

Order Rank on OpinionX is based on a Borda Count format called "The Dowdall Method". When a participant submits their ranked list, each opinion is scored 100/rank. For example, 4th would get 100/4 = 25 points. If a participant excludes an opinion from their ranked list, the opinion gets 0 points. The overall score for each opinion is average(sum of all scores).

Example Order Rank submission table for an individual participant:

Participant	Opinion	Formula	Score
1st	Green	100/1	100
2nd	Blue	100/2	50
3rd	Red	100/3	33.333...
4th	Yellow	100/4	25
Excluded	Grey	0	0

How important is this task to your public health-related daily or strategic work?
(Place the most important tasks at the top and the less important tasks at the bottom.)

Rank	Opinion	Score	Actions
👉 1st	Writing communication materials For example, web content, brochures, press releases, social posts	51	⋮ →
👉 2nd	Compliance checking / fact-checking For example, aligning with CDC guidelines, local policies	40	⋮ →
👉 3rd	Designing visuals for public health materials For example, infographics, layouts, charts	32	⋮ →
4th	Personalizing communication materials For example, tailoring content to different geographic, cultural, or risk-level groups	29	⋮ →
5th	Adapting content for different audiences For example, adapting tone, cultural framing, reading level	29	⋮ →
6th	Sharing drafted communications with collaborators For example, share materials to get approval from leadership, second opinions, etc.	27	⋮ →
7th	Creating content quickly For example, communicate a new COVID health regulation to the public quickly.	25	⋮ →
8th	Scheduling and campaign planning For example, calendars, distribution planning, content cadence	20	⋮ →
9th	Responding to misinformation For example, identifying, correcting, and communicating around false info	13	⋮ →
10th	Translating languages For example, English to Spanish or other commonly needed languages	10	⋮ →
11th	Monitoring content performance For example, views, shares, public feedback, what's working or not	8	⋮ →
? HELP		Items per page 20	< 1 >

To what extent do you feel this task is an unmet need, something that's hard to do, or where current tools fall short?
(Tasks that are hardest to do, or where current tools fall short, should go toward the top. Tasks that feel easier or better supported can go lower.)

Rank	Opinion	Score	Actions
👉 1st	Responding to misinformation For example, identifying, correcting, and communicating around false info	43	⋮ →
👉 2nd	Personalizing communication materials For example, tailoring content to different geographic, cultural, or risk-level groups	32	⋮ →
👉 3rd	Translating languages For example, English to Spanish or other commonly needed languages	29	⋮ →
4th	Designing visuals for public health materials For example, infographics, layouts, charts	28	⋮ →
5th	Adapting content for different audiences For example, adapting tone, cultural framing, reading level	24	⋮ →
6th	Monitoring content performance For example, views, shares, public feedback, what's working or not	24	⋮ →
7th	Scheduling and campaign planning For example, calendars, distribution planning, content cadence	22	⋮ →
8th	Compliance checking / fact-checking For example, aligning with CDC guidelines, local policies	20	⋮ →
9th	Sharing drafted communications with collaborators For example, share materials to get approval from leadership, second opinions, etc.	20	⋮ →
10th	Writing communication materials For example, web content, brochures, press releases, social posts	18	⋮ →
11th	Creating content quickly For example, communicate a new COVID health regulation to the public quickly.	13	⋮ →
? HELP		Items per page 20	< 1 >

How much control do you personally have over this task?
Put tasks you can do independently or make final decisions on toward the top. Tasks that require more input, approval, or coordination with others should go lower.

Rank	Opinion	Score	Actions
👉 1st	Designing visuals for public health materials For example, infographics, layouts, charts	46	⋮ →
👉 2nd	Writing communication materials For example, web content, brochures, press releases, social posts	38	⋮ →
👉 3rd	Monitoring content performance For example, views, shares, public feedback, what's working or not	35	⋮ →
4th	Creating content quickly For example, communicate a new COVID health regulation to the public quickly.	30	⋮ →
5th	Personalizing communication materials For example, tailoring content to different geographic, cultural, or risk-level groups	27	⋮ →
6th	Compliance checking / fact-checking For example, aligning with CDC guidelines, local policies	23	⋮ →
7th	Adapting content for different audiences For example, adapting tone, cultural framing, reading level	21	⋮ →
8th	Scheduling and campaign planning For example, calendars, distribution planning, content cadence	20	⋮ →
9th	Translating languages For example, English to Spanish or other commonly needed languages	17	⋮ →
10th	Sharing drafted communications with collaborators For example, share materials to get approval from leadership, second opinions, etc.	16	⋮ →
11th	Responding to misinformation For example, identifying, correcting, and communicating around false info	15	⋮ →
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High control tasks can turn to self-serve features, no need to involve others

Rui Tian

Roughly how much time do you spend on this task in a typical week?
Place tasks that take up the most time at the top, and those you spend less time on toward the bottom.

Rank	Opinion	Score	Actions
👉 1st	Writing communication materials For example, web content, brochures, press releases, social posts	54	⋮ →
👉 2nd	Sharing drafted communications with collaborators For example, share materials to get approval from leadership, second opinions, etc.	42	⋮ →
👉 3rd	Designing visuals for public health materials For example, infographics, layouts, charts	40	⋮ →
4th	Compliance checking / fact-checking For example, aligning with CDC guidelines, local policies	33	⋮ →
5th	Scheduling and campaign planning For example, calendars, distribution planning, content cadence	22	⋮ →
6th	Personalizing communication materials For example, tailoring content to different geographic, cultural, or risk-level groups	21	⋮ →
7th	Adapting content for different audiences For example, adapting tone, cultural framing, reading level	18	⋮ →
8th	Creating content quickly For example, communicate a new COVID health regulation to the public quickly.	14	⋮ →
9th	Responding to misinformation For example, identifying, correcting, and communicating around false info	10	⋮ →
10th	Monitoring content performance For example, views, shares, public feedback, what's working or not	6	⋮ →
11th	Translating languages For example, English to Spanish or other commonly needed languages	5	⋮ →
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How likely would you be to use AI to support this task?
Move tasks where you'd feel most open to using AI to the top. Tasks where you're less likely to use AI should go lower.

Rank	Opinion	Score	Actions
👉 1st	Writing communication materials For example, web content, brochures, press releases, social posts	54	⋮ →
👉 2nd	Scheduling and campaign planning For example, calendars, distribution planning, content cadence	33	⋮ →
👉 3rd	Creating content quickly For example, communicate a new COVID health regulation to the public quickly.	33	⋮ →
4th	Designing visuals for public health materials For example, infographics, layouts, charts	26	⋮ →
5th	Adapting content for different audiences For example, adapting tone, cultural framing, reading level	24	⋮ →
6th	Translating languages For example, English to Spanish or other commonly needed languages	21	⋮ →
7th	Sharing drafted communications with collaborators For example, share materials to get approval from leadership, second opinions, etc.	18	⋮ →
8th	Personalizing communication materials For example, tailoring content to different geographic, cultural, or risk-level groups	18	⋮ →
9th	Responding to misinformation For example, identifying, correcting, and communicating around false info	15	⋮ →
10th	Compliance checking / fact-checking For example, aligning with CDC guidelines, local policies	14	⋮ →
11th	Monitoring content performance For example, views, shares, public feedback, what's working or not	13	⋮ →
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Result Comparison

	Importance	Difficult	have control	Time spend	Open to AI	
Writing	▲ (51 – #1)	● (18 – mid)	38	▲ (54 – #1)	▲ (54 – #1)	Crucial, time-consuming, manageable, and AI-friendly
Fact-checking	▲ (32 – #3)	▲ (28 – #3)	23	▲ (40 – #3)	● (26 – mid-high)	Important, moderately hard, lower control, not AI-trusted
Designing visuals	▲ (40 – #2)	● (20 – mid-low)	46	▲ (33 – #4)	▼ (14 – low)	Hands-on, creative, time-intensive
Personalizing	▼ (13 – low)	▲ (43 – #1)	27	▼ (10)	▼ (15)	Hard to do, less time spent
Adapting content	● (25)	▼ (13)	21	▼ (14)	▲ (33)	Moderate on all fronts
Sharing drafts	▼ (20)	● (22)	16	● (22)	▲ (33)	Time-consuming, low control
Creating quickly	● (25)	● (20)	30	▲ (42 – #2)	● (18)	Easy, low time, high AI potential
Scheduling/ campaigns	● (29)	▲ (32 – #2)	20	● (21)	● (18)	Medium everything, high AI openness
Misinformation	▼ (10)	▲ (29)	15	▼ (5)	● (21)	Very hard, very low time, not AI-trusted
Translating	● (29)	● (24)	17	▼ (18)	● (24)	Difficult but low priority
Monitoring	▼ (8)	● (24)	35	▼ (6)	▼ (13)	Low importance, low time, not for AI

▲ = top-tier score, ● = middle, ▼ = bottom.