

South Dakota Online Exhibit: *The Dakota Experience*
Pilot Module Summative Evaluation
April 24 & 25, 2004
Prepared by Minda Borun, Museum Solutions

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Introduction

The Dakota Experience will be a comprehensive web site associated with the South Dakota Cultural Heritage Center. The site will provide information and experiences about Dakota history for a broad range of users. A summative test of the main menu grid and a pilot web module was arranged in order to provide specific feedback on these items and more general feedback to inform the development of the remaining modules.

Minda Borun, Museum Solutions worked with David Schaller, Educational Web Adventures, to develop the testing instrument and procedures. Testing took place at the South Dakota Library in Pierre. Five computer stations were used, with one observer and one subject per station. In addition to Borun and Schaller, three staff members from the South Dakota Cultural Heritage Center served as observers. Testing took place on Saturday and Sunday, April 24 and 25, 2004. Fifty-five subjects, ranging in age from 10 to adult, participated.

Executive Summary

The assessment focused on three main areas of the pilot module: the *Big Picture Grid*, *Deadwood Illustrated*, and the *On-line Collection*.

The *Big Picture Grid* emerged as a very successful and effective navigation device for a large body of information. Instead of the usual hierarchy of menus, people can choose topics and time periods on a single visual plane and then roll over "buttons" to see pop-up pictures that give further clues to content. The grid makes exploration intuitive and attractive and avoids the "lost in the menu" problem.

Deadwood Illustrated is a lively, interactive way to learn history. It was enjoyed by children and adults. People especially liked the voices of the characters and their differing points of view.

The *On-line Collection* was also appealing. Participants particularly appreciated being able to zoom in and magnify images to see more detail. When users were given time for open-ended exploration, many people took over half an hour and would have continued if they hadn't been interrupted by the testers' need to move them on.

The Sample—Questions 1, 2 & 3. Demographics

		Age	
	Total	Mean	Range
10 - 14	12 (22%)	12.8	11 - 14
15 - 19	11 (20%)	16.7	15 - 18
20 - 29	4 (7%)		
30 - 39	8 (15%)		
40 - 49	6 (11%)		
50 - 59	10 (18%)		
60 +	4 (7%)		
Totals	55 (100%)		

Ethnic Groups and Gender

	Total	Adult male	Adult female	Boy	Girl
African/ African-American	0				
Asian/ Pacific Islander	0				
Caucasian/ White	43 (78%)	15	15	5	7
Hispanic	2 (4%)		1	1	
American Indian/ Native American*	9* (16%)			3	6
Other	1 (2%)				1
Totals	55	15**	16	9	14

* All Native American participants were children.

** The total of Adult males, females etc. is 54 here (and for Questions 8, 9, & 11) because of a missing value

Question 4. Without using the mouse, what kinds of things do you think each of the six titles on the left would talk about?

Number of subjects giving similar answers is in (). Multiple answers accepted.

- a. “Migrations and Explorations” Based on 55 interviews; topics mentioned by at least four subjects are:

Explorers and / or Lewis and Clark (33)
Migration of Europeans to the West (19)
Migration of Native Americans (12)
Movement of people from one place to another (12)
Migration to the Dakotas (5)
Gold rush / mining (4)
Fur trappers / traders (4)
Homesteads / settling in the Dakotas (4)

Conclusion: *This title suggests intentional exploration by Europeans. If it is intended to cover the movement of native peoples, a change in title may be needed.*

- b. Original title “Relations with the Wider World” Based on 41 interviews; topics mentioned by at least four subjects:

Interactions of Native Americans with European settlers (9)
Interactions of South Dakota with other areas (8)
People getting along with people (6)
Connections between different cultures, religions (6)
Trade / global markets (6)
Explorers (4)
No answer (5)

Conclusion: *This title was interpreted too narrowly. It was changed to:*

- c. New title “Responding to Outside Events” Based on 13 interviews; topics mentioned by at least two subjects:

Reaction to events outside the state (5)
How Native Americans responded to white settlers (3)
Building a state (2)
No answer (3)

Conclusion: *This title seems to work.*

d. "Taking the Land and its Resources" Based on 53 interviews; topics mentioned by at least three subjects:

Gold/ gold rush/ mining (18)
Taking the land from Native Americans (16)
Farming (11)
Homesteading (8)
Missouri River (8)
Resources (unspecified) (8)
Settlers/Indians using recourses (6)
Wild animals (6) Ranching (3)
Logging (5) Using resources for survival (3)
Settlers/settlements (5) Plains (3)

Conclusion: This title seems to work (if taking the land from Native Americans is an intended meaning).

e. Original title "Living off the Land" Based on 42 interviews; topics mentioned by at least three subjects:

Agriculture/ farming (18)
How settlers survived/used the land (11)
How Native Americans survived/used the land (7)
How people survived/used the land (7)
Hunting/ fishing (5)
Building houses (5)
Ranching (4)
Getting food (3)

Conclusion: This title was too close in wording to the previous title (Taking the Land and its Resources). The title was changed:

d. New title "Getting Food and Shelter" Based on 13 interviews; topics mentioned by at least two subjects:

How they got food and shelter (6)
Agriculture/ farming (5)
Building houses (4)
Getting food (2)

Conclusion: This straightforward title seems to work.

e. Original title "Community Values" Based on 43 interviews; topics mentioned by at least two visitors:

- Religions (8)
- Getting along with others (5)
- Different cultures have different values (5)
- Education/schools (4)
- Laws (3)
- Stores/businesses (3)
- European values (3)
- Rural/urban values (2)
- Fine arts/museums (2)
- Growth of towns (2)
- Customs/things of value (2)
- No answer (5)

Conclusion: Roughly 50% of the subjects interpreted this title somewhat correctly. It tended to be confusing to people. The title was changed to:

e. New title "Creating a Civil Society" Based on 12 interviews; topics mentioned by at least two subjects:

- Law and order (4)
- Town development (4)
- Early sheriffs (2)
- Government (2)
- Politicians (2)
- Churches (2)
- Schools (2)

Conclusion: While still not totally clear, a higher percentage of the sample interpreted this title correctly.

e. “Transportation and Communication” Based on 55 interviews; topics mentioned by at least five people:

Railroads (17)
Telegraph (13)
Telephones (12)
How people traveled (12)
Evolution of transportation and/or communication (11)
Wagons (11)
Horses (9)
Pony Express (8)
Cars (8)
Boats/canoes (8)
Roads/interstates (6)
Computers (6)
Radio/TV (5)
Stage coaches (5)
Mail (5)

Conclusion: *Even though people tended to mention a single type of transportation or communication, they did seem to understand the title.*

Question 5. Scrolling with your mouse which button would you click if you were looking for information about:

A. Creation Stories of the Plains Indians. (original titles)

(Percents based on 32 two-way answers, 10 one-way answers in margins)*

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	One way answers
Migrations/ Explorations	10 (31%)				
Relations with Wider World					1
Taking the Land and Resources					1
Living off the Land	14 (44%)	1 (3%)			5
Community Values	6 (19%)			1 (3%)	1
Transportation & Communication					
<i>One -way answers</i>	1	1			

Conclusion: Most people selected a button by looking at the pictures as they moused over the buttons. The picture of the plaque selected for this button was not recognizable to people. It needs an image of Native Americans traveling. The image used for Living off the Land, suggested early stories because it was a folk illustration.

*Two-way answers specify a particular button by giving its subject (left column) and date (top row). One-way answers give just the subject. Two of the observers accepted one-way answers.

A. Creation Stories of the Plains Indians (new titles)

(Percents based on 11 two-way answers, 2 *one-way answers in margins*)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII		One - way answers
Migrations/ Explorations	7 (64%)					
Responding to Outside Events						
Taking the Land and Resources	1 (9%)					
Getting Food and Shelter						1
Creating a Civil Society	3 (27%)					1
Transportation & Communication						
<i>One -way answers</i>						

Conclusion: *Nearly two-thirds of the sample got this one correct now because they were less likely to confuse it with the third topic, but it still needs a better graphic.*

B. Building Dams on the Missouri River (original titles)

(Percents based on 33 two-way answers, 7 *one-way answers in margins*)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	<i>One -- way answers</i>
Migrations/ Explorations					
Relations with Wider World					
Taking the Land and Resources				29 (88%)	3
Living off the Land					1
Community Values			1 (3%)		1
Transportation & Communication		1 (3%)	1 (3%)	1 (3%)	1
<i>One --way answers</i>				1	

Conclusion: *This image was clear and people selected the correct button.*

B. Building Dams on the Missouri River (new titles)
(Percents based on 13 two-way answers)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	One-way answers
Migrations/Explorations					
Responding to Outside Events					
Taking the Land and Resources			1 (8%)	9 (69%)	
Getting Food and Shelter					
Creating a Civil Society			1 (8%)		
Transportation & Communication			1 (8%)	1 (8%)	
<i>One-way answers</i>					

Conclusion: *This was a smaller sample so an error gives a higher %. Somehow, people think dams have to do with Transportation and Communication.*

C. Missionaries in Dakota Territory (original titles)

(Percents based on 34 two--way answers, 8 *one-way answers in margins*)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	<i>One - way answers</i>
Migrations/ Explorations		2 (6%)			1
Relations with Wider World		2 (6%)	1 (3%)		2
Taking the Land and Resources					
Living off the Land			1 (3%)		
Community Values		26 (76%)		2 (6%)	2
Transportation & Communication					
<i>One -way answers</i>	1				

Conclusion: *This button worked for 3/4 of the sample.*

C. Missionaries in Dakota Territory (new titles)

(Percents based on 11 two-way answers. *One one-way answer in margin*)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	One - way answers
Migrations/ Explorations		1 (9%)			
Responding to Outside Events					
Taking the Land and Resources					
Getting Food and Shelter					
Creating a Civil Society	1 (9%)	9 (82%)			
Transportation & Communication					
<hr/>					
<i>One -way answers</i>	1				

Conclusion: *The percent correct increased from 76 to 82 with the new title*

D. Pioneers and their Sod Houses (original titles)

(Percents based on 34 two-way answers, 8 one-way answers in margins)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	One - way answers
Migrations/ Explorations	1 (3%)	2 (6%)			3
Relations with Wider World					
Taking the Land and Resources		2 (6%)			2
Living off the Land	1 (3%)	2 (6%)	23 (68%)	1 (3%)	1
Community Values		1 (3%)	1 (3%)		
Transportation & Communication					
<i>One -way answers</i>		2			

Conclusion: A lower percentage got this button correct. People seemed confused about what time period sod houses were built. They also sometimes failed to recognize the image. They may not know the word "sod".

D. Pioneers and their Sod Houses (new titles)

(Percents based on 12 two-way answers. *One one-way answer in margin*)

	Early Cultures & Contacts	Frontier	Building a State	Depression WWII	<i>One way answers</i>
Migrations/ Explorations					
Responding to Outside Events		1 (8%)			
Taking the Land and Resources					
Getting Food and Shelter		4 (33%)	7 (58%)		1
Creating a Civil Society					
Transportation & Communication					
<i>One -way answers</i>					

Conclusion: *The percent correct went down after the title change, but this is not because people are confused by the title. Rather, they don't know in what time period the sod houses were built.*

Question 6. How would you rate the screen as a way to explore the site on a scale of one to five with five the highest?

	Total	Adult male	Adult female	Boy	Girl
Means*	4.40	4.46	4.54	4.17	4.42

Conclusion: People gave high ratings to the “Big Picture” grid.

*No significant differences between Adult males, females, boys or girls. There is a significant difference between White and Native American means (4.49 and 4.0 respectively; un-paired t-test $p = .0280$)

Question 7. What do you like about this screen? *Multiple answers accepted. Based on 51 responses; topics mentioned by at least five subjects:*

- Pop-ups (23)
- Grid/organization (16)
- Colors (11)
- Easy to get around/find things (9)
- Time line (9)
- Pictures (7)
- Gives a good idea of what’s there (5)

Conclusion: People really like the pop-up images and the grid organization.

What do you dislike or want to change? *19 responses; 15 when the original titles were used; 4 with new titles. Multiple answers accepted; items mentioned by at least two subjects:*

- Does not understand left-side titles. Original Titles (7) New Titles (3)
- Confusion getting started. Original Titles (4) New Titles (2)
- Empty cell at Transportation. Original Titles (2)

Conclusion: Some people need more instruction to get started. Some people were confused by the empty cell.

Question 8. Go to the “Wild West” section. Did you have any trouble finding this section?

	Total	Adult male	Adult female	Boy	Girl
Yes	7 (13%)	1	3	2	1
No	48 (87%)	14	13	7	13
Totals	55 (100%)	15	16	9	14

Conclusion: Most people had no trouble getting to the Wild West.

Question 9. Was it easy to figure out how to get back to the page you were just on?

	Total	Adult male	Adult female	Boy	Girl
Yes	33 (61%)	10	8	5	9
No	21 (39%)	5	7	4	5
Totals	54 (100%)	15	5	9	14

Conclusion: Over 1/3 of the people said they had some trouble getting back to the previous page. Some of the people who didn't have trouble used the browser's back button rather than the up arrow. It probably should say “back” under the arrow.

Question 10. —People explore the site on their own for 10-20 minutes

Question 11. How would you rate the *Deadwood Illustrated* activity on a scale of one to five with five the highest?

	Total	Adult male	Adult female	Boy	Girl
Means*	4.50	4.58	4.20	4.67	4.63

Conclusion: People really liked the Deadwood Illustrated activity and gave it high ratings.

*No significant differences between Adult males, females, boys or girls or by ethnic group.

Question 12. Can you tell me one thing you liked about that activity (*Deadwood Illustrated*)? Based on 53 interviews; items mentioned by at least five subjects:

Pictures (15)
Making a slide show (11)
Seeing different perspectives (10)
Audio/voices (10)
Fun (9)
Good for kids (9)
Cartoons/drawings (5)
Characters (5)
Easy to use (5)
Good information about Deadwood (5)

Conclusion: People liked the images, slide show activity, perspectives of different characters, audio, and drawings—pretty much all aspects of the activity.

- *It's very visual, kind of a fun way to get the information.*
- *Clever interactive way to cover a lot of topics and perspectives.*
- *Liked being able to click and get different perspectives.*
- *Liked the way you could make a slide show of your choices.*
- *Entertaining, appealing to all ages.*
- *Colorful characters, but tasteful, good images.*
- *Fun and interactive. Pictures easy to follow—not a strain to go through the process.*

Question 13. Was there anything you didn't like or would like to see changed? Items mentioned at least twice:

Difficulties with slide program (9)
Problems with back arrow (4)
Confusion about intended audience (4)
Would like to be able to skip Introduction (3)
Historian button should be more obvious (2)
Nothing/no answer (25)

Conclusion: People mentioned difficulties with the slide program, the back arrow, skipping the introduction and finding the Historian button. As we discussed previously, it's important to have the "s" for save slides active as soon as it is introduced, otherwise people think they haven't understood the directions.

- *Introductory information goes too fast.*
- *Preacher was almost too pro-Indian, not enough on the white side, self-righteous sounding.*
- *Have an arrow key to take you to the next character, rather than going back.*
- *Could the slide show be saved if I want to come back later?*
- *Need a short cut through the introductory stuff.*
- *More direction on what the navigation buttons meant.*
- *Links at bottom of screen, need to scroll slightly to get to them.*
- *Label back arrow better — more visible.*

Question 14. Can you tell be something you learned about "What the West was really like"? 38 responses; items mentioned at least twice:

Learned something about:

Fire in Deadwood (8)

Diversity of views (6)

Chinese in Deadwood (4)

Law & order / crime (4)

West was wilder than previously thought (3)

Cultural activities in Deadwood (2)

Mining vs. Indian rights (2)

Stage went to Deadwood (2)

Gold rush (2)

- *I didn't know that there were Chinese people, or upper-class people that really wanted to stay there.*
- *It covered a lot more areas than cowboys, Indians, and prostitutes.*
- *Didn't know that Deadwood had burnt down.*
- *Probably lots more filthy and dangerous than movies show.*

- *Changed my perspective on some things. Man with the opera house had good family entertainment—plays and dramas. Didn't expect the cultural stuff to be there.*
- *Didn't know that there were people from different countries living in Deadwood back in the 1860's.*
- *Didn't realize there was no slavery, no blacks in Deadwood.*
- *Interesting that they lost more soldiers to gold than to fighting Indians.*

Question 15. Did you find anything especially meaningful in this section?

Items mentioned at least twice:

Old pictures (4)

Remarks: One visitor came from Desmet; another had been to Deadwood

Different points of view (4)

Chinese in Deadwood (3)

Information about missionaries (2)

Remark: One visitor was a church organist

Nothing, no answer (31)

Conclusion: *Some of the men seemed uncomfortable with the wording of this question.*

- *Enjoyed the photos from my hometown.*
- *Idea that some went to build, make it more lawful, others went because it wasn't—tough place to live with contrasting reasons for being there.*
- *Being able to look at actual item.*
- *Lakota.*

Question 16. How would you rate the *online exhibit* sections on a scale of one to five with five the highest?

	Total	Adult male	Adult female	Boy	Girl
Means*	4.37	4.27	4.69	4.17	4.21

Significant difference between Adult females and boys (un-paired t-test $p = .0218$). Also a significant difference between Whites and Native Americans (4.5 and 3.7 respectively; un-paired t-test, $p = .0007$)

Conclusion: *The online exhibits also got high marks, especially from adult females.*

Question 17. Can you tell me one thing you liked about that section (online exhibits)? 51 responses; items mentioned by at least four subjects:

- Pictures (22)
- Documents (13)
- Captions/text (10)
- Lots of information (10)
- Zooming in on the pictures (9)
- Easy to use (7)
- Items from the collection (5)
- Easy to read (5)
- Layout with pictures on the left (5)
- Links (4)
- Population map (4)
- Choices (4)

Conclusion: *People really liked the pictures, documents, and items from the collection. They found the text easy to read.*

- *I really liked the ability to look at multiple pictures on the side.*
- *Pictures and documents and captions and zooming in.*
- *Having it in both languages was nice.*
- *Colors are easy on the eyes, easy to see and read.*
- *Liked being able to see the actual documents along with their transcribing, gave it authenticity.*

- *Liked having a variety— things to listen to, to read, able to make pictures bigger, to see detail, humor, actual documents, very cool.*
- *Like balance between two cultures.*
- *Easy to get around, look at pictures, get back to text.*

Question 18. Was there anything you didn't like or would like to see changed? 27 responses; items mentioned by at least two subjects:

More information (9)
 More pictures (6)
 Navigation problems (4)
 Some pictures didn't have zoom (2)
 Title didn't always relate to topic (2)

Conclusion: *People wanted more. This is actually an indication that they liked it.*

- *Once I got into one of these things, I wanted to find the buttons again. I realized I had to go back, but I don't like to do that if I don't have to.*
- *Population map--make it more obvious on how to move the slider. Was waiting for the map to move on its own.*
- *Cultural Heritage Center should be more prominent.*
- *Didn't realize that top buttons are links to more information.*
- *Misspelling—receive an email (reads receive and email).*

Question 19. How did you feel about the amount of text in those sections?

52 replies
 Liked amount of text (44)
 Should be longer (6)
 Should be shorter (2)

Conclusion: *The majority of people approved of the amount of text.*

- *You could decide how much to read*
- *Would like more links and references*

- *Would prefer a higher reading level*
- *There's just enough, it wasn't too much where you couldn't read it.*
- *Not overwhelming.*
- *Maybe have more links under each section.*
- *Good balance with visuals. Pages are interesting to look at, not just words.*
- *Could always go to parts with more detail. Not discouragingly long.*
- *It provides all the essential information.*

Question 20. Can you tell be something you learned that you didn't know before? 40 responses; items mentioned by at least two subjects:

Learned something about:

Missionaries (10)

Territorial/ state politics (6)

The state Capitol (5)

Various items in the collection (4)

People from all different countries (3)

Women and the Agricultural College (2)

The brass yardstick (2)

Population densities (2)

History of South Dakota (2)

- *I learned about the missionaries from the advertisement and how it wasn't a very good job.*
- *The most interesting part was the stuff about the missionaries. I think they were misguided.*
- *Requirements for women at the Agricultural College. No idea such a thing existed that early on.*
- *Didn't realize some of the wheat farmers were Mennonite farmers.*
- *Didn't know there were a bunch of missionaries that came.*
- *Chinese family coming and having store.*
- *Liked the Ag college course requirements.*
- *Learned about Pine Ridge Mission. Didn't realize it existed.*

Question 21. Did you find anything especially meaningful in these sections? 24 responses; items mentioned by at least two people:

Missionaries (9)

- *I'm kind of religious*
- *I'm Catholic and can relate to those things*
- *It's right here in Pierre*
- *I think they were misguided, so it's interesting to see why they did what they did*

Ability to see items from the collection (6)

- *My children and father went to SDUU*
- *Valuable tool*
- *Would help research*

Immigrants (3)

- *My brother married a Russian woman from Eureka*
- *I'm a descendent from German-Russian immigrants*
- *My grand father homesteaded here*

Question 22. Do you have any suggestions for what will be a much larger web site? 36 replies; items mentioned by at least twice:

More about Native Americans (8)

More history (7)

More content (4)

Bring information up to present (4)

More biography (3)

More about the arts (3)

More audio (3)

More about women (2)

More pictures (2)

More interactives (2)

More links (2)

More maps (2)

Make it easier to go back (2)

Make population map instructions clearer (2)

Conclusion: *Most of the suggestions asked for more about specific topics of interest to the person.*

- *Carry the navigation bar through the entire module.*
- *Click on cities or areas of the state for historical information from that area.*
- *Maintain balance; try to represent different viewpoints; try to be fair to the missionaries.*
- *More about some of the leaders politically and religiously: where they came from, how they got involved in politics.*
- *Make sure Native American side of things is covered equally well.*
- *Biographies, genealogy with links.*
- *Importance of women, famous people, more about the arts: theater, art, and music.*
- *More audio, more famous characters.*
- *More detail on state politicians during the time of transition from territory to state.*
- *The importance of women in the West.*
- *Not much on children, like to hear more about their lives.*

Comments:

- *Outstanding links*
- *Site to enjoy looking around in*
- *Items from collection was my favorite part*
- *Looks good to me*
- *I could lose myself in this. I can pose a question and get an answer*
- *You guys have everything covered. If every section is like this, it will be a fantastic web site.*

Summary and Recommendations

TITLES

Migrations and Explorations suggests intentional exploration by Europeans. If it is intended to cover the movement of native peoples, a change in title may be needed.

Relations with the Wider World was interpreted too narrowly. It was changed to *Responding to Outside Events*, which was more readily understood.

Taking the Land and its Resources seems to work (if taking the land from Native Americans is an intended meaning).

Living off the Land was too close in wording to the previous title (Taking the Land and its Resources). The title was changed to *Getting Food and Shelter*, which seems to work.

Community Values tended to be confusing to people. The title was changed to *Creating a Civil Society*, which, while still not totally clear, was understood by a higher percentage of the sample.

Transportation and Communication was generally understood, although people tended to mention a single type of transportation or communication.

LOCATING INFORMATION ON THE GRID

Creation stories of the Plains Indians—The picture of the plaque selected for this button was not recognizable to people. It needs an image of Native Americans traveling. The image used for *Living off the Land*, suggested early stories because it was a folk illustration.

Building Dams on the Missouri River — Somehow, people think dams have to do with Transportation and Communication.

Missionaries in Dakota Territory— This button worked for 3/4 of the sample

Pioneers and their Sod Houses— People seemed confused about what time period sod houses were built. They also sometimes failed to recognize the image. They may not know the word “sod”.

Grid Overall—People gave high ratings to the “Big Picture” grid. They really like the pop-up images and the grid organization; although some people need more instruction to get started. Some people were confused by the empty transportation cell.

MAJOR COMPONENTS

Wild West Section—Over 1/3 of the people said they had some trouble getting back to the previous page. Some of the people who didn’t have trouble used the browser’s back button rather than the up arrow. It probably should say “back” under the arrow.

Deadwood Illustrated— People really liked the Deadwood Illustrated activity, especially the images, slide show, perspectives of different characters, audio, and drawings. This section received high ratings. People did mention difficulty with: the slide program, the back arrow, skipping the introduction and finding the Historian button. It’s important to have the “s” for save slides active as soon as it is introduced; otherwise people think they haven’t understood the directions.

Online Exhibits— The online exhibits also got high marks. People really liked the pictures, documents, and items from the collection. They found the text easy to read. Most of the suggestions asked for more information about specific topics of interest to the person.