

Digital Content Exit Survey

To maximize survey engagement, a convenience sampling method will be employed, wherein all eligible visitors will be approached to participate in this phase of the study. Eligibility requirements include those who are age 13 or older *and* those who appeared to have interacted with at least one piece of digital content in the exhibition.

Visitor Intercept Introduction

When ready to intercept, data collectors will stand just near the central space of the Earth Information Center (EIC) at National Museum of Natural History (NMNH). There, data collectors will draw an imaginary line on the floor and intercept qualifying visitors as they enter the space. Eligible visitors will be asked if they are willing to participate in the study; **assent will be obtained from adults in visit groups when youth between 13 to 18 are present.**

To note: NASA Institutional Review Board (IRB) office has marked this as exempt from needing IRB approval.

Script for Adult Visitors...

"Hello! My name is NAME and I work with Pacific Research and Evaluation, an independent research agency. We want to know how visitors – particularly teenagers and their families – are experiencing this new exhibition, the Earth Information Center at NMNH. Would you be willing to answer some questions about the exhibit?"

On behalf of the Museum and NASA, I'd like to invite you to complete a survey about the time you just spent in the exhibition. Surveys will take about 5 minutes, with optional demographic questions at the end. All responses will be anonymous, and your participation is voluntary – you can skip questions or opt out at any time.

Do you have a couple minutes to help us out? As a thank you, we will give you either a NASA or NMNH pin – your choice!"

If yes:

"Would you like to complete a paper or digital version of the survey? There are chairs over there if you'd like to have a seat while completing the survey. When you're done, you can hand the survey back to me. I'll be right over here." (Hand over clip board or iPad)

For iPad survey-takers:

"To start the survey, click "Next," indicating that you consent that you are willing to answer the questions in this survey. If you have any questions about this survey, just let me know."

If hesitation:

"If the survey actually feels like too much right now, that's okay! We can give you this postcard with a QR code and weblink, and you can access the survey at time that works better for you. The Garden Atrium has nice lighting and chargers, and the Café on the bottom floor has ample, open seating. If you decide to rest in those spaces later on, that might be a better time to take the survey. If you complete the survey later, just come back and let us know so that we can give you your pin as a thank you!" (Distribute card)

If no:

Thank them and set up intercept again

Data collector will address both the minor and their adult.

"Hello! My name is NAME and I work with Pacific Research and Evaluation, an independent research agency. We want to know how visitors – particularly teenagers and their families – are experiencing this new exhibition, the Earth Information Center at NMNH. Would it be okay if your teen helped the Museum and NASA today?"

On behalf of both organizations, I'd like to invite you to complete a survey about the time you just spent in the exhibition. Surveys will take about 5 minutes, with optional demographic questions at the end. All responses will be anonymous, and your participation is voluntary – you can skip questions or opt out at any time.

If adult assents and the minor is 13 or older:

"Thank you."

Ask teen:

"Are you willing to participate?"

If teen assents:

Surveys will take about 5 minutes, with optional demographic questions at the end. All responses will be anonymous, and your participation is voluntary – you can skip questions or opt out at any time."

Do you have a couple minutes to answer some questions for us about the exhibit? As a thank you, we will give you either a NASA or NMNH pin – your choice!"

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If minor is under 13:

"I can only survey people 13 and older. Thank you for your time, enjoy your visit."

If no:

Thank them and set up intercept again.