# Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB#: 0925-0648 Exp., date: 6/30/2024)

**TITLE OF INFORMATION COLLECTION:** User feedback survey for National Institute on Deafness and Other Communication Disorders (NIDCD) website and Noisy Planet webpages

**PURPOSE:**

The NIDCD values the opinions of its stakeholders and wishes to solicit feedback from NIDCD and Noisy Planet website visitors to evaluate the user experience.

The survey will be administered to respondents via "pop-up" questions on the website to obtain customer feedback to inform website improvements. Ultimately, the goal of capturing user feedback is to ensure that the NIDCD continues to provide useful, informative, and accessible resources to its audiences.

Page-level surveys can be useful for reporting bugs, collecting user feedback on content, and identifying areas for improvement. Additionally, the 21st Century Integrated Digital Experience Act (IDEA) stipulates that websites be designed around user needs and collect data showing how and how well the web property is being used. The survey will supplement the data collected by Google Analytics by providing qualitative insight into the effectiveness of individual pages and inform future content decisions.

**DESCRIPTION OF RESPONDENTS**:

Stakeholders who visit the NIDCD websites are potential respondents. They include: older adults, students, family members/caregivers, health care providers, scientists/researchers, educators, public health professionals, media/journalists, policy makers, federal or other partners, and advocacy organization members.

**TYPE OF COLLECTION:** (Check one)

[ ] Customer Comment Card/Complaint Form        [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software        [ ] Small Discussion Group
[ ] Focus Group                                        [ ] 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 <u>not</u> raise issues of concern for other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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: Heidi Rosvold-Brenholtz, NIDCD senior writer/editor

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

**Personally Identifiable Information:**
1. Is personally identifiable information (PII) collected?  [  ] Yes  [X]  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 [X] 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 |
|---|---|---|---|---|
| Households or individuals | 20,000 | 1 | 2/60 | 667 |
| **Totals** | | 20,000 | | **667** |

**COST TO RESPONDENT**

| Category of Respondent | Total Burden Hours | Hourly Wage Rate* | Total Burden Cost |
|---|---|---|---|
| Households or individuals | 667 | $27.07 | $18,055.69 |
| **Totals** | | | $18,055.69 |

*Cite source per bls.gov if applicable: the salary in table above is cited from
https://www.bls.gov/oes/2020/May/oes_nat.htm

**FEDERAL COST:**  The estimated annual cost to the Federal government is: $435.00

| Staff | Grade/Step | Salary* | % of Effort | Fringe (if applicable) | Total Cost to Gov't |
|---|---|---|---|---|---|
| **Federal Oversight** | | | | | |
| Public Affairs Specialist | GS-12 | 86,800 | 0.5% | | $435.00 |

| Contractor Cost | | | | | $0 |
|---|---|---|---|---|---|
| | | | | | |
| Travel | | | | | $0 |
| Other Cost | | | | | |
| | | | | | |
| **Total** | | | | | $435.00 |

**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?
<div align="center">[X] Yes      [ ] No</div>

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?

Sampling plan is attached.

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

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**