

Appendix 7

Questionnaire Pretest 2

Corrective DTC TV Ad Study #2 Questionnaire

PRETEST 2

[PROGRAMMER: Informed consent to be recorded first.]

[PROGRAMMER: Randomly assign participants to study conditions.]

Thank you for taking time from your busy schedule to take part in this research. Your answers will not be linked to your name.

This study involves information about a drug that is not yet available for sale. You will watch television advertising and then will be asked to answer the questions that follow.

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 on your computer is active and the speaker volume is turned up.

The two parts of the study will take about 30 minutes to complete total. Today, we ask you to complete this first part of the study in one sitting (without taking any breaks) in order to avoid distractions.

[PROGRAMMER: **Display first ad correspondent to the participant's experimental condition.** Record duration of time spent watching ad and also time spent on each screen answering questions. Time spent on instruction screens will be used as baseline reading speed measure. Each ad should run twice. Also, please disable the "Next" button while each ad is playing to prevent participant from skipping ahead.]

[PROGRAMMER: Show ad twice.]

[VIDEO VIEWING ABILITY CHECK – Ad # 1]

W1-Q1. Were you able to view and hear the advertisement?

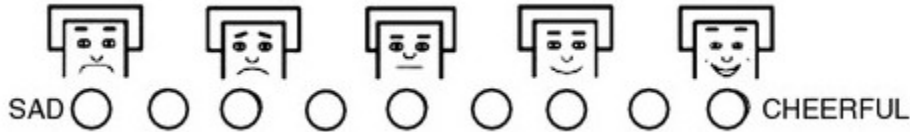
Yes [Continue]

No [Terminate; Link to screening responses and keep data, though]

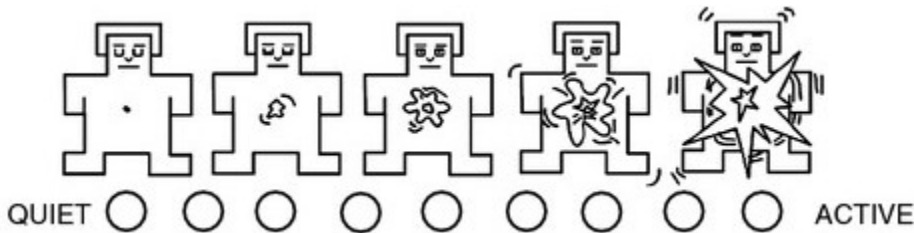
[EMOTIVE RESPONSE – Ad # 1; based on Bradley and Lang, 1994]

You have viewed advertising for this study. Please answer the following questions.

W1-Q2-A. How did the advertising you saw make you feel? Please select a response on the following picture scale that best describes how you felt.



W1-Q2-B. Think about your answer to the previous question. How *strongly* did you feel while seeing the advertising? Please select a response on the following picture scale that best describes how you felt.



[MESSAGE COMPREHENSION – Ad # 1]

W1-Q3. What was the main message of the advertisement you saw?

[OPEN-ENDED RESPONSE]

[INTENTION FOR DRUG USE AND INFORMATION SEEKING]

W1-Q4. Based on the advertising, please rate how likely or unlikely you are to do each of the following behaviors.

[RANDOMIZE ORDER]	1 Not at all likely	2	3	4	5	6 Extremely likely
a. Ask your doctor for more information about [DRUG NAME]						
b. Ask your doctor to prescribe [DRUG NAME]						
c. Look for information about [DRUG NAME] on the Internet						
d. Talk with a friend or family member about [DRUG NAME]						
e. Take [DRUG NAME] if your doctor prescribed it						

[SPECIFIC VIOLATIVE CLAIM RECOGNITION]

W1-Q5. Which of the following claims, if any, was made in the advertising you saw? Check all that apply.

- By taking [DRUG NAME] just once a day, I've been able to shed those hard-to-lose extra pounds.
 - [DRUG NAME] is a lipase inhibitor that works by preventing the body from absorbing most of the fat in foods.
 - When taking [DRUG NAME], changes in digestion may occur.
 - In clinical studies, [DRUG NAME] was more effective than diet and exercise alone.
 - Our friends couldn't believe it. Now he tells all his friends trying to lose weight to give [DRUG NAME] a try.
 - With [DRUG NAME], I'm back on my feet and enjoying the activities I used to be missing.
 - None of the above.
-

[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #1]

W1-Q6. How accurate and truthful is the following statement?

By taking [DRUG NAME] just once a day, a person can shed those hard-to-lose extra pounds.

- | | | | | | |
|---------------------|---|---|---|---|---------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Not at all accurate | | | | | Very accurate |
-

[IMPORTANCE OF VIOLATIVE CLAIM #1]

W1-Q7. How important is the following statement when deciding whether [DRUG NAME] is a good option for you?

By taking [DRUG NAME] just once a day, a person can shed those hard-to-lose extra pounds.

- | | | | | | |
|----------------------|---|---|---|---|---------------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Not at all important | | | | | Extremely important |
-

[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #2]

W1-Q8. How accurate and truthful is the following statement?

When taking [DRUG NAME], changes in digestion may occur.

1	2	3	4	5	6
Not at all accurate					Very accurate

[IMPORTANCE OF VIOLATIVE CLAIM #2]

W1-Q9. How important is the following statement when deciding whether [DRUG NAME] is a good option for you?

When taking [DRUG NAME], changes in digestion may occur.

1	2	3	4	5	6
Not at all important					Extremely important

[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #3]

W1-Q10. How accurate and truthful is the following statement?

[DRUG NAME] is an option for anyone trying to lose weight.

1	2	3	4	5	6
Not at all accurate					Very accurate

[IMPORTANCE OF VIOLATIVE CLAIM #3]

W1-Q11. How important is the following statement when deciding whether [DRUG NAME] is a good option for you?

[DRUG NAME] is an option for anyone trying to lose weight.

1	2	3	4	5	6
Not at all important					Extremely important

[PERCEIVED SIMILARITY OF CHARACTERS TO SELF]

Please report your level of agreement with the following statements.

W1-Q12. I have a lot in common with at least one character in the advertisement.

1	2	3	4	5	6
Strongly disagree					Strongly agree

W1-Q13. At least one of the characters in the advertisement is a lot like me.

1	2	3	4	5	6
Strongly disagree					Strongly agree

[PERCEIVED UNDERSTANDING]

W1-Q14. Please report your level of agreement or disagreement with the following statement.

People like me can understand the drug advertising I saw.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

[SUBJECTIVE HEALTH LITERACY]

W1-Q15. How often do you have trouble understanding instructions, pamphlets, or other written material from your doctor or pharmacy?

Never
Rarely
Sometimes
Often
Always

[TIME SINCE DIAGNOSIS]

W1-Q16. When did a healthcare professional first tell you that you had weight concerns?

- Six months ago or less
 - More than six months ago but less than a year ago
 - A year ago or more but less than 5 years
 - Five years ago or longer
-

[CURRENT PRESCRIPTION STATUS]

W1-Q17. Are you currently taking, or have you ever taken, any prescription drugs for weight loss?

- Currently taking
 - Have taken in the past, but not currently taking
 - Have never taken
-

[PERCEIVED WEIGHT LOSS NEED]

W1-Q18. How would you describe your current weight goal?

- I want to gain a lot of weight
 - I want to gain a little weight
 - I am happy with my current weight
 - I want to lose a little weight
 - I want to lose a lot of weight
-

[HEIGHT – BMI, PART 1]

W1-Q19. What is your current height? Your best guess is okay.

[OPEN] feet, [OPEN] inches

[WEIGHT – BMI, PART 2]

W1-Q20. What is your current weight? Your best guess is okay.

[OPEN] pounds

[FALSE AD RECOGNITION TENDENCY]

W1-Q21. Have you ever seen any advertising for [DRUG NAME] before today?

- Yes
 - No
 - Not sure
-

[GENERAL PERCEPTION OF DRUG ADVERTISING]

W1-Q22. In general, how do you feel about ads on television, in magazines, or on the Internet for prescription drugs? Would you say the ads are...

- | | | | | | |
|-------------------|---|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Not at all useful | | | | | Very useful |
-

[AGE]

W1-Q23. Please tell us your age.

___ years old.

[ZIP CODE]

W1-Q24. Please enter the 5-digit zip code where your home or residence is located.

The purpose of this research is to learn about how people feel about information provided in ads and to learn how they use such information to understand how well prescription drugs work. [DRUG NAME] is not a product currently for sale. Please see your healthcare professional for questions about your health and your medical conditions.