

## NASA Landsat Exhibit Audience Survey Instructions



**Thank you for helping us to collect audience data on the NASA Landsat exhibit being hosted by your institution! Please take a moment to review the instructions below, as they will help guide your audience survey activities.**

1. *At the beginning of each observation shift, print out as many copies of the survey questionnaire as you plan to distribute. Also be sure to bring along any supplies you may need, including pencils or pens.*
2. *After you've prepared your supplies, you should station yourself near the exhibit. Please be sure to post signage nearby which informs audience members that they may be offered the opportunity to share their thoughts and opinions after using the exhibit, but that they are free to decline if they wish. A signage template is provided in the document entitled **Audience Survey Signage Template**.*
3. *During data collection, wait until a group or individual has finished using the exhibit before approaching and asking **one adult** group member if they would like to participate in a brief (approximately five-minute) survey. A sample recruitment script is provided below:*
  - *Hi there! I saw that you were having fun with this exhibit – if it's okay with you, I'd like to ask you a few questions so we can see what you did and didn't like about it. If you'd like to share your opinions, I'll have you fill out this short survey – it shouldn't take more than five minutes. Your answers will be completely anonymous, and you'd be helping us understand what people think of the exhibit. Are you interested in participating?*  
(If yes, continue. If no or appear unwilling, thank them for their time and select a different individual/group)  
**If Yes: Great! Thank you!**  
(Hand participant the survey questionnaire)  
*I'll be right over here if you have any questions or concerns. Otherwise, just let me know when you're done filling out the survey!*
4. *In order to ensure that you remain available should any audience members have questions or concerns, please distribute questionnaires to only one group or individual at a time. Other groups and individuals may use the exhibit during this time – this is to be expected and is entirely acceptable.*
5. *Once the survey questionnaire has been completed and handed back, thank the participant and their group for their time and participation and ask them if they have any further questions.*
6. **Please note** *that the minimum number of surveys which should be completed during your hosting period is 45. Please contact Tassia Owen ([tassia.owen@nasa.gov](mailto:tassia.owen@nasa.gov)) with any questions or concerns regarding survey administration or participant sampling.*