

**Response form for Certified Health Education Specialist (CHES) Category I Credit from IEJHE**

**Name:** \_\_\_\_\_ **CHES #** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_ **(Certificates will be sent via email)**

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**Impact of Menu Sequencing on Internet-Based Educational Module Selection**

***Congruent to Responsibility IV: Evaluating Effectiveness of Health Education Programs***

*Circle the letter of the correct response. A passing score is 80%.*

1. It has been estimated that \_\_\_\_\_ out of \_\_\_\_\_ Americans have access to the internet with over 88% of those being at home.
  - a. 7 out of 8
  - b. 19 out of 20
  - c. 2 out of 3
  - d. 99 out of 100
2. Interactive website design as demonstrated by wichealth.org attempts to simulate an experience for the user consistent with a face-to-face discussion with an individual having specific expertise or information of interest and benefit to the user.
  - a. true
  - b. false
3. The target population for this study consisted of WIC clients from \_\_\_\_\_ states.
  - a. 7
  - b. 10
  - c. 12
  - d. 14
4. Based on 6,844 sessions completed over a 3-month period prior to this study, the modules with the most access were MS and \_\_\_\_\_.
  - a. MD
  - b. PE
  - c. CT
  - d. AE
5. The impact of linear or sequential top-to-bottom menus was found to be \_\_\_\_\_ among the population of WIC clients using wichealth.org.
  - a. unrelated
  - b. strongly significant
  - c. inversely related to reading scores
  - d. neutral
6. Which of the following solutions might impact user menu selection?
  - a. using relational images
  - b. more programming to provide users with screening questions
  - c. implementation of a non-linear menu design
  - d. all of the above
7. An assessment conducted in 2002 with nearly 2,500 clients and WIC personnel clearly identified \_\_\_\_\_ as being the parent-child feeding behavior with the greatest need for and interest among WIC clients.
  - a. MS
  - b. PE
  - c. DS
  - d. MP
8. According to the authors, a need exists for better consideration of \_\_\_\_\_ for internet-based selection.
  - a. the computer RAM
  - b. the amount of memory on the harddrive
  - c. how menu items are positioned
  - d. the color graphics for menu items
9. Developers of web-based interventions should experiment with menu ordering, pilot testing each approach with target populations to identify the \_\_\_\_\_ least likely to be influenced by menu positioning.
  - a. necessary hard drive memory
  - b. menu display
  - c. age group
  - d. gender
10. Random and dynamic menu rotation
  - a. can only be done on a Mac
  - b. require the new Microsoft Vista OS
  - c. requires wireless internet
  - d. would reduce the impact of menu sequencing

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