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FORMATIVE RESEARCH ON THE ACT AGAINST AIDS CAMPAIGN - MESSAGE, CONCEPT AND
MATERIALS TESTING

INTERVIEW GUIDE

Act Against AIDS – MSM Audiences

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Welcome

Thank you for coming today. Your participation is very important. I'm _____ and I'm from RTI International, a non-profit organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions about some materials that are under development about HIV/AIDS. The information we learn from these interviews will help the CDC to develop a campaign about HIV testing and other ways to prevent getting HIV. Your insights are very important to us and your time today is appreciated. We will have about 1 hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no 'right or wrong' answers. We want to know your opinions and what you think about the issues we will be discussing. So please, don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion behind the mirror or listening by speaker phone so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain private to the extent allowable by law. Your name, address, and phone number, which only the recruiter knows, will not be given to anyone and no one will contact you after this interview is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- When you leave today, please do not tell anyone about who is in the interview or what you talk about today. We ask that each of you respect the comments and views of others in the interview.

- Please turn your cell phone or beeper to vibrate or silent mode. The interview will last no more than 1 hour.
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Finally, you'll notice a number on your name tent. We will use this number to identify you in the notes, so please make sure it is facing the mirror.

Do you have any questions before we begin?

Warm-up

Before we begin our discussion, let's spend a little time getting to know one another. Please tell me your first name and an interesting fact about yourself.

Concepts/Messages

There are several concepts that I am going to share with you. These ads are for an HIV testing/prevention campaign that is under development and are in draft form. Ads like these might eventually appear on posters, billboards, or the internet.

I'll show you an ad and then we'll discuss it. We'll repeat this same process with each of the ads. For now, I would like us to avoid comparing the ads. Instead, let's consider each on its own first.

[Note to interviewer: verbally call out the name of each ad as you show it so that observers can follow along. Also, verbally describe any specific elements of an ad (e.g., picture or image) that a participant may be pointing to for the benefit of observers.]

(Interviewer: Repeat for each campaign)

To start off, I'd like for you to look at this ad concept, read the following statements, and mark how much you disagree or agree with each, where 1 is strongly disagree and 5 is strongly agree. Please circle the number from your name tent and add the letter or number of the ad on your sheet.

[Interviewer to note the number of versions of each ad and any differences between related ads]

[Hand out Likert scale sheet.]

OK, now let's discuss the ad concept.

1. How would you sum up in just a few words your first impression of this

message? Do you like it? Not like it? What makes you say that?

Probe: images/color/graphics if not mentioned unprompted

[Note to interviewer: Please elicit a response from each participant for the above question so first impressions can be tallied as positive, negative or neutral.]

Focusing just on the words here [point to message],

2. What is the main idea that this message is trying to get across, in your own words?
3. Are there any words or phrases that bother you or that you think should be said differently?
4. How could this message be improved?

Now let's compare the versions with the sketches/illustrations and the photograph.

5. Do you think one is more appealing than the other[s]? [TAKE A COUNT]
6. Who would you say they are trying to reach?
 - Does it seem like this message is talking to you, and people like you? Or someone else? Why?

(Interviewer: Repeat for each campaign)

Now, I'd like you to think about this **(Interviewer: Point to the campaign name)** as a possible campaign name.

Please mark how much you disagree or agree with the following statements (where 1 is strongly disagree and 5 is strongly agree)

7. I liked this campaign name overall.
8. This campaign name grabbed by attention.
9. This campaign name spoke to me.
10. This campaign name was convincing.
11. This campaign name said something important to me.

OK, now let's discuss it.

12. Was your reaction to this positive or negative?
Probe: Why?

(Interviewer: Repeat for each campaign)

Comparisons

Now, let's compare the main concepts for the ads: _____ **(Interviewer: Say the names of each concept discussed).**

13. Do you think one is more appealing than the other? Which? [TAKE A COUNT]
Why/why not?

Closing

Ok, we are pretty much out of time.

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Interviewer steps out to check to see if there are any additional questions.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.

RATING SHEET

□ Please circle your name tent number: **1 2 3 4**

Ad Name: _____

Number _____

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

	Strongly Disagree				Strongly Agree
14. Overall, I liked this ad	1	2	3	4	5
15. This ad was easy to understand	1	2	3	4	5
16. I liked the colors in this ad	1	2	3	4	5
17. I trust the information in this ad	1	2	3	4	5
18. I can do what this ad suggests	1	2	3	4	5
19. I will do what this ad suggests	1	2	3	4	5
20. This ad grabbed my attention	1	2	3	4	5
21. This ad gave me good reasons to get a test for HIV.	1	2	3	4	5
22. This ad spoke to me.	1	2	3	4	5