

Mesoscale Survey Screenshots

Page 1:

Welcome!

In this survey we will ask you to compare the different ways that we represent two physiological phenomena associated with the vascular system: **blood flow** and an **aneurysm**.

We will present you with two task-based scenarios, **(1) expert** and **(2) general** audience, and ask you to identify the **(1) most** and **(2) least** effective visual representations for each scenario's communication objective for both **blood flow** and an **aneurysm**, respectively. We will furthermore ask you to provide some basic ratings and keywords for your choices. We will use these data to **analyze and develop a set of recommendations for more effective physiology representation methods** driven by audience and task. Following the conclusion of this study we plan to make these **results and visual assets available to the broader research community**.

In compliance with [REDACTED]s, we will **not** collect or store any personally identifying information unless you choose to provide it. We will keep private any personal information that you provide (*i.e., profession, age, gender, email*), and only use this to identify possible demographic-related patterns in perception, or for follow-up questions we may have. Your data will be stored on Typeform's secure servers with multi-factor authentication (for more information, click [here](#)) and, following the completion of this study, will be moved to a secure server at [REDACTED]

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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. *Hematologist, 10 years*

Type your answer here...

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Page 3:

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...

OK ✓ press **Enter ↵**

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Page 4:

3 → What gender do you most identify with? *

- A Male
- B Female
- C Prefer not to say

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Page 5:

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

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Page 6:

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

- 0
- 1
- 2
- 3
- 4
- 5

No knowledge

Extremely knowledgeable

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2. Consider the following scenario and communication objective in describing blood flow for an expert audience:

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

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 Crtl + on Windows Chrome, on Mac Chrome use Command +.



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animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



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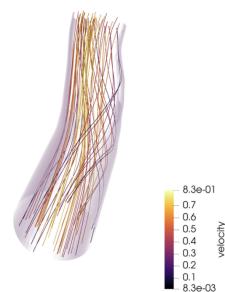
visuals use Ctrl + on Windows Chrome, on Mac Chrome use
Ctrl + What is your **third choice** for this scenario and com...

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



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



Continue press Enter ↵

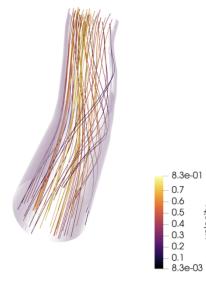
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Page 11:

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 researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



<input type="radio"/> A	1 - Poor
<input type="radio"/> B	2 - Fair
<input checked="" type="radio"/> C	3- Average
<input type="radio"/> D	4 - Very good
<input type="radio"/> E	5 - Excellent

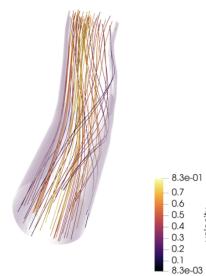
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Page 12:

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

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

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

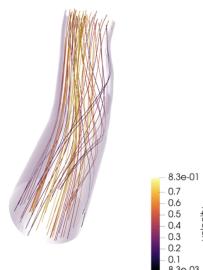


<input type="radio"/> A	1 - Poor
<input checked="" type="radio"/> B	2 - Fair
<input type="radio"/> C	3- Average
<input type="radio"/> D	4 - Very good
<input type="radio"/> E	5 - Excellent

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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 researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

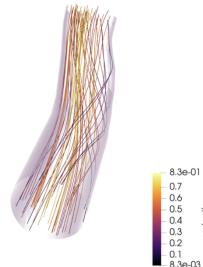


- [A] 1 - Poor
[B] 2 - Fair
[C] 3- Average
[D] 4 - Very good
Key [E] 5 - Excellent
[F] N/A - I lack the expertise to answer this question

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

- d. Rate your top choice for **communication success** (i.e., How well does it meet the researcher's communication objective?). *
- A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

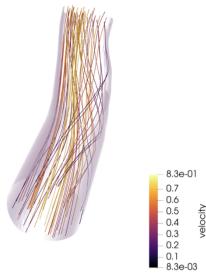


- [A] 1 - Poor
[B] 2 - Fair
[C] 3- Average
[D] 4 - Very good
[E] N/A - I lack the expertise to answer this question

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Page 15:

5 → Now we will ask you to provide a few ratings of only y...
e Use the below keywords to describe the **strengths** o...
animation for their upcoming publication that clearly explains the variation of
laminar flow (i.e., smooth movement of fluid with no irregular fluctuations,
swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



Choose as many as you like

- A Accurate
- B Clear
- C Detailed
- D Easy to read
- E Informative
- F Precise

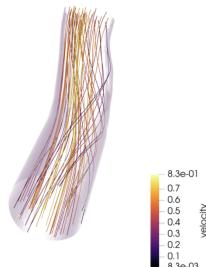
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Page 16:

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

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

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



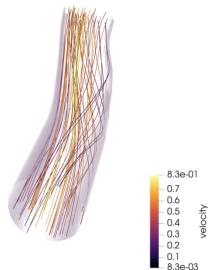
Choose as many as you like

- A Confusing
- B Distracting
- C Excessive
- D Inaccurate

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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. *



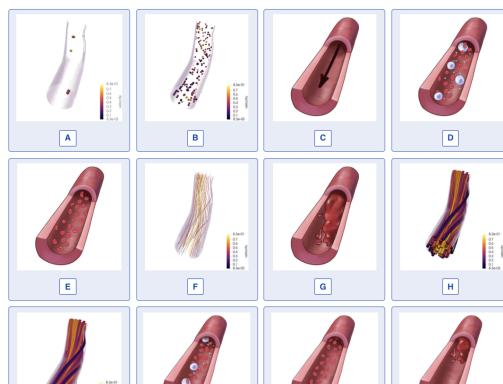
Type your answer here...

Shift + Enter ↵ to make a line break

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- 1+ Consider again the same scenario and communication objective in describing blood flow for an *expert* audience. In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



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lan 2 → What is your **second least effective choice** for this ...
swirls



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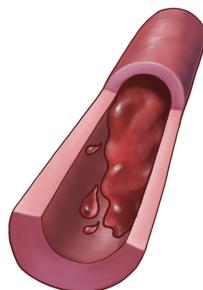
3 → What is your **third least effective choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.*

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



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



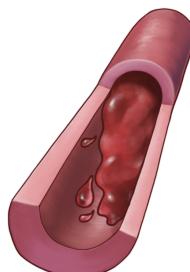
Continue press Enter ↵

Powered by Typeform ^ | v

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 researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

B 2 - Fair

C 3 - Average

D 4 - Very good

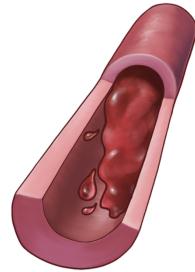
E 5 - Excellent

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

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

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

B 2 - Fair

C 3- Average

Key D 4 - Very good

E 5 - Excellent

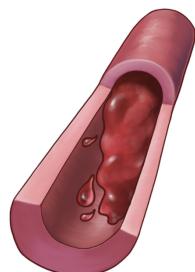
F N/A - I lack the expertise to answer this question

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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 researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

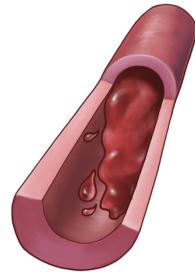
E 5 - Excellent

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 researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

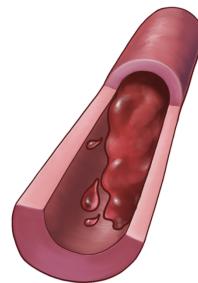


<input checked="" type="checkbox"/> A	1 - Poor
<input type="checkbox"/> B	2 - Fair
<input type="checkbox"/> C	3 - Average
<input type="checkbox"/> D	4 - Very good

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

swirls e Use the below keywords to describe the **strengths** o...



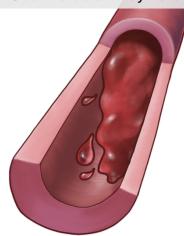
Choose as many as you like

<input checked="" type="checkbox"/> A	Accurate
<input type="checkbox"/> B	Clear
<input type="checkbox"/> C	Detailed
<input type="checkbox"/> D	Easy to read
<input type="checkbox"/> E	Informative
<input type="checkbox"/> F	Precise
<input type="checkbox"/> G	Pretty
<input type="checkbox"/> 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...
f Use the below keywords to describe the **weaknesses**...



Choose as many as you like

A Confusing
 B Distracting
 C Excessive
 D Inaccurate
 E Misleading
 F Simplistic
 G Visually unappealing
 H Other (please separate multiple keywords with a comma)

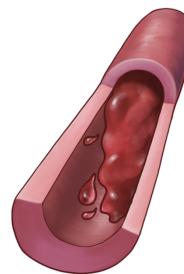
OK ✓

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- 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. *



Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

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1 Now consider the following scenario and communication objective in describing blood flow for a *general* audience:

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.

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 Chrome use Command +.



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2 What is your **second choice** for this scenario and communication objective? *



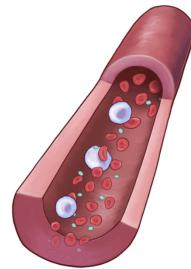
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3 ➔ What is your **third choice** for this scenario and com...
through the artery?



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



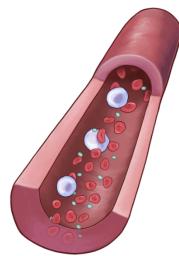
Continue press Enter ↵

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Page 33:

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

A **b** Rate your top choice for **aesthetics** (i.e., How visually...
in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



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

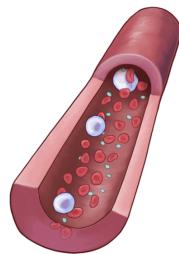
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4 → Now we will ask you to provide a few ratings of only y...

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

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent

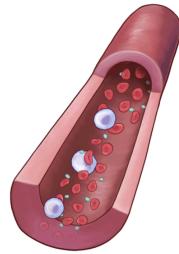
F N/A - I lack the expertise to answer this question

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

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

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



A 1 - Poor

B 2 - Fair

Key C 3- Average

D 4 - Very good

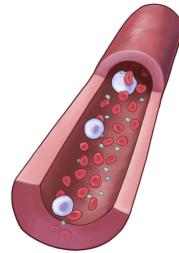
E 5 - Excellent

Powered by Typeform ^ | v

4 → 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 patient's communication objective?). *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



A 1 - Poor

B 2 - Fair

C 3- Average

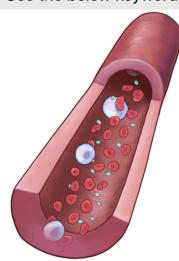
D 4 - Very good

Key E 5 - Excellent

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



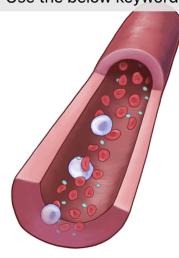
Choose as many as you like

- 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)

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4 → 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

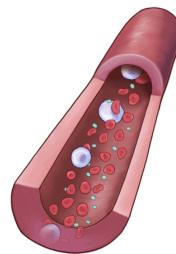
- A Confusing
- B Distracting
- C Excessive
- D Inaccurate
- E Misleading
- F Simplistic
- G Visually unappealing
- H Other (please separate multiple keywords with a comma)

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OK ✓

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. *



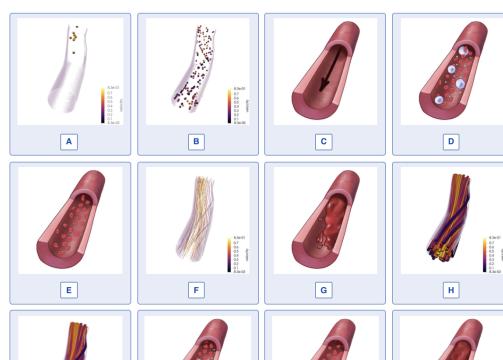
Type your answer here...

Shift + Enter ↵ to make a line break

Powered by Typeform ^ | v

- 1+ Consider again the same scenario and communication objective in describing blood flow for a *general* audience. In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



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In learning more about their body. They visit a popular health and well-being website. **2 ➔** What is your **second least effective choice** for this ... nutrients throughout the body.



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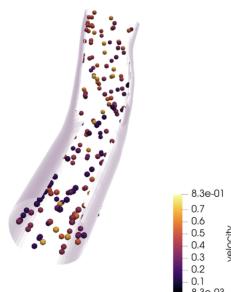
Page 42:

In learning more about their body. They visit a popular health and well-being website. **3 ➔** What is your **third least effective choice** for this sc...rients throughout the body.



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

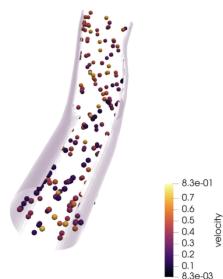


Continue press Enter ↵

Powered by Typeform ^ | v

4 Now we will ask you to provide a few ratings of only y... appealing do you consider this to be?). *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



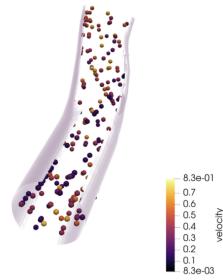
- A 1 - Poor
- B 2 - Fair
- C 3- Average
- D 4 - Very good
- E 5 - Excellent
- F N/A - I lack the expertise to answer this question

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

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

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



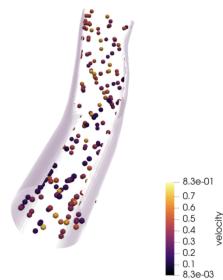
Key A 1 - Poor
B 2 - Fair
C 3- Average
D 4 - Very good
E 5 - Excellent

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 patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



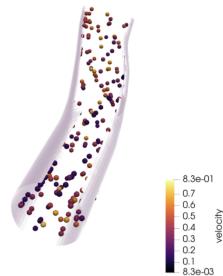
Key A 1 - Poor
B 2 - Fair
C 3- Average
D 4 - Very good
E 5 - Excellent

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 patient's communication objective?). *

A patient with *little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.*

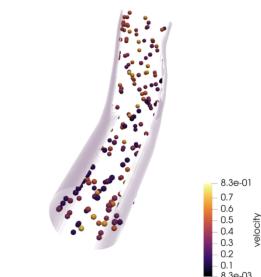


[A] 1 - Poor
[B] 2 - Fair
Key [C] 3- Average
[D] 4 - Very good

Powered by Typeform ^ | v

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

e Use the below keywords to describe the **strengths** o...



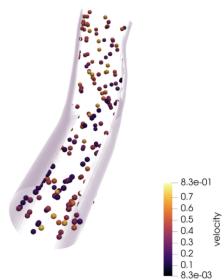
Choose as many as you like

[A] Accurate
[B] Clear
Key [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

Page 49:

4 Now we will ask you to provide a few ratings of only y...
5 Use the below keywords to describe the weaknesses...



Choose as many as you like

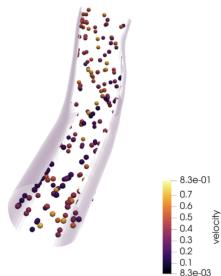
- A Confusing
- B Distracting
- C Excessive ✓
- D Inaccurate ✓
- E Misleading
- F Simplistic
- G Visually unappealing
- H Other (please separate multiple keywords with a comma)

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Page 50:

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

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



Type your answer here...

Shift + Enter ↵ to make a line break

Powered by Typeform ^ | v

1↳ How would you rate your expertise on **aneurysms**, relative to the general population? *

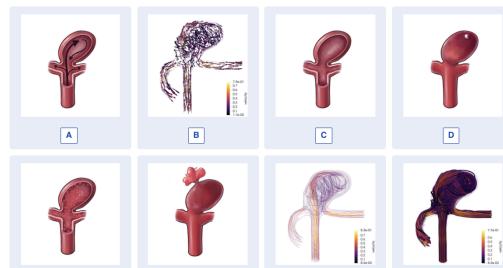
0	1	2	3	4	5
No knowledge					Extremely knowledgeable

2↳ Consider the following scenario and communication objective in describing an aneurysm for an expert audience:

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

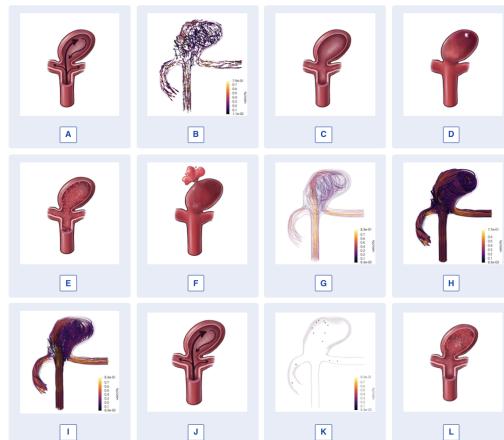
In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? *

To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +



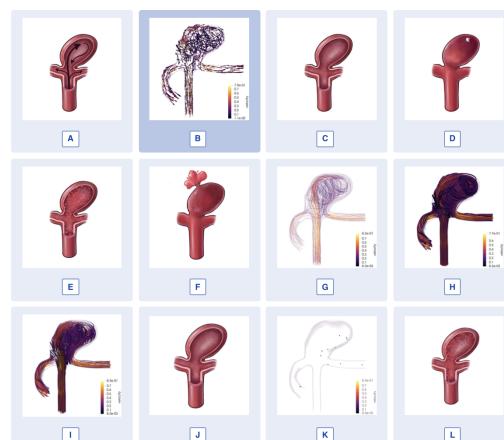
3 → What is your **second choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.*

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



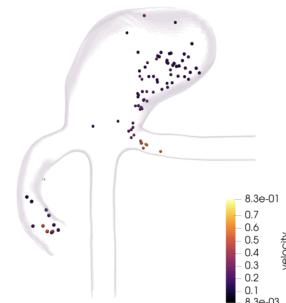
4 → What is your **third choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.*

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



Page 55:

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



Continue press Enter ↵

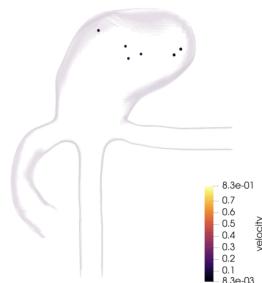
Powered by Typeform ^ | v

Page 56:

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

a Rate your **top** choice for **aesthetics** (i.e., How visual...

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow is often helical or swirling patterns) and morphological properties of the vessel wall.



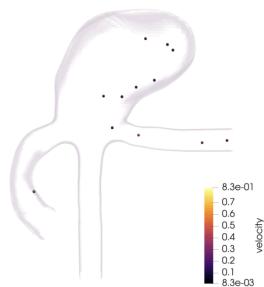
- A 1 - Poor
- B 2 - Fair
- C 3- Average
- D 4 - Very good
- E 5 - Excellent
- F N/A - I lack the expertise to answer this question

Powered by Typeform ^ | v

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

c. Rate your top choice for **visual clarity**.

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



[A] 1 - Poor

[B] 2 - Fair

[C] 3- Average

[D] 4 - Very good

[E] 5 - Excellent

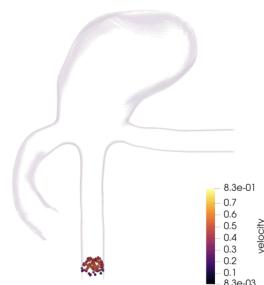
[F] N/A - I lack the expertise to answer this question

Powered by Typeform ^ | v

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

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

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall



[A] 1 - Poor

[B] 2 - Fair

[C] 3- Average

[D] 4 - Very good

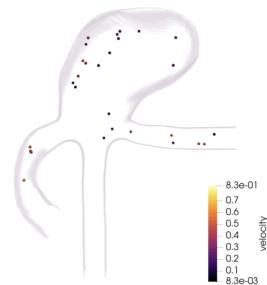
[E] 5 - Excellent

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

Powered by Typeform ^ | v

Page 59:

5 → Now we will ask you to provide a few ratings of only y...
d Rate your **top** choice for **communication success** (i.e.,
supplementary image or animation to describe the final shape of an aneurysm,
resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or
swirling patterns) and morphological properties of the vessel wall.

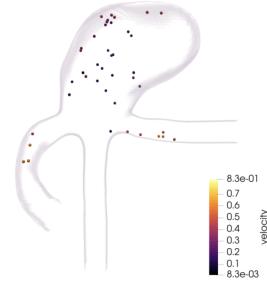


- A 1 - Poor
- B 2 - Fair
- C 3- Average
- D 4 - Very good
- E 5 - Excellent
- F N/A - I lack the expertise to answer this question

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Page 60:

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

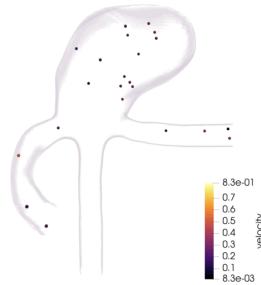


- Choose as many as you like
- A Accurate
 - B Clear
 - C Detailed
 - D Easy to read
 - E Informative
 - F Precise
 - G Pretty
 - H Other (please separate multiple keywords with a comma)

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Page 61:

5 → Now we will ask you to provide a few ratings of only y...
f Use the below keywords to describe the **weaknesses**...
swirling patterns) and morphological properties of the vessel wall.



Choose as many as you like

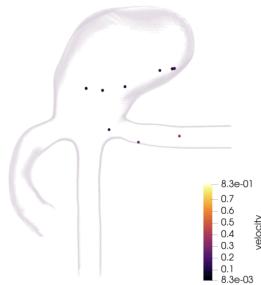
- A Confusing
- B Distracting
- C Excessive
- D Inaccurate
- E Misleading
- F Simplistic
- G Visually unappealing

Powered by Typeform ^ | v

Page 62:

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

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



Type your answer here...

Shift + Enter ↵ to make a line break

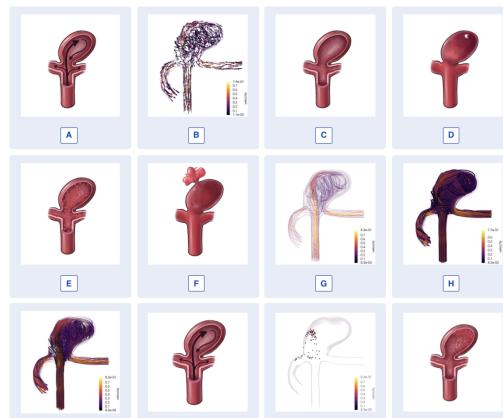
Powered by Typeform ^ | v

describing an aneurysm for an expert audience

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

In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



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2 → What is your **second least effective 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 Chrome use Command +. *

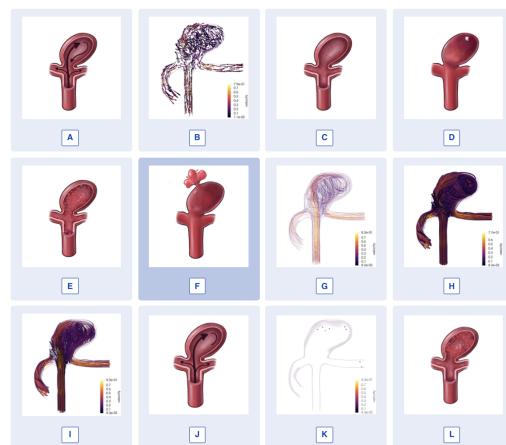
A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



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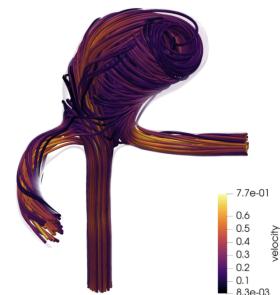
3 ➔ What is your **third least effective choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Crtl + on Windows Chrome, on Mac Chrome use Command +.*

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



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

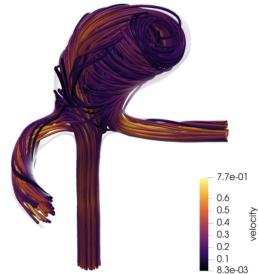


Continue press Enter ↵

Powered by Typeform ^ | v

Page 67:

4 → Now we will ask you to provide a few ratings of only y...
A **a** Rate your **bottom** choice for **aesthetics** (i.e., How vi...
A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

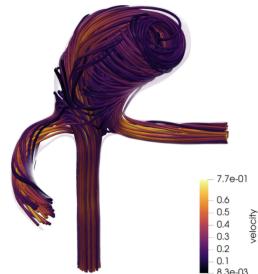


- A 1 - Poor
- B 2 - Fair
- C 3- Average
- D 4 - Very good
- E 5 - Excellent
- F N/A - I lack the expertise to answer this question

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Page 68:

4 → Now we will ask you to provide a few ratings of only y...
A **b** Rate your **bottom** choice for **visual clarity**.
A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

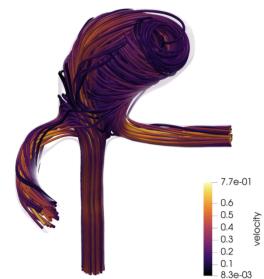


- A 1 - Poor
- B 2 - Fair
- C 3- Average
- D 4 - Very good
- E 5 - Excellent
- F N/A - I lack the expertise to answer this question

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Page 69:

4 Now we will ask you to provide a few ratings of only y...
A) **c** Rate your bottom choice for **scientific accuracy**.
A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall

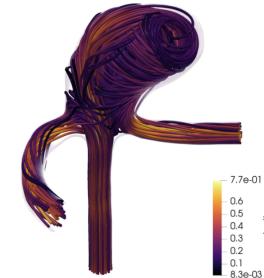


- A 1 - Poor
 B 2 - Fair
 C 3- Average
 D 4 - Very good
 E 5 - Excellent
 F N/A - I lack the expertise to answer this question

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Page 70:

4 Now we will ask you to provide a few ratings of only y...
d) Rate your bottom choice for **communication succe...**
A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

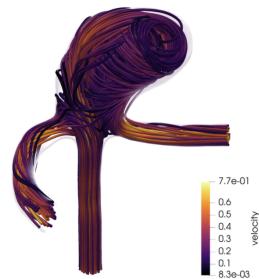


- A 1 - Poor
 B 2 - Fair
 C 3- Average
 D 4 - Very good
 E 5 - Excellent
 F N/A - I lack the expertise to answer this question

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Page 71:

4 → Now we will ask you to provide a few ratings of only y...
result e Use the below keywords to describe the **strengths** o... local or swirling patterns) and morphological properties of the vessel wall.



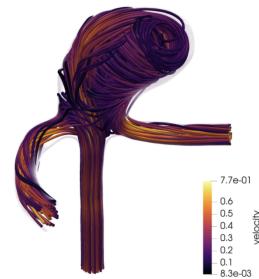
Choose as many as you like

- A Accurate ✓
- B Clear
- C Detailed ✓
- D Easy to read
- E Informative ✓
- F Precise
- G Pretty ✓

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Page 72:

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



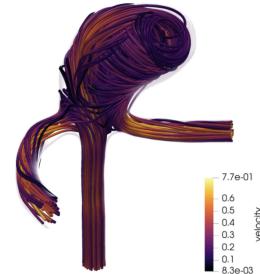
Choose as many as you like

- A Confusing ✓
- B Distracting
- C Excessive ✓
- D Inaccurate
- E Misleading
- F Simplistic
- 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 *expert* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

Shift + Enter ↵ to make a line break

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- 1 Now consider the following scenario and communication objective in describing an aneurysm for a *general* audience:

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.

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

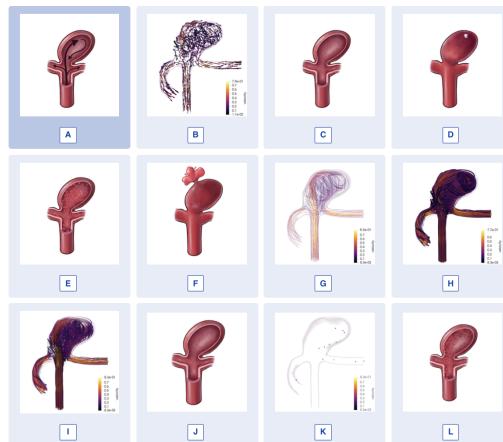
To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.



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- 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 Chrome use Command +.*

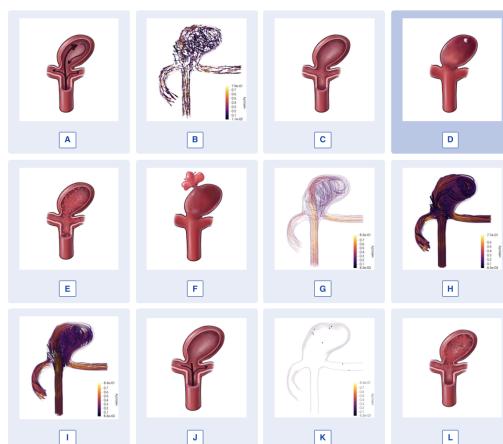
A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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- 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 Chrome use Command +.*

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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



Continue press Enter ↵

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

know... a Rate your **top** choice for **aesthetics** (i.e., How visual...

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



- 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...

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

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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 **top** choice for **scientific accuracy.***

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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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Page 81:

4 Now we will ask you to provide a few ratings of only y...
does it meet the doctor's communication objective?)*

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



- 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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Page 82:

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

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Page 83:

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



Choose as many as you like

- A Confusing
- B Distracting
- C Excessive
- D Inaccurate
- E Misleading ✓
- F Simplistic ✓
- G Visually unappealing
- H Other (please separate multiple keywords with a comma)

OK ↴

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Page 84:

- 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 **top** choices for this **general** scenario, please write them here. Otherwise, simply write N. *



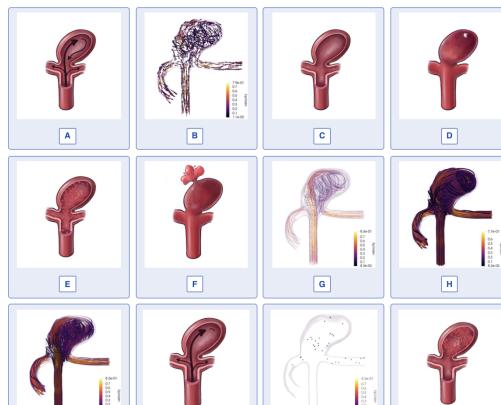
Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

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1. Consider again the same scenario and communication objective in describing an aneurysm for a general audience. In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom choice**)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.*

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



2. What is your **second least effective 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 Chrome use Command +.*

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



- 3 ➤ What is your **third least effective 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 Chrome use Command +.*

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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



Continue press Enter ↵

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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?). *If you feel you do not have sufficient knowledge to answer, feel free to skip this question.* *
- A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



<input type="radio"/> A	1 - Poor
<input type="radio"/> B	2 - Fair
<input type="radio"/> C	3- Average
<input checked="" type="radio"/> D	4 - Very good

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

- b. Rate your **bottom** choice for **visual clarity**. *
- A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



<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="checkbox"/> 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 patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



<input type="checkbox"/> A	1 - Poor
<input type="checkbox"/> B	2 - Fair
<input type="checkbox"/> C	3- Average
<input checked="" type="checkbox"/> D	4 - Very good
<input type="checkbox"/> E	5 - Excellent
<input type="checkbox"/> 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...

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

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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

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Page 93:

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

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Page 94:

4 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 Simplistic
- G Visually unappealing
- 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...

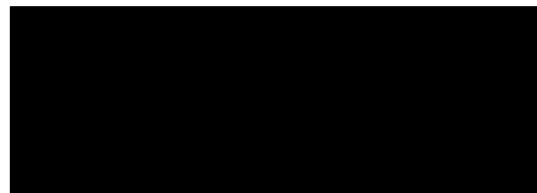
9. If you have further comments on the options or your **bottom** choices for this *general* scenario, please write them here.
Otherwise, simply write N. *



Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

Powered by Typeform ^ | v



Thank you for your participation!

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