

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: 2020 NLM MedlinePlus Reader Survey

PURPOSE:

The goal of this National Library of Medicine (NLM) survey is to collect qualitative user feedback from readers of the print and online versions of the National Institutes of Health (NIH) MedlinePlus magazine. The survey seeks to measure on how the readers are currently accessing and using the magazine. The information from this information collection will be used to inform NLM for improving the design, content, and delivery of the magazine to the public readers.

DESCRIPTION OF RESPONDENTS:

Respondents will be individual people who read the NIH MedlinePlus magazine and voluntarily respond to go online and take a 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: Anne R Altemus, MA and Nicole Scott, MPH

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 of Records Notice been published? Yes No. N/A

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	800	1	8/60	107
Totals		800		107

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals or Households	107	\$25.72	\$2,752.04
Totals			\$2,752.04

*The General Public wage rate was obtained from https://www.bls.gov/oes/2019/may/oes_nat.htm#00-0000

FEDERAL COST: The estimated annual cost to the Federal government is: \$21,510.08

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Senior Visual Information Specialist	14/10	\$157,709	4 %		\$6308.36
Public Affairs Specialist	13/09	\$130,043	4 %		\$5201.72
Contractor Cost		\$125,000	8%		\$10000.00
Travel					
Other Cost					
Total					\$21,510.08

*the Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/20Tables/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 [X] 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?

Participants in the voluntary survey will be public readers of The NIH MedlinePlus magazine.

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