# NIGMS Audience Survey

Q34 Public reporting burden for this collection of information is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0648). Do not return the completed form to this address.

 The National Institute of General Medical Sciences (NIGMS) supports basic research that increases understanding of biological processes and lays the foundation for advances in disease diagnosis, treatment, and prevention. Additionally, NIGMS provides leadership in training the next generation of scientists, in enhancing the diversity of the scientific workforce, and in developing research capacity throughout the country.

We'd like to make sure our outreach and science education materials are as useful and user-friendly as possible. To help us achieve that goal, please answer the following questions so we can improve communications from our Institute.

Please note, this survey is voluntary and all responses will remain anonymous. The estimated time to complete the survey is between 5 and 10 minutes, and you can choose to answer as many or as few questions as you would like.

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Q1 What role **best** describes you?

○ Member of the general public   (1)

○ Healthcare provider (e.g., physician, nurse, pharmacist, medical administrator)  (2)

○ Public health professional (e.g., health communicator, patient advocate)  (3)

○ Professional society stakeholder  (4)

○ Librarian/information specialist  (5)

○ Media professional  (6)

○ Student – Undergraduate   (7)

○ Student – Post-baccalaureate  (8)

○ Student – Graduate  (9)

○ Educator – K-12  (15)

○ Educator – Undergraduate  (16)

○ Postdoctoral fellow  (10)

○ Early career investigator in academia  (11)

○ Established investigator in academia  (12)

○ Scientist/researcher in industry or government  (13)

○ Scientist/researcher in other sector, please specify in the space below:  (14)
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○ Other, please specify in the space below:  (17)
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*Skip To: Q17 If What role best describes you? = Educator – K-12*
*Skip To: Q17 If What role best describes you? = Educator – Undergraduate*
*Skip To: Q17 If What role best describes you? = Student – Graduate*

*Skip To: Q17 If What role best describes you? = Healthcare provider (e.g., physician, nurse, pharmacist, medical administrator)*

*Skip To: Q17 If What role best describes you? = Public health professional (e.g., health communicator, patient advocate)*

*Skip To: Q17 If What role best describes you? = Member of the general public*

*Skip To: Q17 If What role best describes you? = Student – Undergraduate*

*Skip To: Q17 If What role best describes you? = Professional society stakeholder*

*Skip To: Q17 If What role best describes you? = Librarian/information specialist*

*Skip To: Q17 If What role best describes you? = Media professional*

*Skip To: Q17 If What role best describes you? = Student – Post-baccalaureate*

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Q2 Are you an NIGMS grantee or seeking NIGMS funding? (Select all that apply.)

☐ I have or am supported by NIGMS funding  (1)

☐ I have or am supported by other NIH funding  (2)

☐ I am seeking NIGMS funding  (3)

☐ I am not seeking NIGMS funding  (4)

☐ Other, please specify in the space below:  (5)
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Q3 How often do you visit the NIGMS website?

○ All the time  (1)

○ Occasionally  (2)

○ I've never been to the website  (3)

○ Not sure  (4)

*Skip To: Q7 If How often do you visit the NIGMS website? = I've never been to the website*

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Q4 Why do you visit the NIGMS website? (Select all that apply.)

☐ Funding opportunities and application guidance  (1)

☐ Research training opportunities  (2)

☐ NIGMS funding data  (3)

☐ Information on NIGMS programs and policies  (4)

☐ Grants management guidance  (5)

☐ NIGMS organizational information (e.g., program director contact information) (6)

☐ Science education resources  (7)

☐ News and events  (8)

☐ Feedback Loop blog/Biomedical Beat blog  (9)

☐ Other, please specify in the space below:  (10)

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Q5 What, if anything, would you like to see more of on the NIGMS website?

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Q6 Overall, how satisfied or dissatisfied are you with information on the NIGMS website?

|  | Very Dissatisfied (1) | Dissatisfied (2) | Neither Satisfied nor Dissatisfied (3) | Satisfied (4) | Very Satisfied (5) |
|---|---|---|---|---|---|
| (1) | ○ | ○ | ○ | ○ | ○ |

Q35 Comments:

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Q7 Which NIGMS social media do you follow? (Select all that apply.)

☐ Twitter: NIGMS (@NIGMS)  (1)

☐ Twitter: NIGMS Grants (@NIGMSgenes)  (2)

☐ Twitter: NIGMS Training (@NIGMSTraining)  (3)

☐ Twitter: NIH Diversity Program Consortium (@NIHdpc)  (4)

☐ Facebook: National Institute of General Medical Sciences  (5)

☐ Facebook: NIH Diversity Program Consortium  (6)

☐ Instagram  (7)

☐ YouTube  (8)

☐ Pinterest  (9)

☐ ⊗I do not follow any NIGMS social media  (11)

*Skip To: Q11 If Which NIGMS social media do you follow? (Select all that apply.) = I do not follow any NIGMS social media*

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Q8 Why do you follow NIGMS social media? (Select all that apply.)

☐ Research and training funding opportunities  (1)

☐ News about research careers  (2)

☐ News about research trends  (3)

☐ Information about managing NIGMS grants  (4)

☐ Events  (5)

☐ Science education materials  (6)

☐ Other, please specify in the space below:  (7)

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Q9 What other social media platforms do you use, or would you use for this type of information? (Select all that apply.)

☐ LinkedIn  (1)

☐ Reddit  (2)

☐ Other, please specify in the space below:  (3)

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☐ ⊗None  (4)

Q10 Overall, how satisfied or dissatisfied are you with the NIGMS social media platforms?

| | Very Dissatisfied (1) | Dissatisfied (2) | Neither Satisfied nor Dissatisfied (3) | Satisfied (4) | Very Satisfied (5) |
|---|---|---|---|---|---|
| (1) | ○ | ○ | ○ | ○ | ○ |

Q41 Comments:

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Q11 Do you read the Feedback Loop blog?

○ Yes  (1)

○ No  (2)

*Skip To: Q24 If Do you read the Feedback Loop blog? = No*

Q12 What Feedback Loop blog topics most interest you? (Select all that apply.)

☐ Budget information  (1)

☐ Concept clearances  (2)

☐ Director's messages  (3)

☐ Funding opportunities  (4)

☐ Funding trends  (5)

☐ Job announcements  (6)

☐ Meetings/events  (7)

☐ News from NIGMS  (8)

☐ Peer review  (9)

☐ Requests for information  (10)

☐ Research administration  (11)

☐ Resources from NIGMS  (12)

☐ Information about training/fellowships/career development opportunities  (13)

☐ Other, please specify in the space below:  (14)
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Q13 What, if anything, would you like to see in the blog that you currently don't?

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Q14 Overall, how satisfied or dissatisfied are you with the Feedback Loop blog?

| | Very Dissatisfied (1) | Dissatisfied (2) | Neither Satisfied nor Dissatisfied (3) | Satisfied (4) | Very Satisfied (5) |
|---|---|---|---|---|---|
| (1) | ○ | ○ | ○ | ○ | ○ |

Q36 Comments:

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Q15 How do you suggest we reach others with new Feedback Loop blog posts? (Select all that apply.)

☐ NIGMS website  (1)

☐ NIGMS social media channel  (2)

☐ Email  (3)

☐ Other scientific organizations  (4)

☐ Conferences/meetings  (5)

☐ Other, please specify in the space below:  (6)
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Q16 Do you read the Biomedical Beat blog?

○ Yes  (1)

○ No  (2)

*Skip To: Q25 If Do you read the Biomedical Beat blog? = Yes*
*Skip To: Q31 If Do you read the Biomedical Beat blog? = No*

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Q17 How often do you visit the NIGMS website?

○ All the time  (1)

○ Occasionally  (2)

○ I've never been to the website  (3)

○ Not sure  (4)

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Q18 Why do you visit the NIGMS website? (Select all that apply.)

☐ To learn more about biomedical science  (1)

☐ To learn more about NIGMS-funded research  (2)

☐ To find resources to teach others  (3)

☐ NIGMS organizational information (such as staff bios)  (4)

☐ To learn about the latest news and NIGMS events  (5)

☐ Other, please specify in the space below:  (6)
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Q19 How easy or difficult is the NIGMS website information to understand?

|  | Very Difficult (1) | Difficult (2) | Neither Difficult nor Easy (3) | Easy (4) | Very Easy (5) |
|---|---|---|---|---|---|
| (1) | ○ | ○ | ○ | ○ | ○ |

Q37 Comments:

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Q20 Which NIGMS social media do you follow? (Select all that apply.)

☐ Twitter: NIGMS (@NIGMS)  (1)

☐ Twitter: NIGMS Grants (@NIGMSgenes)  (2)

☐ Twitter: NIGMS Training (@NIGMSTraining)  (3)

☐ Twitter: NIH Diversity Program Consortium (@NIHdpc)  (4)

☐ Facebook: National Institute of General Medical Sciences  (5)

☐ Facebook: NIH Diversity Program Consortium  (6)

☐ Instagram  (7)

☐ YouTube  (8)

☐ Pinterest  (9)

☐ ⊗I do not follow any NIGMS social media  (11)

*Skip To: Q24 If Which NIGMS social media do you follow? (Select all that apply.) = I do not follow any NIGMS social media*

⤬

Q21 Why do you follow NIGMS social media? (Select all that apply.)

☐ Health information (1)

☐ Research studies and scientist profiles (2)

☐ Teaching resources (3)

☐ Fun science facts (4)

☐ Science news and events (5)

☐ Other, please specify in the space below: (6)

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Q22 What other social media platforms do you use, or would you use, for this type of information? (Select all that apply.)

☐ LinkedIn (1)

☐ Reddit (2)

☐ Other, please specify in the space below: (3)

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☐ ⊗None (4)

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Q23 Overall, how satisfied or dissatisfied are you with the NIGMS social media platforms?

| | Very Dissatisfied (1) | Dissatisfied (2) | Neither Satisfied nor Dissatisfied (3) | Satisfied (4) | 5=Very Satisfied (5) |
|---|---|---|---|---|---|
| (1) | ○ | ○ | ○ | ○ | ○ |

Q38 Comments:

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Q24 Do you read the Biomedical Beat blog?

○ Yes  (1)

○ No  (2)

Q25 Why do you read the Biomedical Beat blog? (Select all that apply.)

☐ To learn more about science  (1)

☐ For teaching others  (2)

☐ For career growth  (3)

☐ For general interest  (4)

☐ Other, please specify in the space below:  (5)
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Q27 What types of posts would you like to see more of? (Select all that apply.)

☐ Articles about the life and work of a specific scientist or student  (1)

☐ Q&As about a field of research (e.g., microbiome, CRISPR)  (2)

☐ Videos (e.g., Interview with a Scientist)  (3)

☐ General science background (e.g., articles about types of molecules or organelles)  (4)

☐ Image-driven articles  (5)

☐ Interactive quizzes  (6)

☐ Infographics  (7)

☐ Other, please specify in the space below:  (8)
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Q28 Do you prefer shorter blog posts (less than 5 minutes to read) or longer blog posts (5 minutes or longer to read)?

○ Shorter  (1)

○ Longer  (2)

○ No preference  (3)

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Q29 Overall, how satisfied or dissatisfied are you with the Biomedical Beat blog?

| | Very Dissatisfied (1) | Dissatisfied (2) | Neither Satisfied nor Dissatisfied (3) | Satisfied (4) | Very Satisfied (5) |
|---|---|---|---|---|---|
| (1) | ○ | ○ | ○ | ○ | ○ |

Q39 Comments:

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Q30 How do you suggest we reach others with new Biomedical Beat blog posts? (Select all that apply.)

☐ NIGMS website  (1)

☐ NIGMS social media channel  (2)

☐ Email  (3)

☐ Other science-related organizations  (4)

☐ Conferences/meetings  (5)

☐ Other, please specify in the space below:  (6)
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Q31 How would/do you like to receive information from NIGMS? (Select all that apply.)

☐ Website  (1)

☐ Email  (2)

☐ Blog  (3)

☐ Facebook  (4)

☐ Twitter  (5)

☐ YouTube  (6)

☐ Other, please specify in the space below:  (7)
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Q32 What, if any, new topics would you like to see NIGMS cover?

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