



## 20 Really Quick Questions 2014

### **Welcome to this MME User Study!**

#### **A word about navigation:**

- 1. To move from one page to the next, use the "Next" button at the bottom of the page**
- 2. To return to the previous page, use the "Back" button at the bottom of the page**
- 3. Please complete all questions to the best of your ability. Questions with asterisks (\*) are required**
- 4. If you need to stop the survey and come back later, just hit the "Save & Continue" button at the bottom of any page. You can re-enter the survey using your email.**

**Questions or Problems? Just contact me: Barbara Foster (972)924-5310 or [bfoster@mme1.com](mailto:bfoster@mme1.com)**

*Before we begin, please tell us a bit about yourself.*

#### **D1 Which of the following describes your TITLE? (Choose the closest fit, please)\***

- Professor/ Educator/ Teacher
- Student (Grad/ Post Doc)
- Lab Manager/ Supervisor/ Core Facility or Dept. Head
- Researcher/ Scientist / Analytical staff
- Technician/ Technologist
- Engineer
- Corporate Manager or C-level function
- Consultant
- Vendor (Sales, marketing, tech support, instrument design)
- Other (Please specify):

#### **D2 Which of the following describes your DISCIPLINE? (Choose the closest fit, please)\***

- Biological Sciences (including cell, molecular, biophysics, etc.)
- Biotech/Pharma
- Medical/clinical
- Material Sciences (including polymers, metals, rubbers, chemistry)
- Physics/Optics/Photonics
- Nanotechnology
- Semiconductors/Electronics/Photovoltaic
- Environmental Sciences (including Geology, Water Treatment)
- Forensics
- Food Sciences
- Other (Please specify):

For further information on this study and its results, please contact Barbara Foster  
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**D3 Which of the following describes the type of FACILITY in which you work? (Choose the closest fit, please)\***

- Academic/University/Teaching
- Industrial
- Government/ National Lab
- Hospital/ Clinical/ Medical practice
- Private research/ Consulting lab
- Instrument Vendor/Manufacturer
- Other (Please specify):

**D4 Which of the following describes your AREA OF WORK? (Choose the closest fit, please)\***

- Research/ R&D
- Teaching
- Both Research & Teaching
- Analytical/ QA-QC/ Failure Analysis or Production Support
- Medical/ Clinical
- Vendor

**D5 Other (Please specify): Which of the following INSTRUMENTS/ TECHNOLOGIES do you use? (Click all that apply)\***

- Optical microscopy
- Fluorescence microscopy (including widefield, FLIM, TIRF, FRET, etc.)
- Confocal microscopy
- Multi-Photon microscopy
- SEM
- TEM
- Elemental analysis (EDX, WDS, EELS, PEELS, etc.)
- AFM/SPM/NSOM
- X-ray microscopy (imaging)
- Micro UV/VIS
- Micro Raman
- Micro FT-IR
- Other spectroscopies
- Image analysis/processing
- 3D imaging
- Surface Profiling

**1. Does your facility permit you to connect to either Social Media and/or the Internet from your lab/office? (Click all that apply)\***

- NO, I cannot connect to either Social Media or the Internet; we have to use these methods outside the lab/office
- Our emails are received by permission only
- I can connect to the internet but not access Facebook, LinkedIn, etc.
- I have full access to both the Internet and Social Media

**2. Specifically in conjunction with your microscopy/spectroscopy, what is the goal of your on-line searches? (Click the ones which are most important to you)\***

- At work, I'm not permitted access for on-line searches
- Discover new products
- Compare/research products
- Research applications
- Find discounts, coupon codes, etc.
- Find Promotions
- Share discoveries
- Take a break (entertainment)
- News/Stay up to date
- Other (Please specify):

**3. For microscopy/spectroscopy, which search engine do you use most frequently? (Check one only, please)\***

- Google
- Bing
- Yahoo
- Other (Please specify):

**4. Which Browser do you use most frequently? (One only, please)\***

- Chrome
- Firefox
- Explorer
- Safari
- Opera
- Other, please specify:

**5. When you are searching/interacting with electronic material in microscopy or spectroscopy, which types of devices are you using most often? (Check all that apply)\***

- Computer (laptop or desktop)
- Tablet
- Mini tablet
- Smartphone
- Other (Please specify):

**6. How do you prefer to read articles in microscopy/spectroscopy?\***

- Read in print form
- Read electronically

- Find electronically, then print out a copy to read
- Read journal articles electronically, trade articles in print
- Other (Please specify):

**7. Specifically for your microscopy/spectroscopy, which of the following Social Media tools do you find most useful?**

- Listservers
- Blogs
- FaceBook
- Twitter
- YouTube
- LinkedIn
- News aggregate sites (StumbleUpon, Digg, Reddit)
- Other (Please specify):

**8. For microscopy/spectroscopy, which Social Media Groups do you find most useful? (One only, please)**

- I don't belong to any Social Media groups
- LinkedIn Groups
- Google Groups
- Yahoo Groups
- Other (Please specify):

**9. Are you using Social Media to follow specific microscopy/spectroscopy companies? If so, which of the following do you use?**

- I don't use Social Media to follow specific companies (Skip to Q11)
- LinkedIn
- FaceBook
- Twitter
- # (Hashtag)
- Company's mobile app
- Other (Please specify):

**10. For those companies you follow, how often would you like to see an update?**

- I don't follow any specific companies
- No specific schedule; just as needed
- Daily
- Weekly
- Monthly
- Quarterly

**11. Into which age group do you fall?\***

- 20 or younger
- 21-30
- 31-49
- 50-65
- 66+

**12. When researching an instrument for purchase, which parts of a vendor's website are most important to you? (Click the ones that you find most valuable; leave the rest blank)\***

- Image Gallery
- Explanatory audio or videos
- Application notes
- Specifications
- Bibliographies of published papers
- Downloadable papers
- Blogs
- User forums

**13. In addition to a corporate website, would you prefer other on-going, dynamic interactions with vendors? If so, which of the following would you be most likely to use?**

- Really need just their normal website
- Mobile App for the company
- Corporate LinkedIn page
- Corporate FaceBook page
- Twitter
- Other:

**14. For general back-and-forth/general communication with a vendor (ex: questions or inquiries), which method do you prefer? (Click the ones you most prefer; leave the others blank)**

- Phone
- On-line chat
- Email
- Text
- Facebook message
- LinkedIn message
- Twitter post
- Other (please specify):

**15. Why do you prefer this method of communication?**

- Ease of use
- Mobile access at all times
- Other:

**16. For new instrumentation or applications, how would you prefer that vendors notify you? (Click just the ones you most prefer; leave the rest blank)**

- Phone call
- Personal visit by representative
- Email
- eNewsletter
- Posting to LinkedIn or FaceBook
- Snail mail (ex: postcard, letter, flyer)
- Update on their website
- Ad in trade publication
- Article in a trade publication

- YouTube video
- Webinar
- Podcast
- Seminar given at strategic locations around the country
- Announcement at Tradeshow/exhibit
- Other (please specify):

**17. During the demo process, which of the following would you prefer? (One only, please)**

- On-line virtual instrument demo
- Remote use of an instrument with your own samples
- In-house demo with your own samples

**18. During the ordering process, if you were able to configure an instrument exactly to your specifications, which method would you prefer? (One only, please)**

- Live chat
- On-line step-by-step configuration
- Phone call with live rep
- Visit from live rep

**19. For service, training and technical diagnostics, which would you prefer? (One only, please)**

- WebEx with on-line service technician for diagnosis and service
- On-line "How to" software support and training
- On-line access to an expert or consultant
- In-person visit from the dealer rep or manufacturer

**20. To be entered into the drawing for the Amazon Gift Cards, please complete the following form: (To protect your privacy, this information will be removed from your survey results prior to analysis)**

[Note: Data from this question is not included in the report]