



Population Assessment of Tobacco and Health (PATH)
Study

Wave 4 Cognitive Testing Protocol

Youth Social Norms Module

Youth Social Norms Module

RESEARCH QUESTION

Test to see if youth understand what is meant by general views for “most people.”

R03_YX0008

EXISTING PATH ITEM

1. **In general, do you think most people disapprove of smoking cigarettes?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

R03_YX0012

EXISTING PATH ITEM

2. **In general, do you think most people disapprove of using e-cigarettes or other electronic nicotine products?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

RESEARCH QUESTION

Do youth understand that these questions are asking about other people's opinions on tobacco use in general, and not their views on the respondent's personal use? If respondents are unfamiliar with a particular tobacco product, are they using their response to Q3 (R03_YX0071) to inform their answers to Q4-9?

R03_YX0071

EXISTING PATH ITEM

3. **Thinking about the people who are important to you, how would you describe their views on using tobacco in general?**

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative

R03_YC1143

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

4. **Thinking about the people who are important to you, how would you describe their views on smoking cigarettes?**

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative

R03_YV1143

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

5. **Thinking about the people who are important to you, how would you describe their views on using e-cigarettes or other electronic nicotine products?**

- Very positive
- Positive
- Neither positive nor negative

- Negative
- Very negative

R03_YG1143

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

6. **Thinking about the people who are important to you, how would you describe their views on smoking traditional cigars, cigarillos, or filtered cigars?**

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative

R03_YH1143

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

7. **Thinking about the people who are important to you, how would you describe their views on smoking hookah?**

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative

R03_YU1143

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

8. **Thinking about the people who are important to you, how would you describe their views on using snus pouches?**

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative

R03_YS1143

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

9. **Thinking about the people who are important to you, how would you describe their views on using smokeless tobacco (such as dip, spit, or chew)?**

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative

R03_YX0741

EXISTING PATH ITEM

10. **Thinking about the people who are important to you, do any of them use any of the following products? Choose all that apply.**

- Cigarettes
- E-cigarettes or other electronic nicotine products
- Traditional cigars
- Cigarillos
- Filtered cigars
- Hookah
- Snus pouches
- Smokeless tobacco (such as dip, spit or chew)

RESEARCH QUESTION

Do youth understand that these questions are asking about other people's opinions on respondents' use (for users) or hypothetical use (for nonusers)?

IF DO NOT SMOKE CIGARETTES → GO TO Q12

R03_YC1144

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

11. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my cigarette smoking.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE E-CIGARETTES → GO TO Q13

R03_YV1144_ECIG

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

12. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my e-cigarette use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE E-CIGARS → GO TO Q14

R03_YV1144_ECIGAR

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

13. How much do you agree or disagree with the following statement?

People who are important to me disapprove of my e-cigar use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE E-PIPES → GO TO Q15

R03_YV1144_EPIPE

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

14. How much do you agree or disagree with the following statement?

People who are important to me disapprove of my e-pipe use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE E-HOOKAHS → GO TO Q16

R03_YV1144_EHOOKAH

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

15. How much do you agree or disagree with the following statement?

People who are important to me disapprove of my e-hookah use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree

Strongly disagree

IF DO NOT USE ELECTRONIC NICOTINE PRODUCTS → GO TO Q17

R03_YV1144_ENDS

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

16. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my electronic nicotine product use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT SMOKE TRADITIONAL CIGARS → GO TO Q18

R03_YG9041

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

17. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my traditional cigar smoking.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT SMOKE CIGARILLOS → GO TO Q19

R03_YG9042

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

18. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my cigarillo smoking.

- Strongly agree
- Agree

- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT SMOKE FILTERED CIGARS → GO TO Q20

R03_YG9043

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

19. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my filtered cigar smoking.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE HOOKAHS → GO TO Q21

R03_YH1144

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

20. **How much do you agree or disagree with the following statement?**

People who are important to me disapprove of my hookah smoking.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE SNUS → GO TO Q 22

R03_YU1144

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

21. How much do you agree or disagree with the following statement?

People who are important to me disapprove of my snus use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF DO NOT USE SMOKELESS TOBACCO → GO TO Q23

R03_YS1144

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

22. How much do you agree or disagree with the following statement?

People who are important to me disapprove of my smokeless tobacco use.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF SMOKE CIGARETTES → GO TO Q24

R03_YC1145

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

23. How much do you agree or disagree with the following statement?

People who are important to me would disapprove if I smoked cigarettes.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF USE E-CIGARETTES OR OTHER ELECTRONIC NICOTINE PRODUCTS → GO TO Q25

R03_YV1145

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

24. How much do you agree or disagree with the following statement?

People who are important to me would disapprove if I used e-cigarettes or other electronic nicotine products.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF SMOKE TRADITIONAL CIGAR → GO TO Q26

R03_YG9056

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

25. How much do you agree or disagree with the following statement?

People who are important to me would disapprove if I smoked traditional cigars.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF SMOKE CIGARILLO → GO TO Q27

R03_YG9057

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

26. How much do you agree or disagree with the following statement?

People who are important to me would disapprove if I smoked cigarillos.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF SMOKE FILTERED CIGAR → GO TO Q28

R03_YG9058

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

27. **How much do you agree or disagree with the following statement?**

People who are important to me would disapprove if I smoked filtered cigars.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF SMOKE HOOKAH → GO TO Q29

R03_YH1145

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

28. **How much do you agree or disagree with the following statement?**

People who are important to me would disapprove if I smoked hookah.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF USE SNUS → GO TO Q30

R03_YU1145

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

29. **How much do you agree or disagree with the following statement?**

People who are important to me would disapprove if I used snus.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

IF USE SMOKELESS TOBACCO → GO TO PROBES

R03_YS1145

EXISTING PATH ITEM ADPATED FOR COGNITIVE TESTING

30. **How much do you agree or disagree with the following statement?**

People who are important to me would disapprove if I used smokeless tobacco.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree

☐ Strongly disagree

Let's look at questions 1 and 2. Tell me more about your answers for these questions. **PROBE TO CONFIRM THAT RESPONDENTS ARE CORRECTLY INTERPRETING THE ITEM; I.E., CHOOSING "DEFINITELY YES" MEANS "I DEFINITELY THINK MOST PEOPLE DISAPPROVE OF SMOKING CIGARETTES."**

Who did you think about when you were answering these questions?

Let's look at questions 3 through 10. In your words, what are these questions asking?

Who did you think about when you were answering these questions?

CHECK YOUTH SKIP SHEET FOR ANY PRODUCTS THE RESPONDENT WAS UNFAMILIAR WITH. How did you come up with your answer for {UNFAMILIAR PRODUCT}?

IF ANSWER FOR Q3 (TOBACCO GENERALLY) IS DIFFERENT, How did you decide that the people are most important to you would have more positive/negative views of {UNFAMILIAR PRODUCT} than of tobacco generally?

SELECT A FEW ITEMS TO PROBE. FOCUS ON ANY OUTLIER RESPONSES.

How did you come up with your answers for these questions?

IF NEEDED, Have you ever discussed their views on {USING PRODUCT}?

IF NOT, How did you decide how to answer?

Let's look at questions 11 through 30. In your words, what are these questions asking?

Who did you think about when you were answering these questions?

How did you come up with your answers for these questions?

SELECT A FEW ITEMS TO PROBE. FOCUS ON ANY OUTLIER RESPONSES.

BE SURE TO PROBE ABOUT BOTH ITEMS FOR PRODUCTS THEY USE & ITEMS FOR PRODUCTS THEY DO NOT USE. ENSURE RESPONDENTS ARE DIFFERENTIATING BETWEEN THE TWO WHEN ANSWERING.

RESEARCH QUESTION

Test revised W3 section to see how youth differentiate between “most people,” “people that are important to you,” and “best friends.”

IF NOT A TOBACCO USER → GO TO Q32

R03_YX0742

EXISTING PATH ITEM

31. **In the past 12 months, to what extent, if at all, has the disapproval of close friends and family led you to think about quitting?**

- Not at all
- Somewhat
- Very much

Who did you think about when you were answering this question?

Tell me about your answer.

R03_YX0680

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

32. **How many of your best friends smoke cigarettes?**

- None
- A few
- Some
- Most
- All

R03_YX0681

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

33. **How many of your best friends use e-cigarettes or other electronic nicotine products?**

- None
- A few
- Some
- Most
- All

R03_YX0682

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

34. **How many of your best friends smoke traditional cigars?**

- None
- A few
- Some
- Most
- All

R03_YX0683

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

35. **How many of your best friends smoke cigarillos?**

- None
- A few
- Some
- Most
- All

R03_YX0684

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

36. **How many of your best friends smoke filtered cigars?**

- None
- A few
- Some
- Most
- All

R03_YX0693

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

37. **How many of your best friends use snus pouches?**

- None
- A few
- Some
- Most
- All

R03_YX0685

EXISTING PATH ITEM ADAPTED FOR COGNITIVE TESTING

38. **How many of your best friends use smokeless tobacco (such as dip, spit or chew)?**

- None
- A few
- Some
- Most
- All

Who did you think about when you were answering these questions?

How did you come up with your answers for these questions?

R03_YX0714

EXISTING PATH ITEM

39. In the past 12 months, have your parents or guardians talked with you, even once, about not using e-cigarettes or other electronic nicotine products?

- Yes
- No

R03_YX0694

EXISTING PATH ITEM

40. If your parents or guardians found you using e-cigarettes or other electronic nicotine products, how do you think they would react? Would they...

- Be very upset
- Not be too upset
- Have no reaction

R03_YX0500

EXISTING PATH ITEM

41. In the past 12 months, have your parents or guardians talked with you, even once, about not using any other type of tobacco product?

- Yes
- No

R03_YX0200

EXISTING PATH ITEM

42. If your parents or guardians found you using tobacco, how do you think they would react? Would they...

- Be very upset
- Not be too upset
- Have no reaction

What reaction, if any, did you have to these questions?

Tell me about your answers.

IF RESPONDENT USES TOBACCO AND/OR ELECTRONIC PRODUCTS,

Do your parents/guardians know that you use {PRODUCT}?

IF YES, How did they react when they found out?

IF THERE IS ANY DISCREPANCY BETWEEN THIS AND THEIR ANSWER TO THE QUESTION, PROBE TO FIND OUT HOW RESPONDENT DECIDED ON ANSWER.

In your own words, what is the difference between “most people,” “people who are important to you,” and “your best friends?” How easy or difficult was it to think about their general views on tobacco products?