ContentWRX Survey

What was your main goal for visiting our site today? Research a topic or issue of interest. Learn more about your organization Other:

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OMB No.: 0925-0642 Expiration Date: 05/31/2020

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Which of the following best describes you?
O I'm interested in cancer prevention.
O I'm a friend, family member, or caregiver of someone who has cancer.
O I am newly diagnosed with cancer.
I am in treatment or recently completed treatment for cancer.
O I'm a health care professional or researcher.
O I'm concerned that I or someone I know might have cancer.
Other (please specify):

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Why did you turn to this site for content?
O An expert recommended it.
A trusted friend, colleague, or family member referred me to it.
I discovered the site on a search engine and decided to try it.
O I saw the site mentioned in a good way on social media.
O I remembered the site from a positive past experience.
Other:
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NIH NATIONAL CANCER INSTITUTE	
Was the content you wanted easy to find?	
O Yes	
O No	
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Why was the content easy to find? Select all answers that apply.
☐ Your site navigation was easy to use.
☐ Your search function was easy to use and gave me relevant results.
Google or another search engine gave me a link directly to the content.
☐ I have the content bookmarked or a link to the content saved for future reference.
Other
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Why was the content not easy to find? Select all answers that apply.
☐ I searched for what I wanted, but the search results were not useful or relevant.
☐ I browsed your site with your navigation and became confused or lost.
☐ I found the content I was looking for, but it took a long time.
☐ I never found the content I was looking for.
Other:

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Did the content you used seem accurate? O Yes	
O No O I'm not sure	
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In what way(s) was the content not accurate? Select all answers that apply.
☐ A fact was wrong.
An instruction or guide didn't work.
Statements seemed inconsistent or contradictory.
Other:
.41

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In what way(s) was the content not accurate? Select all answers that apply.
☐ I did not or could not verify whether the content was accurate.
☐ I don't know enough about the topic to judge whether the content was accurate.
Other:
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NIH NATIONAL CANCER INSTITUTE	
Did the content you used seem professional or high quality?	
O Yes	
O No	
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Ν	NATIONAL CANCER INSTITUTE
	Did the content you used seem relevant to you and your goal?
	○ Yes
	○ No
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Why did the content not seem relevant to you or your goal? Select all answers that apply.
It seemed out of date or untimely.
It seemed intended for someone with different needs, problems, issues or questions.
Other:
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NIH NATIONAL CANCER INSTITUTE	
Did the content you viewed or used seem useful or meaningful?	
○ Yes	
○ No	
Previous	Next
Previous	Next

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Why did the content not seem useful or meaningful? Select all answers that apply.
☐ It was too vague or general.
☐ It was too detailed.
☐ It was too basic.
☐ It was too advanced.
☐ It wasn't complete.
☐ It didn't help me compare options.
☐ It bored me.
☐ It overwhelmed me.

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Because of the content you viewed or used, what did you decide to do?
View more content or conduct more research about the topic.
Share the content with someone else or tell someone about it.
Other:
44
O Nothing at this time.

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Because of the content you viewed or used, what did you decide to do?
Oconduct more research.
Share the content with someone else or tell someone about it.
Other:
.44
Nothing at this time.

Next

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	Overall, did our content help you accomplish your goal for visiting the site today?	
	○ Yes	
	○ No	
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Any other feedl	oack about the	content? Ple	ease share.	
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Thank you for taking this survey.

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