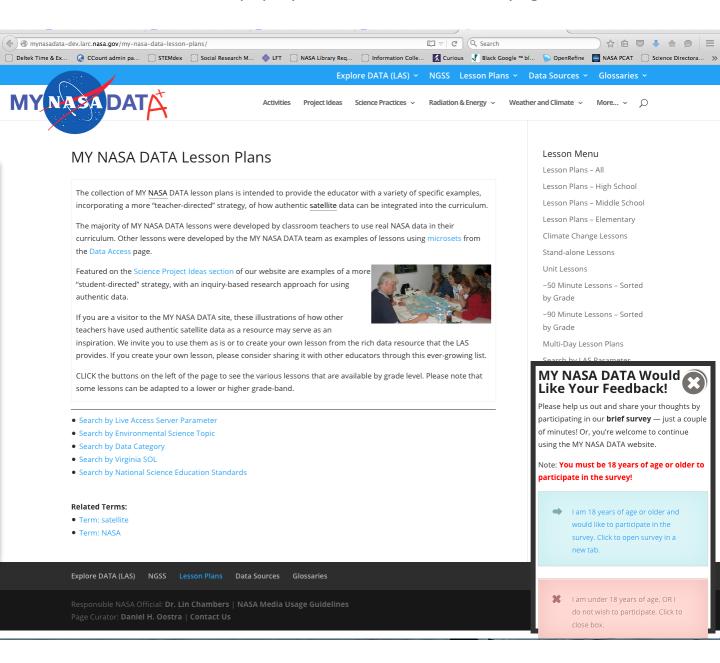
Randomly selected users of MY NASA DATA will be presented with an unobtrusive pop-up. The pop-up, displayed below, invites them to participate in the satisfaction survey. The pop-up includes an opt-out mechanism. The pop-up invitation and opt-out language was suggested during the PRA process for clarity and comprehensibility testing of a previous version of this survey.

A detailed zoom on the pop-up is included on the next page.



Detail: pop-up survey invitation. Both the red button at the bottom and the grey "X" at the upper right will permanently close the pop-up invitation.

# MY NASA DATA Would Like Your Feedback!



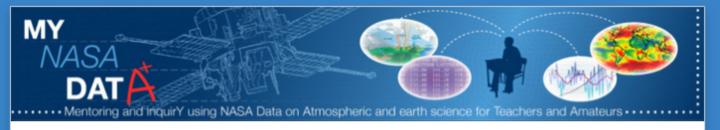
Please help us out and share your thoughts by participating in our **brief survey** — just a couple of minutes! Or, you're welcome to continue using the MY NASA DATA website.

Note: You must be 18 years of age or older to participate in the survey!

■ I am 18 years of age or older and would like to participate in the survey. Click to open survey in a new tab.

I am under 18 years of age, OR I do not wish to participate. Click to close box.

From the link within the pop-up, users who opt-in will be taken to the general audience web user satisfaction survey.



# Basic User Survey for MY NASA DATA

Thanks for visiting the MY NASA DATA website. You've been selected to take part in a very brief questionnaire which includes questions about your experiences with the MY NASA DATA website. Please take a few minutes to share your feedback.

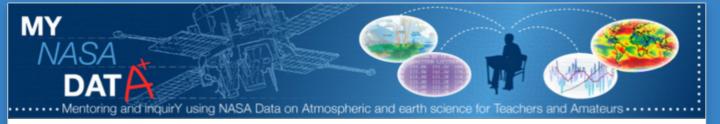
Your feedback will be kept strictly confidential and will be used to improve the services provided by the MY NASA DATA team. Any contact information provided will only be used by the MY NASA DATA team to share information with our users.

Is this the first time you have visited the MY NASA DATA website?

Answer the questions below to proceed to the survey.

○ No												
On a scale of 1 to								_				•
Satisfied," what is the MY NASA DATA					lev	/el	of s	ati	sfac	ctio	n with your exper	ience using
	1	2	3	4	5	6	7	8	9	10		
Extremely Dissatisfied	0	0	0	0	0	0	0	0	0	0	Extremely Satisfied	

All users will proceed to the next page.



# Basic User Survey for MY NASA DATA

#### **Basic Information**

Continue »

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# Tell us a bit about yourself, so we can understand who is using MY NASA DATA. Which best describes you?

Select the one option that fits best with your reason for visiting MY NASA DATA today.

Student – College/University or Professional School
Pre-Service Educator (teacher trainee in an undergraduate or graduate program)
Educator – Elementary School
Educator – Middle School/Junior High
Educator – High School
Educator - Homeschool
Educator – College/University
Educator - Other (administration, curriculum development, retired educator, etc.)
Educator – Informal (museum, park interpreter, etc.)
Parent, Guardian, or Caregiver
Member of the general public
Scientist or STEM Professional (fields of science, technology, engineering or mathematics)
NASA employee (Federal or contractor)
Other (you'll be able to specify on the next page)

Following this question, users who have never used MY NASA DATA before this visit will be routed to the survey's prompt for general feedback; **see page 11**. Users who have used MY NASA DATA before will proceed to an additional question depending on their response above.



The answer to the previous question will determine what users see next, using built-in skip logic. The prompt on each page is targeted to that particular type of user.

EDUCATORS will go to a question aimed at educators.

STUDENTS will go to a question aimed at students.

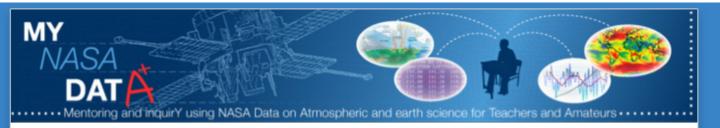
Parents/guardians/caregivers & members of the public will go to a question aimed at them.

Scientists, STEM professionals and NASA employees will go to a question aimed at them.

OTHER users will go to a separate page, will have the opportunity to change their answer, and will be given an opportunity to describe their use of MY NASA DATA.

Each respondent sees only one of these pages and prompts, tailored to their usage.

#### **Educators:**



# Basic User Survey for MY NASA DATA

#### **Educators**

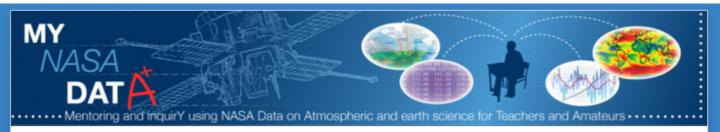
You identified yourself as an educator. Please describe how you have used the MY NASA DATA website, reference materials, and/or learning materials as an educator, with learners or on your own.

Some examples of using MY NASA DATA with learners might include classroom assignments, science fair projects and investigations, or out-of-school-time activities with youth. Some examples of using MY NASA DATA on your own might include researching lesson plans for potential classroom use, learning more about Earth science, or reviewing educational standards aligned to MY NASA DATA.

#### **Students:**

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Continue »



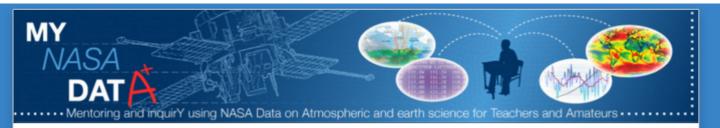
# Basic User Survey for MY NASA DATA

#### College/University/Professional School Students

You identified yourself as a college/university or professional school student. Please describe how you have used the MY NASA DATA website, reference materials, and/or learning materials.

materials, and/or learning materials.	
Some examples of using MY NASA DATA might include course assignmen fair investigations, or using MY NASA DATA resources to learn more about	

#### Parents, Guardians, Caregivers and Members of the General Public:



# **Basic User Survey for MY NASA DATA**

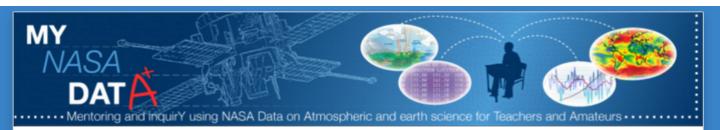
#### Parents, Guardians, Caregivers & Members of the Public

You identified yourself as a parent, guardian or caregiver, or a member of the public. Please describe how you have used the MY NASA DATA website, reference materials, and/or learning materials.

Some ex	amples	of using I	MY NASA	DATA	might	include	exploring	Earth	science	e data	sets w	rith
youth or	family,	learning m	nore about	NASA	\ data	sets on	your own,	or us	ing MY	NASA	DATA	as a
citizen so	cientist	or science	enthusias	st.								

	st of science entities		
			1
« Back	Continue »		

#### **STEM Professionals, Scientists and NASA Employees:**



# Basic User Survey for MY NASA DATA

#### NASA Employees, Scientists, and STEM Professionals

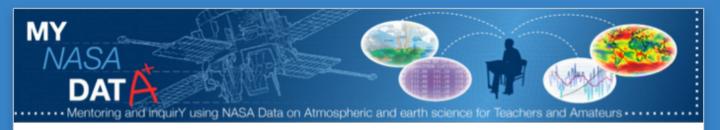
You identified yourself as a NASA employee, a scientist, or a STEM professional. Please describe how you have used the MY NASA DATA website, reference materials, and/or learning materials.

Some examples of using MY NASA DATA might include using scientific discientific research, referring to background information, or including MY Materials in a public outreach initiative.	•

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#### "Other":



# Basic User Survey for MY NASA DATA

#### Other Users

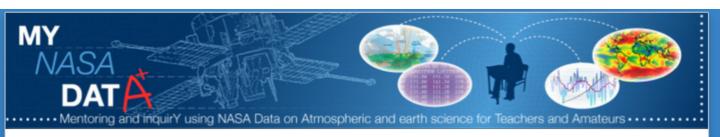
and/or learning		ou would like to	rence materials, elf-identification,
CHECK THE DUCK	C Button Below.	•	

You identified yourself as an "Other" user of MY NASA DATA. Please describe

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Continue »

Next, **all** respondents are taken to a prompt for feedback. Respondents who answered "Yes" to Question 1 are routed to this prompt.

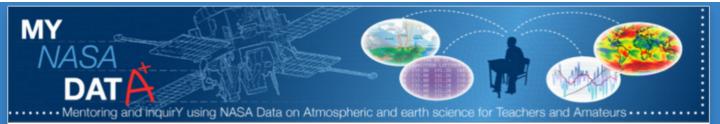


# Basic User Survey for MY NASA DATA

#### **Feedback**

our experienc		k for the MY NA MY NASA DATA	
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Continue »



# Basic User Survey for MY NASA DATA

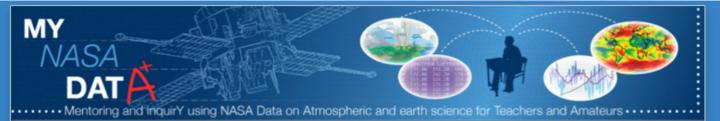
#### Contact Info - OPTIONAL

Share your name and email address with the MY NASA DATA team. This will provide you with opportunities to join our user group and be made aware of upcoming activities and upgrades to the site. You may also be contacted to participate in a follow-up survey.

Name			
Email A	Addres	S	
Email /	Addres	s	

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Continue »



# **Basic User Survey for MY NASA DATA**

# Thank you for participating! Click "Submit" below to send your responses to the MY NASA DATA team.

Paperwork Reduction Act Statement: This information collection meets the requirements of 44 U.S.C. §3507, as amended by section 2 of the Paperwork Reduction Act of 1995. You do not need to answer these questions unless we display a valid Office of Management and Budget (OMB) control number. The OMB control number for this collection is 2700-0153 and expires 07/31/2017. We estimate that it will take less than 5 minutes to read the instructions, gather the facts, and answer the questions. Send only comments relating to this time estimate to: hq-oeidadmin1@mail.nasa.gov.

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Submit

100%: You made it.