OMB Control No.: 1405-0193

EXPIRES: 7-31-2020

ESTIMATED BURDEN: 10 minutes

SV-2017-0007

USDC Front-end Evaluation - Interview Guide:

Hello. Today we're talking to people about a new museum that is going to be built here in Washington, DC. Do you have a few minutes to share your thoughts on some of the themes and exhibits they are planning to include? Great, thank you!

1. Before I tell you what the new museum is, please tell me what comes to mind when you see this word? [Show card with "diplomacy" written on it].

(*Probes*: Who uses it? What does it involve? Why might it be important or useful?)

Follow-up: What kinds of things do you think diplomats do? (*Probe:* What else?)

ates Diplomacy Center. Please rank the following topics in order of how much they would peal to you:	
Significant diplomatic events in world history	
The history of diplomacy in the United States	
Places where U.S. diplomats engage in diplomacy	
The issues on which U.S. diplomats work	
What it's like to be a professional diplomat	
How the work of the State Department affects you personally	

2. So, the new museum is being built by the Department of State and it will be called the United

- 3. We would like people to answer a question about the terms that people will read as they enter the museum. These are diplomacy, diplomat, ambassador, embassy and passport. We would like to find out if these terms would help orient them, be interesting, be confusing or any other perception. We would like these terms (or other, better terms) to welcome our visitors and ground them in the museum (i.e. "You are now entering a museum about diplomacy.").
- 4.a) The museum plans to display a wall of flags of all the countries with which the United States has diplomatic relations. As visitors walk along the wall, each flag will reveal a hidden image relating to the nation it represents. What image would you be most interested in seeing? (Please choose only one)
 - a. A person or group of persons from that nation
 - b. A diplomatic scene taking place in that nation
 - c. A landscape or landmark from that nation
- 4.b) At the wall of flags, visitors will also be able to find out more about the country/countries that interest them. Some of the things they could find out about are listed below. Please rank these topics in the order of how much they sound appealing to you:

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 The symbolism of each nation's flag The diplomatic relationship between the U.S. and that nation historically The current relationship between the U.S. and that nation 						
5. The museum also plans to display a large map of the wo embassies and other diplomatic posts are located. What we like this? Please rank the following topics in order of howWhere our diplomat are stationed around the worldWhich countries we have alliances withWhere the current diplomatic hot spots areWhere the Secretary of State is travelingHow diplomats communicate with each otherHow U.S. diplomatic relations have changed with other	ould you like t much they wo	o see n ould app	nost on a	ı map ou:		
6. In an exhibit about economic diplomacy, which of the formost?	ollowing topic	s would	l interest	you the		
 (Choose two) a. How the U.S. uses its economic power in diplomace b. Opening up trade for American businesses abroad c. How diplomatic efforts abroad have an impact on jet. d. How economic treaties like Open Skies, free trade, e. Protecting U.S. intellectual property rights around to 	obs in the US affect you					
7. What if you had the chance to have dinner with the Secretary would you like to ask them (about is their work and/or the	-			_		
8. Do you have any comments or questions about this surv	ey or the new	museur	n?			
Gender (observed): Age:	<20s 20s	30s	40s 60s	50s 70+		
Social group: Family (min. 1 adult + 1 child <20 yrs.) Family (all adults) Friends (all adults) Alone						
Other:	# Adults:		# Chil	dren:		
What is your State of residence (If from outside the U.S., p	lease indicate	the cou	ıntry)			

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