

# Online Materials - EIC at NMNH Exit Survey: Digital Content

Anonymous Link for Distribution:

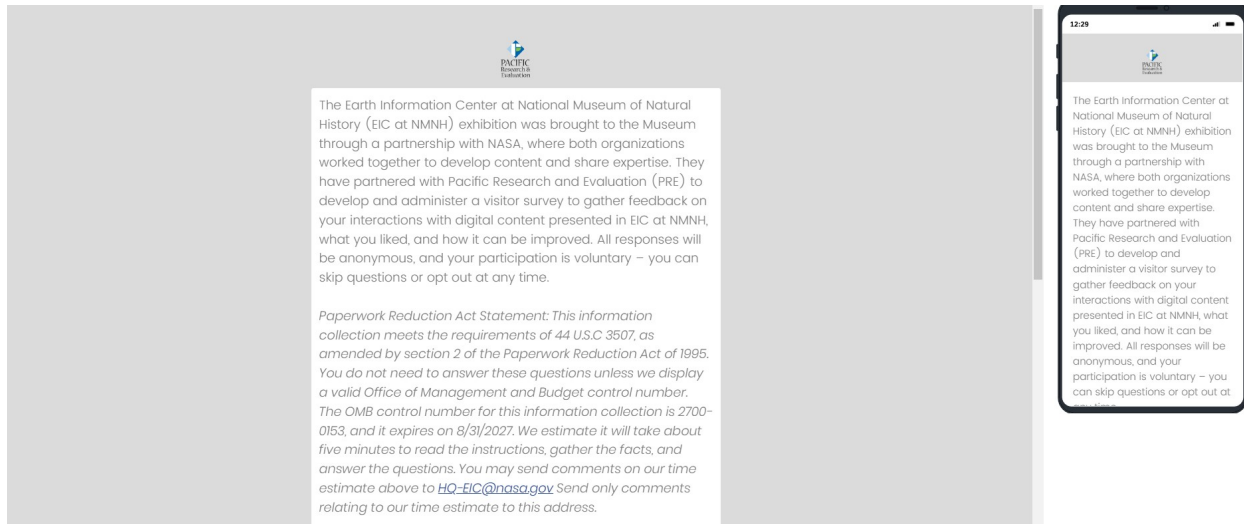
[https://pacificresearch.qualtrics.com/jfe/form/SV\\_6n9PzfKn97SE1U](https://pacificresearch.qualtrics.com/jfe/form/SV_6n9PzfKn97SE1U)

QR Code generated in Qualtrics:



Screenshots of the programmed survey:

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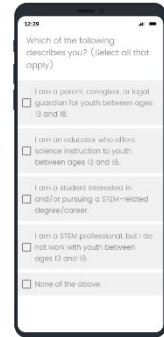
Which of the following describes you? (Select all that apply)

- ☐ 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.

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

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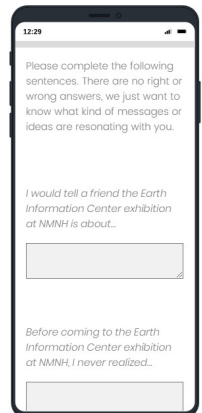
Please complete the following sentences. There are no right or wrong answers, we just want to know what kind of messages or ideas are resonating with you.

*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*



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...

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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...

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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)

☐

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)

☐

Interactive landscapes (on the smaller, central wall displays)

☐

Text panels and labels throughout the exhibition

☐

Other (please specify):

12:29

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Eyes on Earth (interactive kiosk)

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☐

Data visualizations about greenhouse gases (on the large

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

	This video was too short.	This video was the right length of time.	This video was too long.	N/A
Video story on greenhouse gases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video story on biodiversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 learned something new about Earth science and/or planetary change exhibit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see the connections between human activities and Earth's changes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After visiting the exhibit, I understand more about how Earth observations and data are being used to help society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel hopeful in my ability to positively impact the planet after visiting the exhibit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy for me to understand the science presented in this exhibit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the science presented in this exhibition.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The data visualizations on the large video wall are beautiful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Video story on greenhouse gases

☐ This video was too short.
☐ This video was the right length of time.
☐ This video was too long.
☐ N/A

Video story on biodiversity

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I am inspired to learn more about the topics presented in the exhibit.

I see the connections between human activities and Earth's changes.

After visiting the exhibit, I understand more about how Earth observations and data are being used to help society.

I feel hopeful in my ability to positively impact the planet after visiting the exhibit.

It was easy for me to understand the science presented in this exhibit.

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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

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### 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.

Please indicate your age.

- ☐ 13 years old
- ☐ 14 years old
- ☐ 15 years old
- ☐ 16 years old
- ☐ 17 years old
- ☐ 18 years old
- ☐ 19 to 24 years old
- ☐ 25 to 34 years old
- ☐ 35 to 44 years old
- ☐ 45 to 54 years old
- ☐ 55 to 64

- ☐ 17 years old
- ☐ 18 years old
- ☐ 19 to 24 years old
- ☐ 25 to 34 years old
- ☐ 35 to 44 years old
- ☐ 45 to 54 years old
- ☐ 55 to 64
- ☐ 65 or older
- ☐ Prefer not to answer

Do you currently live in the United States?

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

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[Submit](#)

The mobile app mockup displays the same survey form as the desktop version, adapted for a vertical screen. It includes the title "Demographics (Optional)", the introductory paragraph, the age selection question with radio button options, and the US residency question. The interface features a clean white background with light gray borders and a blue header bar at the top.

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The image displays two mobile devices, a tablet and a smartphone, both showing the same application interface. The tablet screen features a white rectangular box in the center with the text: "Thank You!" followed by "Please return this clipboard to the data collectors to receive your NASA or NMNH pin." Above this box is the Pacific Research Foundation logo. The smartphone screen shows the identical text and logo, but with a "Powered by Qualtrics CX" footer at the bottom. The status bar at the top of the phone shows the time as 12:29 and battery level at 90%.

