

EIC at NMNH Exit Survey: Digital Content

The Earth Information Center at National Museum of Natural History (EIC at NMNH) exhibition was brought to the Museum through a partnership with NASA, where both organizations worked together to develop content and share expertise. They have partnered with Pacific Research and Evaluation (PRE) to develop and administer a visitor survey to gather feedback on your interactions with digital content presented in EIC at NMNH, what you liked, and how it can be improved. All responses will be anonymous, and your participation is voluntary – you can skip questions or opt out at any time.

Paperwork Reduction Act Statement: This information collection meets the requirements of 44 U.S.C 3507, as amended by section 2 of the Paperwork Reduction Act of 1995. You do not need to answer these questions unless we display a valid Office of Management and Budget control number. The OMB control number for this information collection is 2700-0153 and it expires on 8/31/27. We estimate that it will take about five minutes to read the instructions, gather the facts, and answer the questions. You may send comments on our time estimate above to HQ-EIC@nasa.gov Send only comments relating to our time estimate to this address.

1. Which of the following describes you? (Select all that apply)

- ☐ I am a parent, caregiver, or legal guardian for youth between ages 13 and 18.
- ☐ I am an educator who offers science instruction to youth between ages 13 and 18.
- ☐ I am a student interested in and/or pursuing a STEM-related degree/career.
- ☐ I am a STEM professional, but I do not work with youth between ages 13 and 18.
- ☐ None of the above.

2. How often do you typically visit the National Museum of Natural History (NMNH)?

- ☐ Today is my first visit to NMNH
- ☐ Repeat visitor within the last 2 years
- ☐ Repeat visitor from over 2 years ago

3. Please complete the following sentences. There are no right or wrong answers, we just want to know what kind of messages or ideas are resonating with you.

I would tell a friend the Earth Information Center exhibition at NMNH is about...

Before coming to the Earth Information Center exhibition at NMNH, I never realized...

One connection I made between the exhibition content and where I live is...

One thing I'm inspired to do or learn more about is...

4. This exhibition includes many different parts; the remainder of this survey is focused on the digital content pieces of the exhibition. Looking at this list, please select the parts of the exhibition that you remember interacting with today and that made an impact on you. (Select all that apply)

- ☐ Eyes on Earth (interactive kiosk)
- ☐ Hometown Dashboards (interactive kiosk)
- ☐ Video story on greenhouse gases, featuring scientists measuring forest trees and fossil fuel emissions (on the large video wall) Data visualizations about greenhouse gases (on the large video wall)
- ☐ Data visualizations about greenhouse gases (on the large video wall)
- ☐ Video story on biodiversity, featuring the return of the oryx and protection of chimpanzees (on the large video wall)
- ☐ Data visualizations showing current Earth information and indicators of planetary health (on the large video wall (on the large wall)
- ☐ Interactive landscapes (on the smaller, central wall displays)
- ☐ Text panels and labels throughout the exhibition
- ☐ Other (please specify): _____

5. We want to better understand how well these digital content elements were designed and ways we can make them more engaging for visitors. Please rate your agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
<i>I could easily understand the information shared in the interactive kiosks.</i>						
<i>I could easily read and make sense of data visualizations on the large video wall.</i>						
<i>I could easily understand the information shared in videos.</i>						
<i>I easily understood that moving my body activated the interactive landscapes on the center wall display.</i>						
<i>I easily understood that the interactive on the center wall display</i>						

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
demonstrated landscape change over time.						

Please explain any “disagree” or “strongly disagree” ratings, including recommendations for ways we can do to improve the accessibility of presented information.

6. To help improve future videos shared to the large wall, please share your thoughts on the length of video stories.

	<i>This video was too short.</i>	<i>This video was the right length of time.</i>	<i>This video was too long.</i>	N/A
Video story on greenhouse gases.				
Video story on biodiversity.				

7. To learn more about how well digital content (data visualizations on the large video wall, the video stories broadcast on the large video wall, and/or the interactive kiosks) met exhibition goals, please rate your agreement with the statements below.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<i>I learned something new about Earth science and/or planetary change today.</i>					
<i>After visiting this exhibit, I am interested in learning more about Earth and how it's changing.</i>					
<i>The topics highlighted in the exhibit are relevant to me.</i>					
<i>I am inspired to learn more about the topics presented in the exhibit.</i>					
<i>I see the connections between human activities and Earth's changes.</i>					
<i>After visiting the exhibit, I understand more about how Earth observations and data are being used to help society.</i>					

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<i>I feel hopeful in my ability to positively impact the planet after visiting the exhibit.</i>					
<i>It was easy for me to understand the science presented in this exhibit.</i>					
<i>I trust the science presented in this exhibition.</i>					
<i>The data visualizations on the large video wall are beautiful.</i>					

8. Thinking about the elements you selected, to what extent did digital content in the exhibition help you identify connections between presented content and environmental issues where you live?

- ☐ Not at All
☐ A Little
☐ Somewhat
☐ A Lot
☐ A Great Deal

What made you provide that rating? Please note any specific exhibit elements that felt particularly relevant.

Demographics (Optional)

We would like to ask you to share a little bit of information about yourself. All responses will be used for grouped analysis. Your information is non-identifiable, and responses will be anonymous.

9. Please indicate your age.

- | | |
|--|--|
| <input type="radio"/> 13 years old | <input type="radio"/> 25 to 34 years old |
| <input type="radio"/> 14 years old | <input type="radio"/> 35 to 44 years old |
| <input type="radio"/> 15 years old | <input type="radio"/> 45 to 54 years old |
| <input type="radio"/> 16 years old | <input type="radio"/> 55 to 64 |
| <input type="radio"/> 17 years old | <input type="radio"/> 65 or older |
| <input type="radio"/> 18 years old | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> 19 to 24 years old | |

10. Do you currently live in the United States?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

Thank You!

Please return this clipboard to the data collectors to receive your NASA or NMNH pin.