TITLE OF INFORMATION COLLECTION: Alcohol Research: Current Reviews (an NIAAA Publication) Audience Survey

PURPOSE:

The primary research questions driving this effort is to understand:

- Who are the audiences for *Alcohol Research: Current Reviews* (*ARCR*), a peer-reviewed scientific review journal that is published by NIAAA?
- Does our audience use social media to gather information and network within the alcohol research community?

The goals of the audience analysis are to:

- Understand the type of audiences currently utilizing NIAAA-*ARCR* resources.
- Determine the types and formats of information/topics and communication channels that would best serve NIAAA-*ARCR* audiences.

DESCRIPTION OF RESPONDENTS:

The survey will be promoted through online and social media channels, with the intent of reaching audiences that subscribe, visit, or follow one of the following platforms: NIAAA-*ARCR* GovDelivery subscription list and Twitter: @NIAAANews.

The survey will ask respondents to select one of the following categories that best describes themselves: 1) student (undergraduate, postbaccalaureate, or graduate); 2) scientist/researcher (postdoctoral fellow, early career investigator in academia, established investigator in academia, scientist/researcher in industry or government, or scientist/researcher in other sector, as specified); 3) educator (K-12 or undergraduate); 4) healthcare provider (e.g., physician, nurse, pharmacist, medical administrator); 5) public health professional (e.g., health communicator, patient advocate); 6) professional society stakeholder; 7) librarian/information specialist; 8) media professional; 9) member of the general public; 10) Psychologist/Licensed Therapist or 11) other self-reported option.

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 to 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: Pamela Wernett, PhD, PMP

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
Individuals	4,000	1	3/60	200
Totals	**4,000**	**4,000**		200

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals	200	$27.07	$5,414
Totals			$5,414

*The General Public wage rate for all occupations was obtained from
https://www.bls.gov/oes/current/oes_nat.htm

FEDERAL COST: The estimated annual cost to the Federal government is $2,788

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Senior Health Science Policy Analyst	14/4	$138,856	.015%		$208

Contractor Cost					
IQ Solutions Staff		$60,000	4.3%		$2,580
Travel					
Other Cost					
Total					$2,788

*the Salary in table above is cited from https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2022/DCB.pdf

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?

    [X] 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?

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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