

**Attachment R: Social Media Invitation, User Interviews (Email to Individual)**

Subject: Invitation to Take Part in User Research

Dear <NAME>,

I'm reaching out to see if you'd be interested in participating in user research related to a forthcoming website of the National Center for Science and Engineering Statistics (NCSES) at the National Science Foundation (NSF).

**The research will involve a discussion about your use of science and engineering websites and data.** Your participation will take about 45 minutes. Upon completion, you will be eligible for a \$40 Amazon gift card as a thank you. [Remove incentive information if emailing any .gov participants.]

If you'd like to participate in this research, please click the link below to answer a few questions that determine your eligibility for the study. This should take less than 5 minutes.

<link to screener survey>

If you meet our criteria for participation, someone will be in touch with you to schedule a session and provide further instructions on how to participate. If we do not call on you for an interview, we do hope that you will be interested in participating in other research to improve our services.

Your answers will be kept confidential. Your feedback is a critical element to our ability to learn and improve. Your participation is voluntary. This study is authorized by law (42 U.S.C. 1862 Section 3.a.6.). The OMB control number for this study is 3145-0174.

NCSES is the principal source of analytical and statistical reports, data, and related information that describe and provide insight into the nation's S&E resources. The Center distributes a variety of data and products on S&E topics including research and development (R&D) funding, R&D performance, and the S&E workforce.

If you have questions, please do not hesitate to contact me. We look forward to your participation.

Sincerely,

Susan Finkelpearl  
VP of User Experience  
Alley Interactive