



Population Assessment of Tobacco and Health (PATH)
Study

Wave 4 Cognitive Testing Protocol

Adult Media Module

Adult Media Module

Video, TV, and Radio Exposure

RESEARCH QUESTION

Test revisions to Wave 3 item to capture services used to watch TV or videos.

R03_AX0692

EXISTING PATH ITEM

1. In a typical week, what do you use to watch TV or videos? Choose all that apply.

- Network, broadcast, cable, or satellite TV
- Hulu
- Amazon Instant Video
- Netflix
- YouTube
- Television network website or app (ex: abc.com)
- Something else
(SPECIFY) _____
- I don't watch TV or videos → **SKIP TO Q3**

How did you come up with your answer?

IF NEEDED, What kinds of TV/videos were you thinking about when you answered?

What types of devices do you watch this/these on?

PROBE TO SEE IF THEY WATCH ON THEIR SMARTPHONE, TABLET, COMPUTER, TV SET OR SOME OTHER WAY.

IF R DOESN'T SELECT FIRST ANSWER OPTION, Do you ever just watch TV on a regular TV set?

IF YES, PROBE TO FIGURE OUT WHY THEY DID NOT SELECT THIS ANSWER OPTION.

IF R SELECTS “I DON’T WATCH”, Do you ever watch anything?

Is there anything on the list you are unfamiliar with? Is there anything you think is missing from the list?

RESEARCH QUESTION

Item has been revised to ensure respondents include online TV. Test revision.

R03_AX0494

EXISTING PATH ITEM

2. On an average day, how much time do you spend watching TV or videos on a television, computer, tablet or smartphone?

- None
- Less than 1 hour
- 1 to 3 hours
- More than 3 hours

Tell me more about your answer. How did you decide between {ANSWER CHOICE} and {OPTION JUST ABOVE OR BELOW}?

What kinds of TV or videos were you including when you answered this question?

How easy or difficult was it for you to answer?

RESEARCH QUESTION

In Wave 3, this item was revised to broaden the definition of “radio” to include all modes of “radio.” Test revision.

R03_AX0060

EXISTING PATH ITEM

3. On an average day, how much time do you spend listening to the radio or online radio stations?

- None
- Less than 1 hour
- 1 to 3 hours
- More than 3 hours

Tell me more about your answer. How did you decide between {ANSWER CHOICE} and {OPTION JUST ABOVE OR BELOW}?

What kinds of radio were you thinking of when you answered?

Have you heard of online radio stations? Tell me more about the online radio stations you’ve heard of or listened to.

PROBE TO SEE IF THEY ARE INCLUDING WEBSITES THAT ONLY PLAY MUSIC (like Pandora or Spotify).

Do you listen to podcasts? IF YES, Did you include those? Why or why not?

Social Media

RESEARCH QUESTION

Previous testing revealed that that these items captured a wide variety of content---those that encourage tobacco use, those that discourage it, and those that are neutral. Additionally, types of “content” varied greatly among respondents. The items in this section have been revised to better capture respondent engagement with tobacco on social media accounts, as well as the types of interactions that respondents have about tobacco.

R03_AX0315

EXISTING PATH ITEM

1. Do you ever go online to access the internet?

- Yes
- No → **GO TO APPS SECTION**

R03_AX0062

EXISTING PATH ITEM

2. Sometimes people use the Internet to connect with other people online through social networks like Facebook, Google Plus, YouTube, LinkedIn, Twitter, Tumblr, Instagram, Pinterest, or Snapchat. This is often called social media.

Do you have a social media account?

- Yes
- No → **GO TO APPS SECTION**

What reaction, if any, did you have to this list of examples of social media? Are there any that you feel don't belong? Anything we should add?

R03_AX0321_ADVERTISEMENTS

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

3. In the past 12 months, have you seen any of the following advertisements for tobacco products, e-cigarettes or other electronic nicotine products on any social media sites? Choose all that apply.

- An advertisement promoting a particular brand or product
- An advertisement encouraging quitting
- An advertisement of sales, discounts or coupons for a product
- I haven't seen any advertisements for tobacco products, e-cigarettes or other electronic nicotine products on any social media sites

Tell me more about your answer.

PROBE TO FIND OUT EXACTLY WHAT THEY SAW AND WHERE.

How easy or difficult was it for you to answer this question?

In your own words, what is an advertisement that encourages quitting?

Are there any other kinds of advertisements about tobacco products, e-cigarettes or other electronic nicotine products that are missing from the list?

R03_AX0321_POSTS

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

4. In the past 12 months, have you seen any of the following kinds of posts about tobacco products, e-cigarettes or other electronic nicotine products on any social media sites? Choose all that apply.

- A post that gave a recommendation for particular brand or product
- A post explaining how to use or modify a product
- A post of people using a product
- A post encouraging quitting
- I haven't seen any posts about tobacco products, e-cigarettes or other electronic nicotine products on any social media sites

Tell me more about your answer.

PROBE TO FIND OUT EXACTLY WHAT THEY SAW AND WHERE.

How easy or difficult was it for you to answer this question?

In your own words, what is a “post” on a social media site?

In your own words, what is a post explaining how to “modify” a product?

In your own words, what is a post that encourages quitting?

Are there any other kinds of posts about tobacco products, e-cigarettes or other electronic nicotine products that are missing from the list?

R03_AX0506_CYCOUT

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

5. In the past 12 months, have you posted any of the following about tobacco products, e-cigarettes or other electronic nicotine products on any social media sites? Choose all that apply.

- A recommendation for a particular brand or product
- An explanation on how to use or modify a product
- A picture or video of myself or my friends using a product
- A post that encourages quitting
- A re-post of an advertisement
- I've never posted about tobacco products, e-cigarettes or other electronic nicotine products on any social media sites

Tell me more about your answer.

PROBE TO FIND OUT EXACTLY WHAT THEY POSTED AND WHERE.

IF DO NOT SELECT "A PICTURE OR VIDEO OF MYSELF OR MY FRIENDS USING A PRODUCT",

Do you post pictures or videos of yourself or friends on social media?

IF DO POST, How certain are you that tobacco products or electronic nicotine products are not in the pictures/videos?

In your own words, what is a "re-post" of an advertisement?

Have you posted anything else about tobacco products, e-cigarettes or other electronic nicotine products on social media? Are there any other kinds of posts missing from the list?

R03_AX0489_EMAIL ALERT

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

6. In the past 12 months, have you signed up to receive email alerts about tobacco products, e-cigarettes or other electronic nicotine products?

- Yes
- No

In your own words, what is an “email alert?”

IF YES, tell me more about your answer.

IF NEEDED, Where did you sign up for these email alerts?

IF NO, Do you receive them anyway?

Have you heard of people receiving email alerts about tobacco products, e-cigarettes or other electronic nicotine products?

R03_AX0489_ARTICLES&VIDEOS

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

7. In the past 12 months, have you seen any of the following types of articles or videos online about tobacco products, e-cigarettes or other electronic nicotine products? Choose all that apply.

- News about tobacco products
- News about e-cigarettes or other electronic products
- Instructions on how to use or modify a product
- Information about how to quit a product
- Information about health
- Information about regulations
- I have not seen articles or videos online about tobacco products, e-cigarettes or other electronic nicotine products

How did you come up with your answer?

PROBE ON EACH ANSWER SELECTED TO FIND OUT WHAT EXACTLY THEY SAW. PROBE TO FIND OUT IF R. WAS ONLY THINKING ABOUT ONLINE ARTICLES OR VIDEOS.

FOR EACH ANSWER NOT SELECTED, Can you give me an example of {RESPONSE OPTION} you might see online?

How confident are you in your answers? Why?

IF NEEDED, How easy or difficult was it to remember what you've seen online in the past 12 months?

IF RESPONDENT ONLY GIVES SOCIAL MEDIA EXAMPLES, When you were answering, were you thinking only about social media, or about the internet as a whole?

**Do any of these answer options seem the same or similar to you?
Is there anything missing from this list?**

NEW_OVERALL_TOBACCOSTANCE_ADULT

NOT AN EXISTING PATH ITEM AS OF WAVE 3

8. In the past 12 months, overall, has what you have seen on social media sites encouraged or discouraged the use of tobacco products, e-cigarettes or other electronic nicotine products?

- Encouraged
- Discouraged
- Neither encouraged nor discouraged
- I haven't seen anything on social media sites about tobacco products, e-cigarettes or other electronic nicotine products

Tell me more about your answer.

PROBE TO GET AN IDEA OF WHAT KINDS OF CONTENT THEY SAW AND HOW THEY DECIDED IT WAS ENCOURAGING, DISCOURAGING OR NEUTRAL IN THE CONTEXT OF THIS QUESTION.

IF NEEDED, When you were answering, were you thinking specifically of social media, or of the internet as a whole?

How easy or difficult was it for you to answer this question?

Were you mostly thinking of advertisements, friend's posts, or something else?

Apps

RESEARCH QUESTION

Previous testing showed that the respondents considered “smartphone” and “cell phone” to not be mutually exclusive categories. The third response option was revised in Wave 3 to specify cell phones without internet. Test revision.

R03_AX0503

EXISTING PATH ITEM

1. Please indicate if you have any of the following. Choose all that apply.

- Tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire
- Smartphone, such as an iPhone, Android, Blackberry, or Windows phone
- Cell phone without internet
- I do not have any of the above → **GO TO NEXT MODULE**

How easy or difficult was it for you to answer this question?

Is there anything that is missing from this list?

RESEARCH QUESTION

Previous testing revealed that respondents were including apps that encourage tobacco use as well as those that discourage it. The items in this section have been revised to better capture the types of apps respondents are using.

IF R ONLY SELECTS “CELL PHONE WITHOUT INTERNET”, SKIP TO NEXT MODULE

R03_AX0504

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

2. Have you ever used an application (or app) on your tablet computer or smartphone related to tobacco products, e-cigarettes or other electronic nicotine products?

- Yes
- No → **GO TO NEXT MODULE**

R03_AX0504_APPFUNCTION

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

3. What did the app (or apps) do?

- Taught you how to modify a product
- Tracked your use of a product
- Simulated the smoking of a product
- Provided a game related to a product
- Contained information on where to buy a product
- Let you download wallpaper or battery icon replacements related to a product
- Provided ingredients or health information about a product
- Provided news or other regulation updates about a product
- I used another kind of app related to a product

Tell me more about your answer.

IF NEEDED, What did you use {ANSWER} app for? How did it work?

IF ANSWERED "I USED ANOTHER KIND OF APP RELATED TO A PRODUCT," Tell me about the app. What did it do?

Does anything on the list seem the same or similar to you?

Is there anything on the list you are unfamiliar with? Is there anything missing from the list?

R03_AX0504_APPQUIT

EXISTING PATH ITEM REVISED FOR COGNITIVE TESTING

4. Were you using any of these apps to help you try to quit tobacco products, e-cigarettes or other electronic nicotine products?

- Yes
- No

Tell me more about your answer.

IF NEEDED, How did it try to help you quit?

Card sort

RESEARCH QUESTION

Determine whether respondents can separate social media posts and pictures in terms of whether the media encourages, discourages, or is neutral regarding tobacco use, and how respondents make these distinctions. Determine language respondents use in distinguishing these piles.

I have a set of cards here, each with a post or picture from a social media site. I'd like you to separate these cards into three piles: those that encourage tobacco use, discourage tobacco use, and are neutral.

Was it easy or difficult to sort these cards? What made it easy/difficult?

How did you decide which pile each card belonged in?

What would you call each of these piles? NOTE ANY LANGUAGE RESPONDENT USES TO DESCRIBE EACH CATEGORY.

What are the similarities between the cards that discourage tobacco use? What are the similarities between the cards that encourage tobacco use?

Are there any categories that are missing, that would have made this pile easier to sort?