

# Macroscale Survey Screenshots

Page 1:

typeform's secure servers with multi-factor authentication (for more information)

**Welcome!** In this final survey we will ask you to complete a survey. Your responses will be moved to a secure server at [redacted]

We will only use your responses for the purposes of this research and our stated aims. By proceeding into this survey, you indicate your agreement for our use of your responses for this purpose.

If you have any further questions, would like to view, change, or delete your responses, please contact us [redacted] at any time.

**This survey should take around 15 minutes.** Thank you in advance for contributing your time and feedback to this research.



UNIVERSITY OF BERGEN

Begin

press Enter ↵

Powered by Typeform

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▼

Page 2:

1 → **First, please tell us about yourself.**

What is your profession? If you prefer not to say, simply write N/A. \*  
e.g., Oncologist, 10 years

Type your answer here...

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^

▼

2 → Please provide your email address if you would be willing for us to contact you for further discussion about your responses. \*  
If you prefer not to, simply write N/A.

Type your answer here...

3 → What gender do you most identify with? \*

A Male

B Female

C Prefer not to say ✓

Continue ✓

4 → How old are you? \*

A

Less than 25 years old

B

25-34 years old

C

35-44 years old

D

45-54 years old

E

55-64 years old

F

65-74 years old

G

75 years or older

H

Prefer not to say ✓

Continue

press Cmd ⌘ + Enter ↵

1 → How would you rate your expertise on metastasis, relative to the general population? \*

0

1

2

3

4

5

No knowledge

Extremely knowledgeable

OK ✓

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^

v

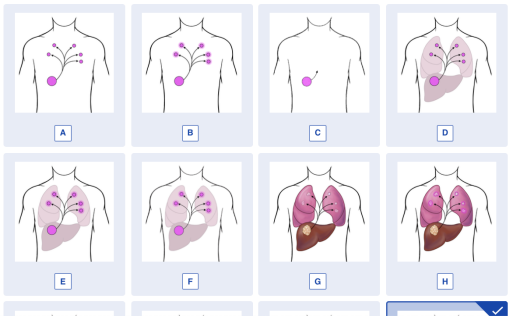
2 → Consider the following scenario and communication objective in describing the process of metastasis for an **expert audience**:

*A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*

In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? \*

To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [\[REDACTED\]](#)

[\[REDACTED\] GalleryMetastasis](#)

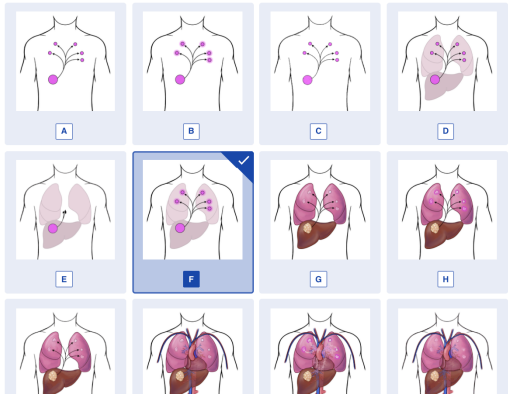


Powered by Typeform

3 → What is your **second choice** for this scenario and communication objective? *Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [\[REDACTED\]](#)*

[\[REDACTED\] GalleryMetastasis](#) \*

*A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*

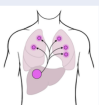


Powered by Typeform



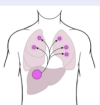
4 → What is your **third choice** for this scenario and com...

A



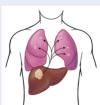
E

B



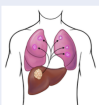
F

C




G

D



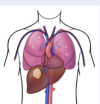
H

I



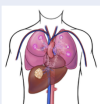
J

J



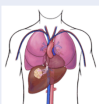
K

K



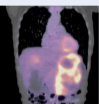
L

L




M

M



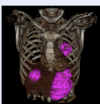
N

N




O

O




P

P




Q

Q



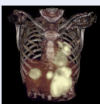
R

R



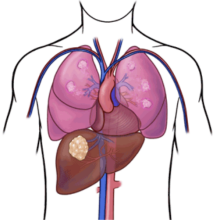
S

S



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5 → Now we will ask you to provide a few ratings of only your **top** choice:



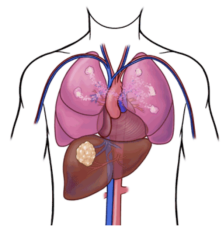
Continue

press Enter ↵

5 ➔ Now we will ask you to provide a few ratings of only y...

a. Rate your **top** choice for **aesthetics** (i.e., How visually appealing do you consider this to be?). \*

*A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*



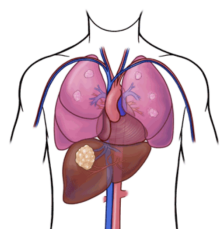
|                       |  |
|-----------------------|--|
| <input type="radio"/> | A 1 - Poor   |
| <input type="radio"/> | B 2 - Fair   |
| <input type="radio"/> | C 3- Average   |
| <input type="radio"/> | D 4 - Very good                                      |
| <input type="radio"/> | E 5 - Excellent                                      |
| <input type="radio"/> | F N/A - I lack the expertise to answer this question |

Powered by Typeform ^ v

5 ➔ Now we will ask you to provide a few ratings of only y...

b. Rate your **top** choice for **visual clarity**. \*

*A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*



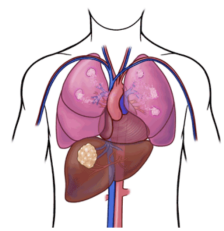
|                                  |  |
|----------------------------------|--|
| <input type="radio"/>            | A 1 - Poor   |
| <input type="radio"/>            | B 2 - Fair   |
| <input type="radio"/>            | C 3- Average   |
| <input type="radio"/>            | D 4 - Very good                                      |
| <input checked="" type="radio"/> | E 5 - Excellent                                      |
| <input type="radio"/>            | F N/A - I lack the expertise to answer this question |

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5 ➔ Now we will ask you to provide a few ratings of only y...

c. Rate your **top** choice for **scientific accuracy**. \*

A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.



☐ A 1 - Poor

☒ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

☐ E 5 - Excellent

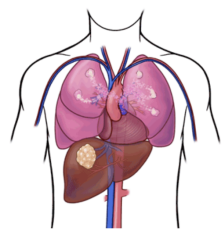
☐ F N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

5 ➔ Now we will ask you to provide a few ratings of only y...

d. Rate your **top** choice for **communication success** (i.e., How well does it meet the researcher's communication objective?). \*

A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

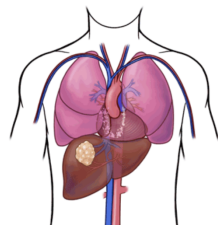
☐ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

5 ➔ Now we will ask you to provide a few ratings of only y...

- e. Use the below keywords to describe the **strengths** of your **top** choice. \*
- A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*



Choose as many as you like

☐ A Accurate

☐ B Clear

☒ C Detailed ✓

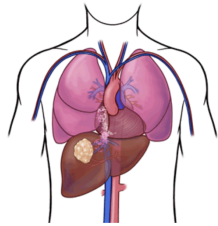
☒ D Easy to read ✓

☐ E Informative

☐ F Precise

Powered by Typeform ^ v

5 ➔ Now we will ask you to provide a few ratings of only y...  
f Use the below keywords to describe the **weaknesse...**



Choose as many as you like

☐ A Confusing

☐ B Distracting

☐ C Excessive

☐ D Inaccurate

☐ E Misleading

☐ F Simplicistic

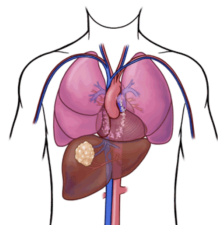
☒ G Visually unappealing ✓

☐ H Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

5 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **top** choices for this *expert* scenario, please write them here. Otherwise, simply write N. \*



[write comment here....](#)

Shift ⌘ + Enter ↵ to make a line break

[Continue](#) press Cmd ⌘ + Enter ↵

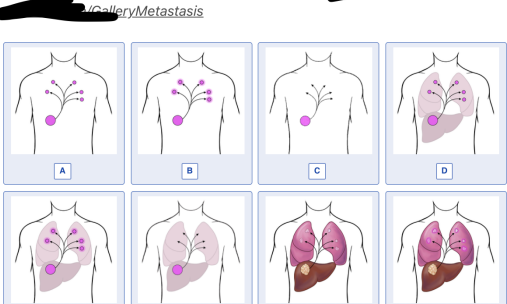
Powered by [Typeform](#)

1 → Consider again the same scenario and communication objective in describing the process of metastasis for an **expert audience**:

*A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*

In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective? \*

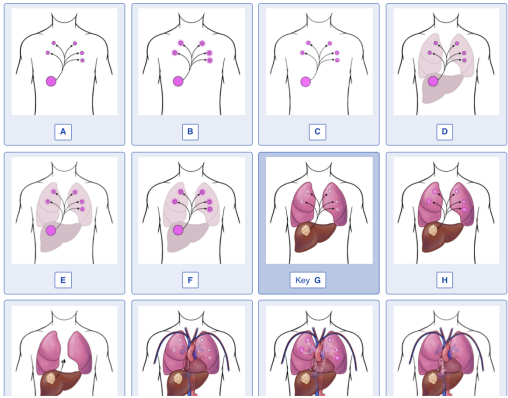
To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [Metastasis](#)



Powered by [Typeform](#)

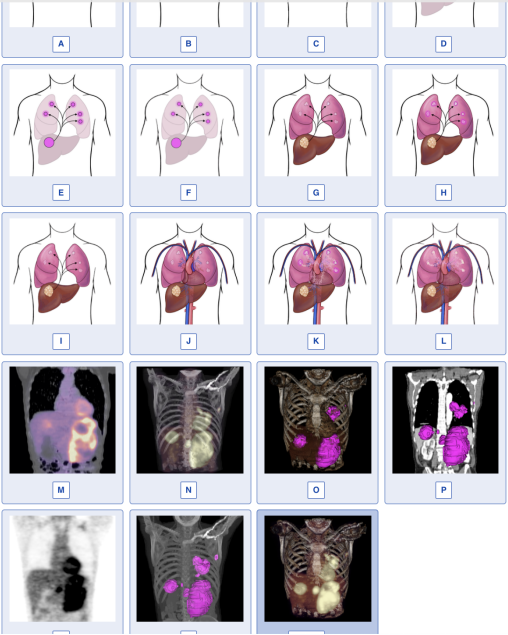
2+ What is your **second-worst choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [GalleryMetastasis\\*](#)

A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.



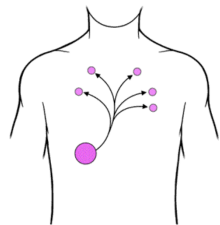
Powered by Typeform ^ v

3+ What is your **third-worst choice** for this scenario an...



Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only your **bottom** choice:

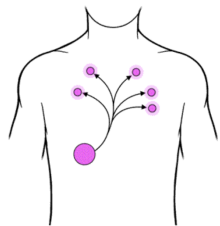


Continue press Enter ↵

4 → Now we will ask you to provide a few ratings of only y...

a. Rate your **bottom** choice for **aesthetics** (i.e., How visually appealing do you consider this to be?). \*

*A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*



☐ A 1 - Poor

☐ B 2 - Fair

☒ Key C 3- Average

☐ D 4 - Very good

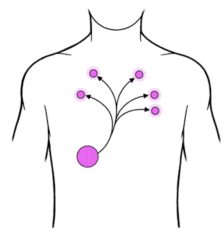
☐ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

4 → Now we will ask you to provide a few ratings of only y...

b. Rate your **bottom** choice for **visual clarity**. \*

A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

☐ E 5 - Excellent

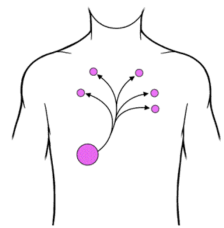
☐ F N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

c. Rate your **bottom** choice for **scientific accuracy**. \*

A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☒ Key D 4 - Very good

☐ E 5 - Excellent

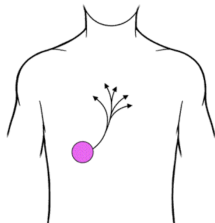
☐ F N/A - I lack the expertise to answer this question

Powered by Typeform ^ v



4 → Now we will ask you to provide a few ratings of only y...

- d. Rate your **bottom** choice for **communication success** (i.e., How well does it meet the researcher's communication objective?). \*
- A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*



Key A

1 - Poor

B

2 - Fair

C

3- Average

D

4 - Very good

E

5 - Excellent

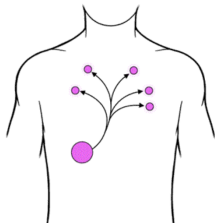
F

N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

- Use the below keywords to describe the strengths o...*
- A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.*



Choose as many as you like

A

Accurate

Key B

Clear

✓

C

Detailed

D

Easy to read

✓

E

Informative

✓

F

Precise

G

Pretty

✓

H

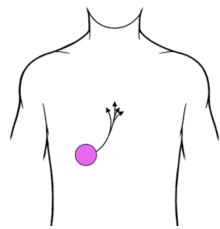
Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

4 + Now we will ask you to provide a few ratings of only y...

f. Use the below keywords to describe the **weaknesses** of your **bottom** choice. \*

A radiation oncology researcher publishing in a prominent oncology journal is focused on describing the metabolism and movement of metastatic tumors as the basis of validation for their novel radiation therapy approach.



Choose as many as you like

☐ A Confusing

☐ B Distracting

☒ C Excessive ✓

☒ D Inaccurate ✓

☐ E Misleading

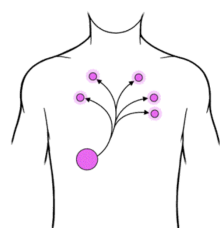
☐ F Simplistic

☐ G Visually unappealing

Powered by Typeform ^ v

4 + Now we will ask you to provide a few ratings of only y...

g. If you have further comments on the options or your **bottom** choices for this *expert* scenario, please write them here. Otherwise, simply write N. \*



comment...|

Shift ⌘ + Enter ↵ to make a line break

Continue press Cmd ⌘ + Enter ↵

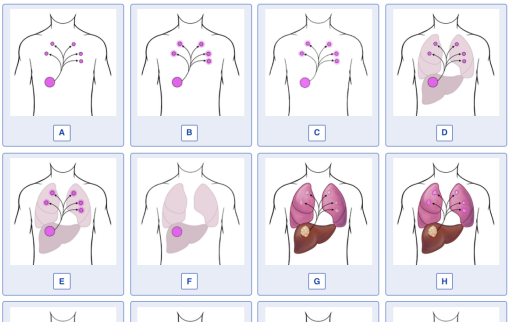
Powered by Typeform ^ v

1+ Consider the following scenario and communication objective in describing the process of metastasis for a general audience.

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.

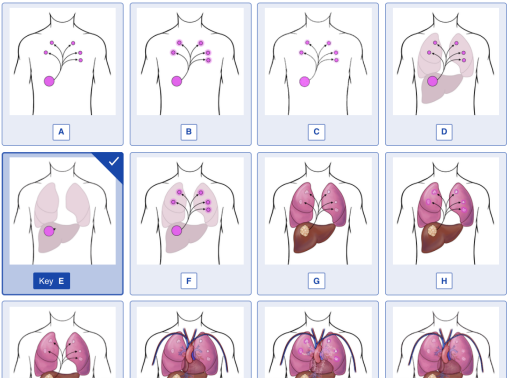
In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? \*

To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [GalleryMetastasis](#)



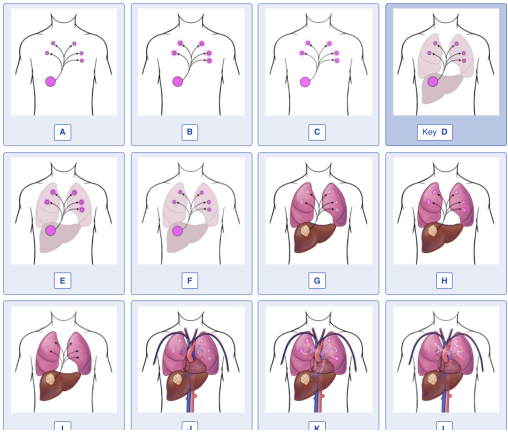
2+ What is your **second choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [GalleryMetastasis](#) \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



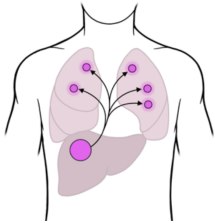
3 → What is your **third choice** for this scenario and communication objective? *Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [Metastasis Gallery](#)*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



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4 → Now we will ask you to provide a few ratings of only your **top** choice:



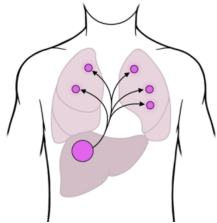
Continue press Enter +J

Powered by Typeform

4 → Now we will ask you to provide a few ratings of only y...

a. Rate your **top** choice for **aesthetics** (i.e., How visually appealing do you consider this to be?). \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



A

1 - Poor

B

2 - Fair

Key C

3- Average

D

4 - Very good

E

5 - Excellent

F

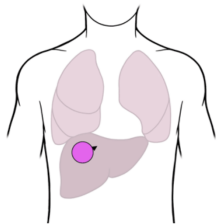
N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

b. Rate your **top** choice for **visual clarity**. \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



A

1 - Poor

B

2 - Fair

Key C

3- Average

D

4 - Very good

E

5 - Excellent

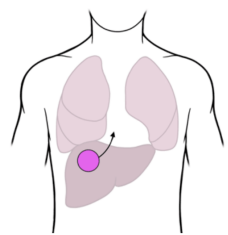
F

N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

c. Rate your **top** choice for **scientific accuracy**. \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

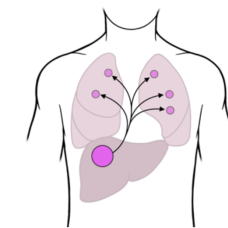
☒ Key D 4 - Very good

☐ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

d. Rate your **top** choice for **communication success** (i.e., How well does it meet the doctor's communication objective?). \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☒ Key D 4 - Very good

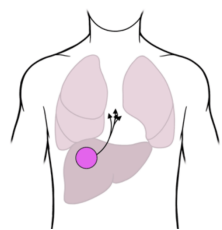
☐ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

4 → Now we will ask you to provide a few ratings of only y...

- e. Use the below keywords to describe the **strengths** of your **top choice**. \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



Choose as many as you like

A

Accurate

Key B

Clear

C

Detailed

D

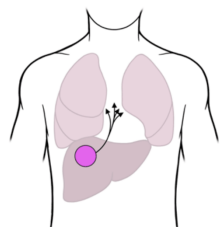
Easy to read

E

Informative

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...  
conco.f Use the below keywords to describe the **weaknesse...**



Choose as many as you like

A

Confusing

B

Distracting

C

Excessive

D

Inaccurate

E

Misleading

F

Simplistic

G

Visually unappealing

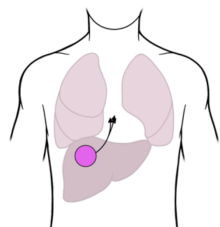
interesting,

OK

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **top** choices for this *general* scenario, please write them here. Otherwise, simply write N. \*



type...

Shift ⌘ + Enter ↵ to make a line break

Continue press Cmd ⌘ + Enter ↵

1 → Consider again the same scenario and communicatio...

E

F

G

H

I

J

K

L

M

N

O

P

Key Q

R

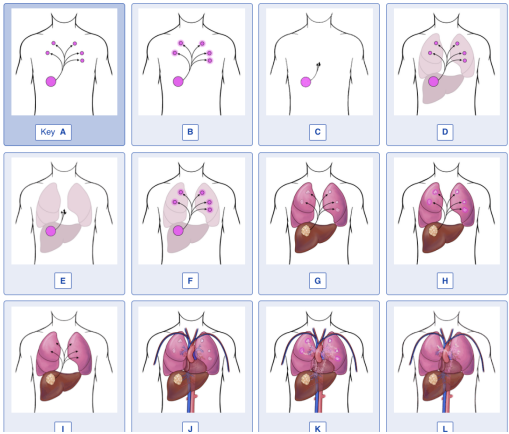
S

OK ✓



2+ What is your **second-worst choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [GalleryMetastasis](#) \*

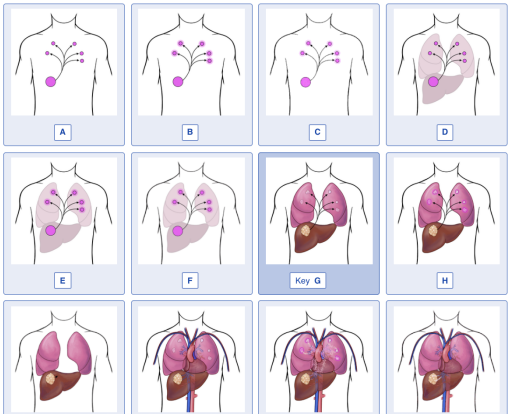
A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



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3+ What is your **third-worst choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac use Command + OR visit our supplementary website: [GalleryMetastasis](#) \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



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4 → Now we will ask you to provide a few ratings of only your **bottom** choice:



Continue press Enter ↵

4 → Now we will ask you to provide a few ratings of only y...


*A patient's doctor shows them a visual of their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.*



- ☐ A 1 - Poor
- ☐ B 2 - Fair
- ☐ C 3- Average
- ☐ D 4 - Very good
- ☐ E 5 - Excellent
- ☐ F N/A - I lack the expertise to answer this question

4 → Now we will ask you to provide a few ratings of only y...

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



Key A

1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent


F N/A - I lack the expertise to answer this question

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4 → Now we will ask you to provide a few ratings of only y...

c. Rate your **bottom** choice for **scientific accuracy**. \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



A

1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent

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4 → Now we will ask you to provide a few ratings of only y...

d. Rate your **bottom** choice for **communication success** (i.e., How well does it meet the doctor's communication objective?). \*

A patient recently diagnosed with cancer has been told by their doctor that their cancer may metastasize, meaning that the cancer may spread to a different part of the body from where it began. To help them understand this concept, their doctor shows them a visual.



Key A

1 - Poor

B

2 - Fair

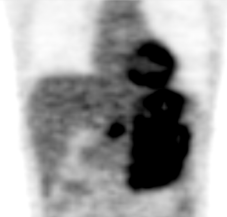
C

3- Average

D

4 - Very good

4 → Now we will ask you to provide a few ratings of only y...  
• Use the below keywords to describe the **strengths** o...



Choose as many as you like

A

Accurate

✓

B

Clear

C

Detailed

D

Easy to read

E

Informative

✓

F

Precise

G

Pretty


H

Other (please separate multiple keywords with a comma)

OK

✓

4 → Now we will ask you to provide a few ratings of only y...  
comment Use the below keywords to describe the **weaknesse...**



Choose as many as you like

A

Confusing

B

Distracting

C

Excessive

D

Inaccurate

E

Misleading

F

Simplistic

Key G

Visually unappealing


H

Other (please separate multiple keywords with a comma)

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4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **bottom** choices for this *general* scenario, please write them here. Otherwise, simply write N. \*



comment...

Shift ⌘ + Enter ↵ to make a line break

Submit

press Cmd ⌘ + Enter ↵

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Thank you for your participation!

If you have questions or are interested in updates on this work  
please feel free to reach out to: 