Web-Based Survey to Assess Preferences When Communicating Cancer Risk Estimates

PILOT SURVEY OF REACTIONS TO RISK COMMUNICATION MESSAGES

[Invitational/Introductory language]

You are invited to participate in a brief survey. The purpose of the survey is to learn how people understand different kinds of health information. If you qualify, the survey will take approximately 12 minutes to complete. To participate, simply click the link below or copy the URL into your browser: http://www.addsurveylinkhere.

[Once participant has clicked on URL and qualifies for survey]

Thank you for your interest in participating in this survey about health information. Your participation in this survey is completely voluntary.   Please be assured that your responses will be kept confidential and will not be disclosed to anyone outside NCI or its contractor, Academy for Educational Development (AED), except as otherwise required by law. Data will be provided to the NCI in aggregate form only, with any potentially identifying information removed. You may skip any questions that you prefer not to answer.

Section I: Beliefs and attitudes about colon cancer

*In the questions that follow, we will be asking you about your beliefs and opinions about colon cancer. Please read each question carefully, and circle the **one** number from 1 to 5 that best indicates your response. If you are unsure of your response, just indicate your best guess, as there are no "right" or "wrong" answers to these questions.*

1. How likely do you think it is that you will develop colon cancer in your lifetime? Would you say your chances of getting colon cancer are:

1	**2**	**3**	**4**	**5**
Very low		Moderate		Very high

2. What do you think your chances of getting colon cancer in your lifetime are, on a scale from 0-100%, where 0 is no chance of getting it, and 100% means it is certain to happen?
    _____ %

3. What do think the *average person's* chances of getting colon cancer in their lifetime are, on a scale from 0-100%, where 0 is no chance of getting it, and 100% means it is certain to happen?
    _____ %

4. Imagine 100 people *similar to you* (the same age, gender, and race as you). In your opinion, how many of these people will develop colon cancer in their lifetime?
    _____ out of 100 people

*For the following questions, please circle the **one** number from 1 to 5 that best indicates your response.*

5. How certain do you feel about the opinions you just offered regarding your chances of developing colon cancer?

1	**2**	**3**	**4**	**5**
Not at all certain				Very certain

6. How worried do you feel about your chances of developing colon cancer in the future?

1	**2**	**3**	**4**	**5**
Not at all worried				Very worried

7. To what extent do you believe a person's chances of developing colon cancer can be reduced?

1   **2**   **3**   **4**   **5**

Not at all   To a great extent

8. To what extent do you believe it is possible to calculate an individual person's chances of a future health problem like cancer?

1   **2**   **3**   **4**   **5**

Not at all   To a great extent

9. How interested are you in talking to a doctor about ways to lower your chances of developing colon cancer?

1   **2**   **3**   **4**   **5**

Not at all interested   Very interested

10. How interested are you in using a computer program to find out your own chances of developing colon cancer in the future?

1   **2**   **3**   **4**   **5**

Not at all interested   Very interested

Section II: Informational messages

Now we would like you to read through the following information about a new tool to educate people about their risk of colon cancer. Please take as much time as you need to carefully read this information.

Scientists at the National Cancer Institute are developing a computer program to calculate a person's chances of developing colon cancer in his or her lifetime, using information about a person's lifestyle and other risk factors. The computer program will be simple to use, and could be used at home or anywhere on the Internet.

>>>

We'd like you to imagine that you *tried out the computer program. Imagine also that the computer program calculated* your *chances of developing colon cancer in your lifetime to be* [**9% - or - 5-13%]/[higher than average]**.

>>>

We would like to know your reactions to receiving this information. Do your best to imagine that your estimate of [**9% - or - 5-13%]/[higher than average]** *is real. Thinking carefully about how this result would make you feel, please answer the following questions, circling the* **one** *number from 1 to 5 that best indicates your response. If you are unsure of your response, just indicate your best guess, as there are no "right" or "wrong" answers to these questions.*

Section III: Your reactions to colon cancer risk information

1. How confident are you that you understand what this [**9% - or - 5-13%**]/[**higher than average**] calculation means?

1	**2**	**3**	**4**	**5**
Not at all confident				Very confident

2. Based on this [**9% - or - 5-13%**]/[**higher than average**] calculation, how would you describe your chances of developing colon cancer in your lifetime? Would you say your chances of getting colon cancer are:

1	**2**	**3**	**4**	**5**
Very low		Moderate		Very high

3. How certain do you feel about the opinions you just offered in the previous two questions regarding your chances of developing colon cancer?

1	**2**	**3**	**4**	**5**
Not at all certain				Very certain

4. Based on this [**9% - or - 5-13%**]/[**higher than average**] calculation, how worried would you feel about your chances of developing colon cancer in the future?

1	**2**	**3**	**4**	**5**
Not at all worried				Very worried

5. How accurate does this [**9% - or - 5-13%**]/[**higher than average**] calculation seem to you?

1	**2**	**3**	**4**	**5**
Not at all accurate				Very accurate

6. What do you think your *true* chances of getting colon cancer are? Would you say your chances are actually...

[ ] A lot lower than [**9% - or - 5-13%**]
[ ] Somewhat lower than [**9% - or - 5-13%**]
[ ] The same as calculated ([**9% - or - 5-13%**])
[ ] Somewhat higher than [**9% - or - 5-13%**]
[ ] A lot higher than [**9% - or - 5-13%**]

7. How confident are you in the ability of scientists to create a computer program like this?

1	**2**	**3**	**4**	**5**
Not at all confident				Very confident

8. To what extent do you believe a person's chances of developing colon cancer can be reduced?

1	**2**	**3**	**4**	**5**
Not at all				To a great extent

9. To what extent do you believe it is possible to calculate an individual person's chances of a future health problem like colon cancer?

1	**2**	**3**	**4**	**5**
Not at all				To a great extent

10. How interested are you in talking to a doctor about ways to lower your chances of developing colon cancer?

1	**2**	**3**	**4**	**5**
Not at all interested				Very interested

11. How interested are you in using a computer program like this to find out your own chances of developing colon cancer in the future?

1	**2**	**3**	**4**	**5**
Not at all interested				Very interested

Section IV: Attitudes about health information and risk

In the questions that follow, we will be asking you about your attitudes towards health information and risk. Please read each question carefully, and circle the **one** *response that best indicates your answer.*

1. How much do you trust information about health or medical topics from doctors or other health care professionals?
   [A lot / Some / A little / Not at all/DK]

2. There are so many different recommendations about preventing cancer, it's hard to know which ones to follow.
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

3. In general, I am hesitant to undergo a new medical test or treatment
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

4. Conflicting expert opinions about a medical test or treatment would make me upset
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

5. Conflicting expert opinions about a medical test or treatment would lower my trust in the experts
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

6. If experts had conflicting opinions about a medical test or treatment, it wouldn't be worth trying
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

7. I would not have confidence in a medical test or treatment if experts had conflicting opinions about it
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

8. I would not be afraid of trying a medical test or treatment even if experts had conflicting opinions about it
   [Strongly Agree / Somewhat Agree /Neither Agree nor Disagree /Somewhat Disagree /Strongly Disagree /]

9. In uncertain times, I usually expect the best.
   [strongly agree / agree / neutral / disagree / strongly disagree]

10. Overall, I expect more good things to happen to me than bad.
    [strongly agree / agree / neutral / disagree / strongly disagree]

11. I'm always optimistic about my future.
    [strongly agree / agree / neutral / disagree / strongly disagree]

12. How would you interpret the meaning of a 9% colon cancer risk estimate?
    (Please check all that apply)
    a. Scientists are 9% confident that I will develop colon cancer in my lifetime.
    b. For every 100 persons like me, 9 will develop colon cancer in their lifetime.
    c. For every 100 persons like me, 91 have a greater chance of getting colon cancer than me.
    d. Other (please describe): _____
    e. Don't know / unsure.

13. Imagine that we flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?
    _____ times

14. In the BIG BUCKS LOTTERY, the chance of winning a $10 prize is 1%. What is your best guess about how many people would win a $10 prize if 1000 people each buy a single ticket to BIG BUCKS?
    _____ people

15. In ACME PUBLISHING SWEEPSAKES, the chance of winning a car is 1 in 1,000. What is your best guess about the percent of tickets to ACME PUBLISHING SWEEPSAKES that would win a car?
    _____ percent

Section V: Demographic information

Last, we would like some basic information about you. Again, your responses will not be identified, disclosed, or released to anyone, or used for any purposes other than this research project, and you may skip any questions you would rather not answer.

1. What is your age? _____

2. What is your sex?
    [ ] Female
    [ ] Male

3. What is the highest level of education you completed?
    a. less than high school
    b. high school graduate
    c. trade or technical school
    d. some college
    e. college graduate
    f. post-graduate degree

4. Which one or more of the following would you say is your race?
    [ ] American Indian or Alaska Native
    [ ] Asian

[ ] Black or African American
[ ] Native Hawaiian or other Pacific Islander
[ ] White

5. Which of the following best describes your ethnicity?
[ ] Hispanic or Latino
[ ] Not Hispanic or Latino

Thank you for completing this survey. To find out more information on colon cancer you can visit…..[Link?] [Include name of researcher if they have any questions]

National Cancer Institute