

## Digital Catalogues Study Pop-Up Survey (Online Intercept Survey)

*This survey was developed by Rockman et al in collaboration with the Art Institute of Chicago, the J. Paul Getty Museum, the National Gallery of Art, and the Philadelphia Museum of Art for a cross-institutional study of digital catalogues. For further information and additional instruments, visit <https://digpublishing.github.io/catalogues-study>*

Thank you for visiting our site! Do you have time to answer some brief questions to help us design better publications for our audiences?

Are you a...? (check all that apply)

- Scholar/researcher
- Professor
- Journal editor
- Librarian/Archivist
- Undergraduate student
- Graduate student
- Teacher (K-12)
- Member of our museum
- Visitor to our museum
- Staff member of our museum
- Other (please describe): \_\_\_\_\_

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*For future studies, we recommend rephrasing the question above and dividing it into two parts as follows:*

*Your primary occupation: (check all that apply)*

- *List target audience occupations as defined by your team, including an “other” option*

*Are you a...? (check all that apply)*

- *Visitor to our museum*
- *Member of our museum*
- *Docent/volunteer of our museum*
- *Staff member of our museum*

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Why did you visit this digital catalogue today? (check all that apply)

- Casual browsing
- Seeking information for research use
- Seeking information for teaching purposes
- Seeking a publication on a particular topic (e.g., Matisse, Roman sculpture)
- Seeking information on a specific artwork
- Seeking additional information on an exhibit
- Other (please describe): \_\_\_\_\_

Did you find what you were looking for? (Take a moment to complete your search, if needed.)

- Yes, easily
- Yes, eventually
- No

[If no to above] What were you trying to find?

Have you used this digital catalogue before?

- Yes
- No

How did you arrive at this page?

- Search engine results – general search
- Search engine results – seeking this catalogue specifically
- Browsing through our museum’s website
- Direct link from referring source
- Other (please specify): \_\_\_\_\_

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*We recommend eliminating the question above in future studies, as visitors’ answers indicated confusion about the options offered (e.g., some people selected “Other” and wrote in “Google search”). This data can be provided by analytics. Alternatively, an open-ended question might provide more useful information – for example:*

*How did you hear about this catalogue?*

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Is there anything else you’d like us to know about your experience using this digital catalogue?