

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp. Date: 05/31/2021)

TITLE OF INFORMATION COLLECTION:

2019 NLM MedlinePlus Awareness Survey

PURPOSE:

The National Library of Medicine (NLM) wishes to collect qualitative feedback from users of MedlinePlus.gov on user satisfaction, organizational awareness and perception, and use of other online health information resources. NLM provides consumer health information to a broad audience through this website. Qualitative customer feedback on MedlinePlus.gov will help NLM understand user needs and enhance these important services. The information from this survey will be used to improve the design and operation of the publicly accessed website.

DESCRIPTION OF RESPONDENTS:

Visitors to MedlinePlus.gov who choose to respond to the pop-up, link, or embedded invitation to take the survey.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Stephanie M. Morrison

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals or Households	2000	1	4/60	133
Totals	2000	2000		133

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals or Households	133	\$24.34	\$3,237.22
Totals			\$3,237.22

*The General Public wage rate was obtained from https://www.bls.gov/oes/2017/may/oes_nat.htm#00-0000

FEDERAL COST: The estimated annual cost to the Federal government is \$2,327.30

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Supervisory Technical Information Specialist	13/7	\$116,365	2%		\$2,327.30
Contractor Cost					N/A
Travel					N/A
Other Cost					N/A
Total					\$2,327.30

*The Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/19Tables/html/DCB.aspx>

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Survey respondents will be visitors to MedlinePlus.gov who choose to respond to the pop-up, link, or embedded invitation to take the survey. Site visitors can receive survey invitations on all types of devices: desktop, tablet, and mobile.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No