

Appendix H. PSUNC Efficacy Study Exposure Protocol

1) Session 1 – Baseline Survey

- Participants randomized into experiment conditions
- All participants complete Baseline Survey
- Participants in exposure conditions will view ads immediately following Baseline Survey via online video streaming and can view the ads as many times as they wish during this session.
- Ad exposures will be confirmed with a confirmed recall question at the end of this session.
- To increase the success rate of online video streaming, the videos should be made available to KN 4 weeks before the baseline survey starts.
- Once the baseline is complete, participants in exposure conditions will be mailed a DVD that contains the ads (including the video, possibly audio and images). The DVD will allow participants to view the videos if they previously could not view the video through online streaming. The DVD will also allow all participants in the exposure conditions to view the ads again at a different time.

2) Optional Session 2 – Voluntary additional exposure session

- Participants under treatment conditions can voluntarily complete this optional session to view their assigned ads again. During this session, participants can view their assigned ads as many times as they wish. An email will be sent out (2 weeks after they completed the baseline survey) to remind respondents that they can view the ads again and as many times as they wish and will provide a unique URL that will allow respondents to access the campaign stimuli.
- Data will record how many times each unique URL has been accessed. It is important to note that this unique URL can be forwarded to other individuals (e.g., respondent's friends) for viewing and KN will not be able to distinguish the difference.
- Participation in this session is completely optional and is not required for eligibility for follow-up.

3) Session 3 – 1st Follow Up Survey (4 weeks after baseline survey)

- Participants under treatment conditions may again optionally view their assigned ads immediately before the Follow Up Survey. The ad will be shown at the beginning of the survey session prior to any survey questions via video streaming.
- Participants who choose not to view the stimulus materials again will proceed directly to the 1st Follow Up survey.
- All participants (all exposure conditions combined) complete 1st Follow Up Survey
- Follow Up Survey will include a few brief questions to measure how many times the respondent viewed the materials prior to the follow-up survey and whether they were viewed in a clear, audible way.
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