

## **Appendix 2**

### **Questionnaire Phase 1**

## Corrective DTC TV Ad Study #1 Questionnaire

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

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[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.]

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### [VIDEO VIEWING ABILITY CHECK – Ad # 1]

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

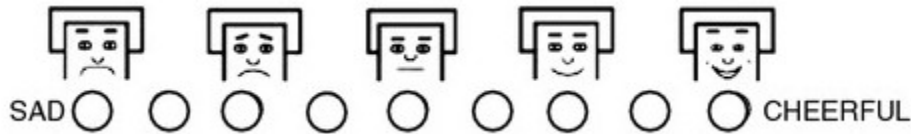
Yes [Continue]

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

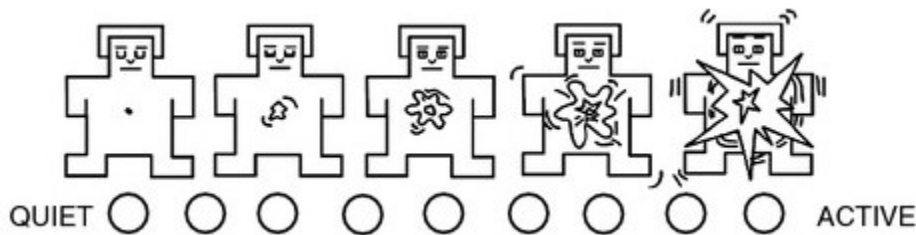
[EMOTIVE RESPONSE – Ad # 1; based on Bradley and Lang, 1994]

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

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.



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.



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[MAIN MESSAGE RECALL – Ad # 1]

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

[OPEN-ENDED RESPONSE]

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[PROGRAMMER: **Display second ad correspondent to the participant’s experimental condition.** Record duration of time spent watching ad. Also, please disable the “Next” button while each ad is playing to prevent participant from skipping ahead.]

[PROGRAMMER: Show ad twice.]

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[VIDEO VIEWING ABILITY CHECK – Ad # 2]

Q4. Were you able to view and hear the advertisement?

Yes [Continue]

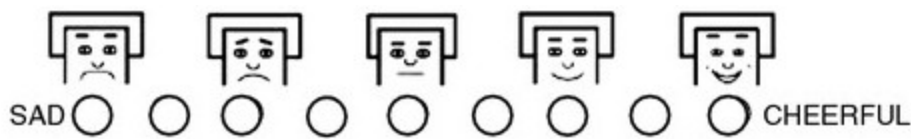
No [Terminate; Link to screening responses and keep data, though]

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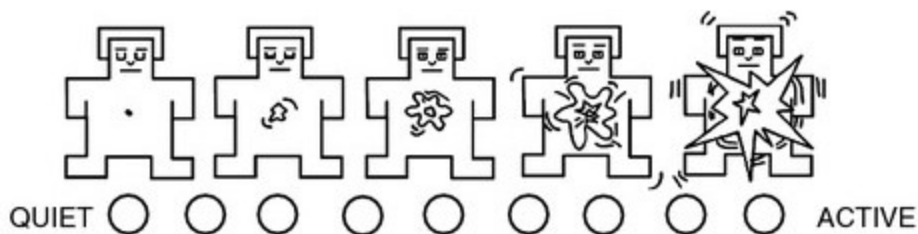
[EMOTIVE RESPONSE – Ad # 2; based on Bradley and Lang, 1994]

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

Q5-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.



Q5-B. Think about your answer to Question 5-A. How *strongly* did you feel while seeing the advertising? Please select a response on the following picture scale that best describes how you felt.



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[MAIN MESSAGE RECALL – Ad # 2]

Q6. What was the main message of the advertisement you saw?

[OPEN-ENDED RESPONSE]

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[BRAND RECOGNITION; based on Southwell et al., 2010]

Q7. Which of the following drugs did you see advertised?

- ALLOMERIT
  - [DRUG NAME]
  - BLUFLOVIA
  - None of the above
-





|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| d. Talk with a friend or family member about [DRUG NAME] |  |  |  |  |  |  |
| e. Take [DRUG NAME] if your doctor prescribed it         |  |  |  |  |  |  |

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**[SPECIFIC VIOLATIVE CLAIM RECOGNITION]**

Q17. Which of the following claims, if any, were made in the advertising you saw? Check all that apply.

- [DRUG NAME] works fast—really fast—to stop and prevent asthma attacks.
- [DRUG NAME] works by blocking leukotrienes, a chemical that causes airways to tighten, and by blocking asthma triggers, such as pollen, from entering your airways.
- Side effects of [DRUG NAME] can include mood changes, dizziness, runny nose, stomach pain, and tiredness.
- In clinical studies, [DRUG NAME] had fewer side effects than other asthma medications.
- None of the above

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**[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #1]**

Q18. How accurate and truthful is the following statement?

**[DRUG NAME] works fast—really fast—to stop and prevent asthma attacks.**

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

**[IMPORTANCE OF VIOLATIVE CLAIM #1]**

Q19. How important is the following statement when deciding whether [DRUG NAME] is a good option for you?

**[DRUG NAME] works fast—really fast—to stop and prevent asthma attacks.**

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

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**[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #2]**

Q20. How accurate and truthful is the following statement?

**Side effects of [DRUG NAME] can include mood changes, dizziness, runny nose, stomach pain, and tiredness.**

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

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**[IMPORTANCE OF VIOLATIVE CLAIM #2]**

Q21. How important is the following statement when deciding whether [DRUG NAME] is a good option for you?

**Side effects of [DRUG NAME] can include mood changes, dizziness, runny nose, stomach pain, and tiredness.**

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

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**[PERCEIVED ADVERTISEMENT SIMILARITY]**

**[ASK ONLY OF PARTICIPANTS IN ARM #1]** You have now seen two different advertisements. Please report your agreement with the following statements.

Q25. The advertisements were similar to each other.

|                   |   |   |   |   |                |
|-------------------|---|---|---|---|----------------|
| 1                 | 2 | 3 | 4 | 5 | 6              |
| Strongly disagree |   |   |   |   | Strongly agree |

Q26. The pictures and sounds were different in the two advertisements.

|                   |   |   |   |   |                |
|-------------------|---|---|---|---|----------------|
| 1                 | 2 | 3 | 4 | 5 | 6              |
| Strongly disagree |   |   |   |   | Strongly agree |

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**[PERCEIVED SIMILARITY OF CHARACTERS TO SELF]**

Please report your level of agreement with the following statements.

Q27. I have a lot in common with at least one character in the advertisement.

|                   |   |   |   |   |                |
|-------------------|---|---|---|---|----------------|
| 1                 | 2 | 3 | 4 | 5 | 6              |
| Strongly disagree |   |   |   |   | Strongly agree |

Q28. At least one of the characters in the advertisement is a lot like me.

|                   |   |   |   |   |                |
|-------------------|---|---|---|---|----------------|
| 1                 | 2 | 3 | 4 | 5 | 6              |
| Strongly disagree |   |   |   |   | Strongly agree |

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**[PERCEPTIONS OF THE VIOLATIVE ADVERTISEMENT]**

Think about the first television advertisement you were shown. Please report your level of agreement with the following statements.

Q29. The first advertisement I saw was truthful.

|                   |   |   |   |   |                |
|-------------------|---|---|---|---|----------------|
| 1                 | 2 | 3 | 4 | 5 | 6              |
| Strongly disagree |   |   |   |   | Strongly agree |

Q30. The first advertisement I saw could mislead viewers.

|                   |   |   |   |   |                |
|-------------------|---|---|---|---|----------------|
| 1                 | 2 | 3 | 4 | 5 | 6              |
| Strongly disagree |   |   |   |   | Strongly agree |

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**[CORRECTIVE CLAIM RECALL]**

Q31. Did either of the advertisements you saw contain information about correcting an error or errors in another advertisement?

**Yes** [PROCEED TO Q32]  
**No** [IF SELECTED, SKIP TO Q33]

Q32. In the space below, please describe what information you remember from the ad about correcting an error or errors.

[OPEN-ENDED RESPONSE]

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**[CORRECTIVE CLAIM RECOGNITION – Claim #1 & 2]**

Q33. Which of the following statements, if any, were made in the advertising you saw? Check all that apply.

a. [DRUG NAME] can prevent asthma symptoms, but it can't cure asthma. [DRUG NAME] is not a substitute for a rescue inhaler and cannot stop an asthma attack once it begins. You should carry your rescue inhaler with you at all times.

b. We said that [DRUG NAME] needs to be taken only once a week. But that doesn't mean that [DRUG NAME] is more powerful or effective than other medications for treating asthma. You should talk to your doctor about which asthma medication is right for you.

c. [DRUG NAME] is approved to treat both asthma and seasonal allergies. However, [DRUG NAME] has not been studied in people who have both conditions, and the FDA has not approved the medication to treat both conditions at once in the same individual.

d. We said that [DRUG NAME] can cause mood changes. What we did not say is that some of these changes can be serious, including agitation, aggressive behavior, anxiety, irritability, unusual dreams, hallucinations, depression, difficulty falling asleep or staying sleep, sleep walking, and suicidal thoughts and behavior.

e. None of the above

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**[CORRECTIVE CLAIM COMPREHENSION – OPEN-ENDED]**

Q34. Imagine you wanted to explain to a friend or family member what the statement displayed below means. Please explain the statement in your own words.

**[DRUG NAME] can prevent asthma symptoms, but it can't cure asthma. [DRUG NAME] is not a substitute for a rescue inhaler and cannot stop an asthma attack once it begins. You should carry your rescue inhaler with you at all times.**

[OPEN-ENDED RESPONSE]

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**[CORRECTIVE CLAIM #1 COMPREHENSION – CLOSED-ENDED]**

Q35. Which of the following choices best summarizes what the statement displayed below means?

**[DRUG NAME] can prevent asthma symptoms, but it can't cure asthma. [DRUG NAME] is not a substitute for a rescue inhaler and cannot stop an asthma attack once it begins. You should carry your rescue inhaler with you at all times.**

- [DRUG NAME] can stop an asthma attack once it has begun.
- [DRUG NAME] does not do the same job that a rescue inhaler does.
- [DRUG NAME] is less effective than a rescue inhaler in stopping asthma attacks.
- [DRUG NAME] needs to be used for at least two months before it can begin treating asthma symptoms.

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**[CORRECTIVE CLAIM # 2 COMPREHENSION – OPEN-ENDED]**

Q36. Imagine you wanted to explain to a friend or family member what the statement displayed below means. Please explain the statement in your own words.

**We said that [DRUG NAME] can cause mood changes. What we did not say is that some of these changes can be serious, including agitation, aggressive behavior, anxiety, irritability, unusual dreams, hallucinations, depression, difficulty falling asleep or staying sleep, sleep walking, and suicidal thoughts and behavior.**

[OPEN-ENDED RESPONSE]

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**[CORRECTIVE CLAIM #2 COMPREHENSION – CLOSED-ENDED]**

Q37. Which of the following choices best summarizes what the statement displayed below means?

**We said that [DRUG NAME] can cause mood changes. What we did not say is that some of these changes can be serious, including agitation, aggressive behavior, anxiety, irritability, unusual dreams, hallucinations, depression, difficulty falling asleep or staying sleep, sleep walking, and suicidal thoughts and behavior.**

- [DRUG NAME] can cause mood changes, but these changes are not serious.
  - [DRUG NAME] can cause serious side effects, such as seeing things that are not really there or having thoughts about harming yourself.
  - People who have depression should talk to their doctor before taking [DRUG NAME].
  - Side effects from [DRUG NAME] are uncommon.
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**[PERCEIVED UNDERSTANDING]**

Q38. 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]**

Q39. How often do you have trouble understanding instructions, pamphlets, or other written material from your doctor or pharmacy?

- Never
  - Rarely
  - Sometimes
  - Often
  - Always
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