

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 2700-0153)**

TITLE OF INFORMATION COLLECTION: Testing for Clarity and Comprehensibility: MY
NASA DATA Website Basic User Survey

PURPOSE:

The MY NASA DATA project intends to administer its first survey to educators, but first proposes to test this Website Basic User Survey prior to rollout to the larger population in order to determine if the questions are clear and comprehensible for potential respondents. Developed in 2004 by the Science Directorate at the NASA Langley Research Center, the MY NASA DATA project, through its website, provides both reference materials for educators and learning materials for students.

This feedback will be used to test the Website Basic User Survey for clarity, comprehensibility, and ease of use with the respondent pool, and to determine if the burden estimate is accurate in preparation for a generic clearance for this survey. The targeted test deployment window is April 2015 through June 2015.

Survey responses and information will be retained in accordance with NASA Records Retention Schedule 1392, 68D.

DESCRIPTION OF RESPONDENTS:

Targeted respondents are adult users of the MY NASA DATA website and include:

- active elementary, middle school/junior high school, high school, homeschool, college/university, or informal educators
- College, university, and professional students 18 years of age or older
- Parents or members of the general public
- Researchers/scientists and NASA employees

Respondents will be randomly selected via a pop-up box on the website. Visitors will be presented with the option to can easily opt out by closing the window. Please see attached screenshots.

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: <u>Clarity and Comprehensibility</u> |

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.

Name: Lin H. Chambers, Lead for Communications, Education, and Public Engagement, Science Directorate, NASA Langley Research Center

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [X] Yes [] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [X] Yes [] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [X] Yes [] No

SORN: NASA 10EDUA, NASA Education Program Evaluation System

http://www.nasa.gov/sites/default/files/files/NASA_10EDUA-2009.pdf

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	~70	3 minutes	~ 3.5 hours
Totals	~70	3 minutes	~ 3.5 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$990. The cost is based on an annualized effort of 30 person-hours at the evaluator's rate of \$33/hour for administering the test survey, collecting and analyzing responses, and editing the survey for ultimate approval through a generic clearance package.

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 [X] 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?

Potential respondents are people who use the MY NASA DATA website, a publically accessible website. Randomly selected visitors to the website will be given the option to opt out or opt in of the survey via a pop-up window. Selected visitors who meet the age criteria and want to opt in should select that option. Visitors who do not meet the age criteria and/or who do not want to complete the survey will select the appropriate window to continue on to the MY NASA DATA website.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - ☒ [X] Web-based or other forms of Social Media
 - ☐ [] Telephone
 - ☐ [] In-person
 - ☐ [] Mail
 - ☐ [] Other, Explain
2. Will interviewers or facilitators be used? ☐ [] Yes ☒ [X] No

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