Feel / Navigation

SC39. Which of the following ways did you primarily look for information while on the NIAID website?

- a) Type in text box (Search Tool)
- b) Navigate by Health or Research topic/subject
- c) Navigate by Research Funding
- d) Navigate by latest News and Events
- e) Navigate by Labs and Scientific Resources
- f) More than one of the above

- g) No Preference/Not Sure
- h) Other (please specify)

SC41. **(IF SC39 = A)** Did you experience any of the following when typing into the text box (search tool)? (Please select all that apply)

- a) Returned too many results
- b) Returned too few results
- c) Returned no results
- d) Returned results that were too similar/redundant
- e) Results were not relevant to my search
- f) None of the above
- g) Other (please specify)

LFN. Please think about your experience navigating the NIAID website. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
LF1. Visual appeal of the site											
LF2. Balance of text and graphics on the site											
LF3. Readability of the pages											
NAV1. How well the site is organized											
NAV1. Options available for navigating the site											
NAV1. How well the site layout helps you find where you are											
NAV1. Number of clicks to get where you want											

(PN: New screen)

Content / Functionality

CF. Now, please think about the content and functionality of the NIAID website. Using the same scale, please rate the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
C1. Accuracy of information											
C2. Quality of information											
C3. Freshness of content											
C4. Ease of understanding the information you read on the site											
F1. Usefulness of the features provided (i.e., Search, Links, Health & Research Topics, Rotating Slideshow) on this site											
F2. Convenience of the features (i.e., Search, Links, Health & Research Topics, Rotating Slideshow) on this site											
F3. Variety of features (i.e., Search, Links, Health & Research Topics, Rotating Slideshow) on this site											

(PN: New screen)

Customer Satisfaction Index (CSI)

CSI1. Now, please consider all your experiences to date with the NIAID website. Please rate the following

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall satisfaction with the site										

	Falls Short Of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
How well this site has met your expectations										

	Not Very Close to the Ideal 1	2	3	4	5	6	7	8	9	Very Close to the Ideal 10
How this site compares to your idea of an ideal website										

Outcome Measures

OM. On a scale from 1 to 10 where 1 means “Not at All Likely” and 10 means “Very Likely,” please indicate how likely you are to:

	Not at All Likely 1	2	3	4	5	6	7	8	9	Very Likely 10	Don't Know
OM1. Return to this website											
OM2. Recommend this website to someone else											
OM3. Use this website as your primary resource for obtaining information from the organization											

SC47. Please provide any additional feedback in order for us to continually improve upon your website experience. (Open End)

(PN: New screen)

Segmentation Questions

- SC4. In what role are you visiting the NIAID website today?
- a) Patient with a specific disease or condition
 - b) Family member, Friend or Acquaintance of a Patient
 - c) Health Care Provider/Health Professional
 - d) Scientist Researcher
 - e) General Health Consumer
 - f) NIAID employee or contractor
 - g) Advocate
 - h) Media/Journalist
 - i) Policy Maker
 - j) Public Health Official
 - k) Student
 - l) Educator/Teacher
 - m) Librarian or Information professional
 - n) Other (please specify)
- SC13. **(IF SC4 = E)** Which best describes your specific role as a general health consumer?
- a) Person with a health concern
 - b) Person interested in learning more about a disease or condition
 - c) Other (please specify)
- SC15. **(IF SC4 = G)** Which best describes your specific role as an advocate?
- a) Patient advocate
 - b) Policy advocate
 - c) Research advocate
 - d) Other (please specify)
- SC19. **(IF SC4 = E, G, K, L or M)** How do you plan to use the information you find on this site today?
- a) Give information to a family member or friend
 - b) Share and talk about information with my health care provider
 - c) For my own personal use
 - d) Use to do homework or class assignment
 - e) Use as teaching material or for a class
 - f) Didn't find what I wanted
 - g) Not sure yet
 - h) Other (please specify)
- SC21. **(IF SC4 = C)** Which best describes your specific role?
- a) Physician
 - b) Nurse/Nurse practitioner
 - c) Care coordinator/Case manager/Patient navigator
 - d) Pharmacist
 - e) Physician assistant
 - f) Counselor/Clinical social worker
 - g) Dietician/Nutritionist
 - h) Other (please specify)

SC23. **(IF SC4 = C)** Are you involved in clinical research?

- a) Yes
- b) No

SC24. **(IF SC4 = C)** Do you specialize in the care of patients with allergy or infectious diseases?

- a) Yes
- b) No

SC25. **(IF SC4 = C)** How do you plan to use the information you find on this site today?

- a) Keep myself up-to-date/Improve my understanding of clinical research findings
- b) Improve my understanding of basic research concepts and findings
- c) Plan or verify treatment
- d) Learn how to become a clinical trial investigator
- e) Provide information to a patient or family member
- f) Provide clinical trial information to a patient or family member
- g) Provide information to other health care providers
- h) Provide information to students
- i) For my personal use
- j) Didn't find what I wanted
- k) Not sure yet
- l) Other (please specify)

SC27. **(IF SC4 = D)** Which best describes your specific role?

- a) Post doctoral fellow
- b) Prospective researcher
- c) First-time researcher
- d) New Principal Investigator (PI)
- e) Long-time/Experienced researcher
- f) Research manager/Administrator
- g) Other (please specify)

SC29. **(IF SC4 = D)** Have you ever applied for research funding from NIAID?

- a) Yes
- b) No
- c) I am currently working on my first application for research funding

SC30. **(IF SC29 = A)** Have you ever received research funding from NIAID?

- a) Yes
- b) No

SC31. **(IF SC29 = A)** How many times have you applied for research funding from NIAID?

- a) Once
- b) 2-5 times
- c) 6-10 times

- d) More than 10 times

SC32. **(IF SC4 = D)** Are you involved in...

- a) Clinical research
- b) Basic research
- c) Both
- d) None of the above

SC33. **(IF SC4 = D)** Did you visit any of the research funding pages during your visit today?

- a) Yes
- b) No
- c) Not sure

SC34. **(IF SC4 = D)** Did you visit Resources for Researchers during your visit today?

- a) Yes
- b) No
- c) Not sure

SC35. **(IF SC4 = D)** How do you plan to use the information you find on this website today?

- a) Learn about NIAID research priorities
- b) Improve my understanding of basic research concepts and findings
- c) Keep myself up-to-date/Improve my understanding of clinical research findings
- d) Develop a research proposal
- e) Provide information to other scientist/researchers
- f) Provide information to students
- g) For my personal use
- h) Didn't find what I wanted
- i) Not sure yet
- j) Other (please specify)

SC37. Have you found the information you were looking for on the NIAID website today?

- a) Yes
- b) No

SC38. **(IF SC37 = B)** Please specify what you are unable to find on the NIAID website: **(Open End)**

SC42. SC48. In the last three months, which of the following have you done? (Please select all that apply)

- a) Signed up for email updates on NIAID.gov
- b) Visited or "liked" NIAID's Facebook page
- c) Followed NIAID's Twitter profile
- d) Sent a NIAID E-card
- e) Shared or viewed an image on the NIAID Flickr page
- f) Watched a video on NIAID.gov or NIAID's YouTube page
- g) Listened to podcasts on NIAID.gov
- h) None of the above

SC56. Have you ever accessed the NIAID site using a mobile phone or tablet?

- a) Yes
- b) No, but I plan to do so
- c) No, but I might in the future
- d) No, and I don't plan to do so

SC56a. **(IF SC56 = A)** Please rate your overall satisfaction with the site experience using a mobile phone or tablet.

SC57. Have you ever accessed the NIAID Social Media sites (e.g., Facebook, LinkedIn, etc.) using a mobile phone or tablet?

- a) Yes
- b) No, but I plan to do so
- c) No, but I might in the future
- d) No, and I don't plan to do so

SC56a. **(IF SC57 = A)** Please rate your overall satisfaction with the NIAID Social Media sites.

Post-Survey

Thank you for your time. Your feedback is very much appreciated.