

ADDITIONAL QUESTIONS TO BE USED IN PRETESTS ONLY

SCREENING / INTRODUCTION

Thank you for agreeing to participate in this study today. Make sure you are comfortable and can read the screen from where you sit. The survey will include some audio, so please make sure the sound is on and the speaker volume is turned up.

This study will take about 30 minutes to complete. We ask you to please complete the study in one sitting (without taking any breaks) in order to avoid distractions.

This study is about a new medicine. The study has three parts: First, we will ask you a few health-related questions. Next, we will let you explore a Web site about the new medicine. Finally, we will ask you some questions about the medicine.

Phase 1 Pretest Questions

P-1. [Adobe Flash Player Download]

Did you download Adobe Flash Player before starting this survey?

Yes → [Skip to S1]

No → [Continue to P-2]

P-2. [Adobe Flash Player Download]

Please tell us why you chose not to download Adobe Flash Player.

(open-ended)

P-RB1. [Risk Information Visibility]

DRUGX.com had information about DRUG X's benefits and risks. On which page was the risk information located?

Home page

About DRUG X

Patients Taking DRUG X

About [Medical Condition]

Healthy Living

None of the above

P-RB2. [Risk Information Format]

How was the risk information presented on the page? (Check all that apply)

- As a paragraph
- As a bulleted list
- As a checklist
- Within a yellow box
- By a video spokesperson

P-RB3. [Proper Video Loading]

[IF ASSIGNED TO SPOKESPERSON, BUT DID NOT CHOOSE SPOKESPERSON ON P-RB2] Did you notice any special features or icons on the DRUGX.com home page? If so, please describe them in the text box below.

(open ended)

P-RB4. [Risk Information Signal Awareness]

Which of the following statements appeared on the DRUGX.com home page?

“Please see Important Safety Information below.”

“Please see Important Safety Information by visiting this link.”

“Please see your local pharmacist for Important Safety Information.”

“Please contact KAJ Pharmaceuticals at 1-800-692-2557 for Important Safety Information.”

None of the above statements appeared on the Web site.

Phase 2 Pretest Questions

P-1. [Adobe Flash Player Download]

Did you download Adobe Flash Player before starting this survey?

Yes → [Skip to S1]

No → [Continue to P-2]

P-2. [Adobe Flash Player Download]

Please tell us why you chose not to download Adobe Flash Player.

(open-ended)

*****FOR ANIMATION ARMS ONLY*****

P-V1. [Proper Video Loading]

[IF FALSE TO Q-V1] Did you notice any special features or icons on the DRUGX.com home page? If so, please describe them in the text box below.

(open ended)

P-V2. [Visual Load Time]

[IF YES TO Q-V2] How slowly or quickly did the video start to play once you clicked on it?

1	2	3	4	5
Very slowly				Very quickly

P-V3. [Visual Disruption]

[IF YES TO Q-V2] How choppy or smooth was the video once it started playing?

1	2	3	4	5
Very choppy (i.e., stopped and started)				Very smooth (i.e., played without stopping)

P-V4. [Risk Information Prominence]

[IF YES TO Q-V2] Did the video include any information about DRUG X's side effects or negative outcomes?

- Yes - The video contained side effect or negative outcome information
- No - The side effects or negatives outcomes were presented separately from the video
- No - There was no information about side effects or negative outcomes on the Web site

*****FOR TESTIMONIAL ARMS ONLY*****

P-T1. [Proper Video Loading]

[IF FALSE TO Q-T1] Did you notice any special features or icons on the DrugX.com home page? If so, please describe them in the text box below.

(open ended)

