



1	2	3	4	5	6	7	DK
Extremely						Extremely	Don't Know
Similar						Different	

**Q3b. [Check to Ensure that the Stimuli were Perceived as Realistic]**

**Was the information in this ad less believable or more believable than the information that you have seen in magazines for other prescription medications?**

1	2	3	4	5	6	7	DK
Less		Neither less		More		Don't Know	
Believable		nor more believable		Believable			

**\*\*\*\*\*QUESTIONS Q2a-3a. ASKED OF BROADCAST CONDITIONS ONLY\*\*\*\*\***

**Q2a. [Check to Ensure that the Stimuli Function Properly]**

**Please write down your first reactions to the ad you just watched. (open-ended)**

**Q2b. [Check to Ensure that the Stimuli were Perceived as Realistic]**

**How similar or different was this ad compared to ads that you have seen on television for other prescription medications?**

1	2	3	4	5	6	7	DK
Extremely						Extremely	Don't Know
Similar						Different	

**Q3a. [Check to Ensure that the Stimuli were Perceived as Realistic]**

**Was the information in this ad less believable or more believable than the information that you have seen on television for other prescription medications?**

1	2	3	4	5	6	7	DK
Less		Neither less		More		Don't Know	
Believable		nor more believable		Believable			





b. <b>[Advertised Drug]</b> has been shown to be more effective in controlling the swelling of osteoarthritis than <b>[Comparator Drug/ other prescription drugs]</b> .	x	
c. <b>[Advertised Drug]</b> works for people with several common risk factors for osteoarthritis but <b>[Comparator Drug/ other prescription drugs]</b> does not.		x
d. <b>[Advertised Drug]</b> can be used to treat severe swelling but <b>[Comparator Drug/ other prescription drugs]</b> cannot.		x
e. <b>[Advertised Drug]</b> is the #1 prescribed medication for osteoarthritis but <b>[Comparator Drug/ other prescription]</b> is not.		x

**Q16. [Risk Recall]**

What are the side effects and negative outcomes of **[ADVERTISED DRUG NAME]**?

(open ended)

**Q17-21. [Perceived Risk (advertised drug)]**

Based on the information in the ad, please rate the risk of **[ADVERTISED DRUG NAME]**.

Now, please think about the side effects and negative outcomes associated with taking

**[ADVERTISED DRUG NAME]**. Please place an "X" on the space below that best describes

how you feel about the risks of taking this prescription medication **[ADVERTISED DRUG NAME]**.

**Q17)** How dangerous do you think **[ADVERTISED DRUG NAME]** is for you?

Very dangerous \_\_\_\_\_ Not at all dangerous

**Q18)** How would you feel about using **[ADVERTISED DRUG NAME]** for yourself?

Very afraid \_\_\_\_\_ Not at all afraid

**Q19)** If you used **[ADVERTISED DRUG NAME]**, how likely do you think you would be to experience a side effect?

Very likely \_\_\_\_\_ Not at all likely

**Q20)** What do you think about the risks of using **[ADVERTISED DRUG NAME]** compared to the benefits?

Risks greater than benefits \_\_\_\_\_ Benefits greater than risks

**Q21)** How risky is it for you to use **[ADVERTISED DRUG NAME]**?

Very risky \_\_\_\_\_ Not at all risky

**Q22. [Perceived Susceptibility of risk (advertised drug)]**

If you took **[ADVERTISED DRUG NAME]** how likely do you think it is that you would have any side effects or negative outcomes from **[ADVERTISED DRUG NAME]**?

1 2 3 4 5 6 7

Very unlikely

Very likely

**Q23. [Perceived Severity of risk (advertised drug)]**

If **[ADVERTISED DRUG NAME]** did cause you to have side effects or negative outcomes, how serious would they be?

1	2	3	4	5	6	7
Not at all serious			Moderately serious			Very serious

**Q24a. [Attention filter] (for participants in print conditions)**

**Toward the bottom of the print ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?**

Yes → [Terminate]

No →

Can't Remember → [Terminate]

**Q24b. [Attention filter] (for participants in broadcast conditions)**

**Toward the end of the television ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?**

Yes → [Terminate]

No →

Can't Remember → [Terminate]

**Q25. [Relative Risk]**

**Compared to **[COMPARATOR DRUG NAME/OTHER MEDICATIONS]**, how safe or risky do you think **[ADVERTISED DRUG NAME]** is?**

1	2	3	4	5	6	7
Much safer	Somewhat safer	About the same		Somewhat riskier		Much riskier







**Q32. [Behavioral Intentions (seek drug info, talk to doc, etc.)]**

Please rate how likely or unlikely you are to do each of the following behaviors.

<b>[RANDOMIZE ORDER]</b>	<b>Very Unlikely</b>	<b>Somewhat Unlikely</b>	<b>Neither Likely nor Unlikely</b>	<b>Somewhat Likely</b>	<b>Very Likely</b>
a. Talk to your doctor about <u>[ADVERTISED DRUG NAME]</u>					
b. Ask your doctor about getting a sample of <u>[ADVERTISED DRUG NAME]</u>					
c. Ask your doctor to prescribe <u>[ADVERTISED DRUG NAME]</u>					
d. Look for information about <u>[ADVERTISED DRUG NAME]</u>					

**Q33. [Attitudes toward the brand]**

Based on the information in the ad, rate [ADVERTISED DRUG NAME].

Bad product	1	2	3	4	5	6	7	Good product
Disliked a lot	1	2	3	4	5	6	7	Liked a lot
Unpleasant	1	2	3	4	5	6	7	Pleasant
Poor quality	1	2	3	4	5	6	7	Good quality

**Q342. [Attitudes toward the comparator drug]**

Based on the information in the ad, rate [COMPARATOR DRUG NAME/OTHER OSTEOARTHRITIS MEDICATIONS].

Bad product	1	2	3	4	5	6	7	Good product
Disliked a lot	1	2	3	4	5	6	7	Liked a lot
Unpleasant	1	2	3	4	5	6	7	Pleasant
Poor quality	1	2	3	4	5	6	7	Good quality

**Q35. [Current Prescription Drug Use]**

Are you currently taking any prescription drugs for osteoarthritis?

- Yes
- No
- Don't Know

**Q36. [Intention to change medications (hypothetical)]**

Please rate how likely or unlikely you are to switch to [**ADVERTISED DRUG NAME**].

1                      2                                      3                      4                      5  
Very Unlikely    Somewhat Unlikely    Neither Likely nor Unlikely    Somewhat Likely    Very Likely

**Q37. [Another option]**

**If you could take [either of the two drugs] for free, which drug would you rather take?**

- **ADVERTISED DRUG NAME**
- **COMPARATOR DRUG NAME/ANOTHER OSTEOARTHRITIS MEDICATION**
- Neither drug

**Q38. [Perceived severity of personal illness]**

**How severe is your osteoarthritis now? Would you describe it as:**

- Very mild
- Mild
- Moderate
- Serious
- Severe

**Q39. [Health Literacy]**

**How confident are you in filling out medical forms?**

- Not at all
- A little
- Somewhat
- Quite a bit
- Extremely

**Q40.[Need for cognition]**

Please rate your agreement or disagreement with each of the following statements.

	Disagree a lot	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree a lot
a. I like to have the responsibility of handling a situation that requires a lot of thinking.					
b. I prefer complex to simple problems.					
c. I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something.					

Q41. Please tell us if you have any other comments about the ad that you saw or about the questions that you answered (open-ended)

[Debriefing Statement]

The purpose of this study is to learn about reactions to advertising for prescription drugs. In order to get a real-life reaction, we used pretend products in this study. [**ADVERTISED DRUG NAME**] and [**COMPARATOR DRUG NAME**] are not real products and are not available for sale. Please see your healthcare professional for questions about osteoarthritis.

You have been very helpful. Thank you very much for your participation!

## **Phase 2 Comparative Study Questionnaire (Pretesting Version)**

### **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. This study is about advertising for a new product. We will show you an ad for a new product, then ask you some questions about it. Your answers are private, and no one will ever connect your name with your answers. Your input is extremely valuable.

### **INSTRUCTIONS (for participants in print conditions)**

Even though it is on a computer screen, please read this ad as if it were in a magazine. Imagine that this ad is for a product that you might be interested in for yourself. You can take as much time as you want to review it. We will ask you some questions about the ad later in the study.

The ad has two pages. You can enlarge and flip between the pages by clicking on the “Next” and “Back” buttons at the bottom of each page. Once you finish reading, please click “next” to move to the next part of the study.

### **INSTRUCTIONS (for participants in television conditions)**

Even though it is on a computer screen, please watch this ad as if you saw it on television.

Imagine that this ad is for a product that you might be interested in for yourself. We will ask you some questions about the ad later in the study. Once you finish viewing, please click “next” to move to the next part of the study.

### **SURVEY INSTRUCTIONS**

Now please answer the following questions based on the ad you saw.

#### **Q1a. [Ad Viewing]**

Were you able to view the ad for **[ADVERTISED DRUG NAME]**?

Yes

No → [Terminate]

Not sure → [Terminate]

**\*\*\*\*\*QUESTIONS Q1b-3b. ASKED OF PRINT CONDITIONS ONLY\*\*\*\*\***

#### **Q1b. [Check to Ensure that the Stimuli Function Properly]**

How easy or difficult was it to flip between the pages in the ad for **[ADVERTISED DRUG NAME]**?

1 2 3 4 5 6 7

Extremely Easy Extremely Difficult

Easy Difficult

#### **Q2b. [Check to Ensure that the Stimuli were Perceived as Realistic]**

How similar or different was this ad compared to ads that you have seen in magazines for other prescription medications?

1 2 3 4 5 6 7 DK



Yes  
No  
Not sure

\*\*\*\*\*QUESTION Q4. ASKED OF DOSING CONDITIONS ONLY\*\*\*\*\*

**Q4. Experimental Manipulation Check**

This ad had a drawing showing a skin patch next to a stack of pills.

Yes  
No  
Not sure

\*\*\*\*\*QUESTION Q4. ASKED OF MECHANISM OF ACTION CONDITIONS ONLY\*\*\*\*\*

**Q4. Experimental Manipulation Check**

This ad had a drawing highlighting the liver and intestines.

Yes  
No  
Not sure

**Q5. This ad compared [ADVERTISED DRUG NAME] to OTHER MEDICATIONS.**

Yes  
No  
Not sure

*\*Ask Q6 only if Respondent answered “Yes” to Q5.\**

**Q6. Did the ad compare [ADVERTISED DRUG NAME] to a specific medication or to other medications in general?**

A specific medication  
Other medications in general  
Not sure

*\*Ask Q7 only if Respondent answered “A specific medication” to Q6.\**

**Q7. What was the name of the specific medication that [ADVERTISED DRUG NAME] was compared to?**

(open ended)

*\*Counterbalance the presentation of the benefits (Qs 8-16) and risk (Qs 17-24, 26-29) sections of the survey.\**

**Q8. [Benefit Recall (advertised drug)]**

What are the benefits of [ADVERTISED DRUG NAME]?

(open ended)

**Q9. [Perceived Efficacy / Likelihood of Benefit (advertised drug)]**

If you took [**ADVERTISED DRUG NAME**], how likely or unlikely do you think it is that [**ADVERTISED DRUG NAME**] would lower your high cholesterol?

1 2 3 4 5 6 7  
Extremely unlikely Extremely likely

**Q10. [Perceived Efficacy / Magnitude of Benefit (advertised drug)]**

If [**ADVERTISED DRUG NAME**] did lower your high cholesterol, how effective do you think [**ADVERTISED DRUG NAME**] would be?

1 2 3 4 5 6 7  
Would lower my cholesterol very little Would lower my cholesterol a lot

**Q11. [Relative Efficacy]**

Compared to [**COMPARATOR DRUG NAME/OTHER MEDICATIONS**], how well do you think [**ADVERTISED DRUG NAME**] works?

1 2 3 4 5 6 7  
Much worse About the same Much better

**Q12. [Relative Efficacy]**

Compared to [**COMPARATOR DRUG NAME/OTHER MEDICATIONS**], how likely or unlikely do you think it is that [**ADVERTISED DRUG NAME**] would lower your high cholesterol?

1 2 3 4 5 6 7  
Extremely unlikely Extremely likely

**Q13. [Benefit Comprehension – Closed ended]**

Based on the ad that you saw, please mark whether each of the following was mentioned as benefits of taking [**ADVERTISED DRUG NAME**]. Even if you think a statement is true, please select it only if it was mentioned in the ad. [Randomize presentation order]

<b>[RANDOMIZE ORDER]</b>	<b>In the Ad</b>	<b>Not in the Ad</b>	<b>Don't Know</b>
a. Treats high cholesterol	x		
b. Suppresses hunger	x		
c. Lowers blood sugar		x	
d. Treats chest pain associated with heart disease		x	

**Q14. [Perceived Likelihood of benefit (advertised drug)]**

If you took [**ADVERTISED DRUG NAME**], how likely or unlikely do you think it is that [**DRUG NAME/IT**] would lower your high cholesterol?

1 2 3 4 5 6 7  
Extremely unlikely Extremely likely



**Q15. [Perceived Magnitude of benefit (advertised drug)]**

If **[ADVERTISED DRUG NAME]** did help lower your high cholesterol, how effective do you think **[ADVERTISED DRUG NAME/ IT]** would be?

1                      2                      3                      4                      5                      6                      7  
 Would help lower my high cholesterol very little                      Would help lower my high cholesterol a lot

**Q16. [Comparative Advantage/Manipulation Check]**

Please choose a response based on the information you learned in the ad. What advantage does **[ADVERTISED DRUG NAME]** have over **[COMPARATOR DRUG NAME/OTHER MEDICATIONS]** for this condition?

	Ye s	N o
a. <b>[Advertised Drug]</b> provides an appetite suppressant that helps patients lose weight but <b>[Comparator Drug/ other cholesterol medications]</b> does/do not.	x	
b. <b>[Advertised Drug]</b> does not have to be taken every day like <b>[Comparator Drug/ other cholesterol medications]</b> .	x	
c. <b>[Advertised Drug]</b> does not carry the risk of liver damage unlike <b>[Comparator Drug/ other cholesterol medications]</b> .	x	
d. <b>[Advertised Drug]</b> can reduce the risk of diabetes but <b>[Comparator Drug/ other cholesterol medications]</b> cannot.		x
e. <b>[Advertised Drug]</b> is the #1 prescribed medication for high cholesterol but <b>[Comparator Drug/ other cholesterol medications]</b> is/are not.		x
f. <b>[Advertised Drug]</b> is delivered through a patch unlike <b>[Comparator Drug/ other cholesterol medications]</b> which is delivered through a pill/pills.	x	
g. Unlike <b>[Comparator Drug/ other cholesterol medications]</b> , <b>[Advertised Drug]</b> targets cholesterol absorption in both your intestines and your liver.	x	
h. <b>[Advertised Drug]</b> does not require regular blood tests to check liver function like <b>[Comparator Drug/ other cholesterol medications]</b> does/do.		

**Q17. [Risk Recall]**

What are the side effects and negative outcomes of **[ADVERTISED DRUG NAME]**?

(open ended)

**Q18-22. [Perceived Risk (advertised drug)]**

Based on the information in the ad, please rate the risk of **[ADVERTISED DRUG NAME]**. Now, please think about the side effects and negative outcomes associated with taking **[ADVERTISED DRUG NAME]**. Please place an “X” on the space below that best describes how you feel about the risks of taking this prescription medication **[ADVERTISED DRUG NAME]**.

**Q18)** How dangerous do you think **[ADVERTISED DRUG NAME]** is for you?

Very dangerous \_\_\_\_\_ Not at all dangerous

**Q19)** How would you feel about using **[ADVERTISED DRUG NAME]** for yourself?

Very afraid \_\_\_\_\_ Not at all afraid

**Q20)** If you used **[ADVERTISED DRUG NAME]**, how likely do you think you would be to experience a side effect?

Very likely \_\_\_\_\_ Not at all likely

**Q21)** What do you think about the risks of using **[ADVERTISED DRUG NAME]** compared to the benefits?

Risks greater than benefits \_\_\_\_\_ Benefits greater than risks

**Q22)** How risky is it for you to use **[ADVERTISED DRUG NAME]**?

Very risky \_\_\_\_\_ Not at all risky

**Q23. [Perceived Susceptibility of risk (advertised drug)]**

If you took **[ADVERTISED DRUG NAME]** how likely do you think it is that you would have any side effects or negative outcomes from **[ADVERTISED DRUG NAME]**?

1                    2                    3                    4                    5                    6                    7  
Very unlikely  
Very likely

**Q24. [Perceived Severity of risk (advertised drug)]**

If **[ADVERTISED DRUG NAME]** did cause you to have side effects or negative outcomes, how serious would they be?

1                      2                      3                      4                      5                      6                      7  
 Not at all                      Moderately                      Very  
 serious                      serious                      serious

**Q25a. [Attention filter] (for participants in print conditions)**

**Toward the bottom of the print ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?**

Yes → [Terminate]  
 No →  
 Can't Remember → [Terminate]

**Q25b. [Attention filter] (for participants in broadcast conditions)**

**Toward the end of the television ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?**

Yes → [Terminate]  
 No →  
 Can't Remember → [Terminate]

**Q26. [Relative Risk]**

**Compared to **[COMPARATOR DRUG NAME/OTHER MEDICATIONS]**, how safe or risky do you think **[ADVERTISED DRUG NAME]** is?**

1                      2                      3                      4                      5                      6                      7  
 Much safer      Somewhat safer      About the same      Somewhat riskier      Much riskier

**Q27. [Risk Comprehension – Closed]**

**Based on the ad that you saw, please mark whether each of the following was mentioned as a side effect or negative outcome of taking **[ADVERTISED DRUG NAME]**. Even if you think a statement is true, please select it only if it was mentioned in the ad.**

<b>[RANDOMIZE ORDER]</b>	<b>In the Ad</b>	<b>Not in the Ad</b>	<b>Don't know</b>
a. Weakness	x		
b. Diarrhea	x		
c. Nightmares		x	
d. Depressed mood		x	

**Q28. [Perceived Likelihood of risk (advertised drug)]**

Based on the information in the ad, how likely would [**ADVERTISED DRUG NAME**] be to cause weakness?

1	2	3	4	5	6	7
Not at all			Moderately			Very
likely			likely			likely

**Q29. [Perceived Likelihood of risk (advertised drug)]**

Based on the information in the ad, how likely would [**ADVERTISED DRUG NAME**] be to cause diarrhea?

1	2	3	4	5	6	7
Not at all			Moderately			Very
likely			likely			likely

**[Trust in information]**

**Q30. How likely is it that the benefits of the drug presented in this ad are true?**

1	2	3	4	5	6	7
Not at all						Extremely
Likely						Likely

**Q31. How skeptical are you about the truth of the benefits of the drug presented in this ad?**

1	2	3	4	5	6	7	Not
at all					Extremely		
Skeptical						Skeptical	

**Q32. [Source Credibility] Please mark your agreement or disagreement with each of the following statements. The sponsor of this advertisement is:**

	Very Strongly disagree	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Very Strongly agree
a. Sincere							
b. Honest							
c. Dependable							
d. Trustworthy							
e. Credible							

**Q33. [Behavioral Intentions (seek drug info, talk to doc, etc.)]**

Please rate how likely or unlikely you are to do each of the following behaviors.

<b>[RANDOMIZE ORDER]</b>	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
a. Talk to your doctor about <u>[ADVERTISED DRUG NAME]</u>					
b. Ask your doctor about getting a sample of <u>[ADVERTISED DRUG NAME]</u>					
c. Ask your doctor to prescribe <u>[ADVERTISED DRUG NAME]</u>					
d. Look for information about <u>[ADVERTISED DRUG NAME]</u>					

**Q34. [Attitudes toward the brand]**

**Based on the information in the ad, rate [ADVERTISED DRUG NAME].**

Bad product	1	2	3	4	5	6	7	Good product
Disliked a lot	1	2	3	4	5	6	7	Liked a lot
Unpleasant	1	2	3	4	5	6	7	Pleasant
Poor quality	1	2	3	4	5	6	7	Good quality

**Q35. [Attitudes toward the comparator drug]**

**Based on the information in the ad, rate [COMPARATOR DRUG NAME OTHER CHOLESTEROL MEDICATIONS].**

Bad product	1	2	3	4	5	6	7	Good product
Disliked a lot	1	2	3	4	5	6	7	Liked a lot
Unpleasant	1	2	3	4	5	6	7	Pleasant
Poor quality	1	2	3	4	5	6	7	Good quality

**Q36. [Current Prescription Drug Use]**

**Are you currently taking any prescription drugs for high cholesterol?**

- Yes
- No
- Don't Know

**Q37. [Intention to change medications (hypothetical)]**

**Please rate how likely or unlikely you are to switch to [ADVERTISED DRUG NAME].**

1	2	3	4	5
Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely

**Q38. [Another option] If you could take [either of the two drugs] for free, which drug would you rather take?**

- ADVERTISED DRUG NAME
- COMPARATOR DRUG NAME
- Neither drug

**Q39. [Perceived severity of personal illness]**

**How severe is your high cholesterol now? Would you describe it as:**

- Very mild
- Mild
- Moderate
- Serious
- Severe

**Q40. [Health Literacy]**

**How confident are you in filling out medical forms?**

not at all, a little, somewhat, quite a bit, extremely

**Q41.[Need for cognition]**

Please rate your agreement or disagreement with each of the following statements.

	<b>Disagree a lot</b>	<b>Somewhat disagree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat agree</b>	<b>Agree a lot</b>
d. I like to have the responsibility of handling a situation that requires a lot of thinking.					
e. I prefer complex to simple problems.					
f. I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something.					

Q42. Please tell us if you have any other comments about the ad that you saw or about the questions that you answered (open-ended)

The purpose of this study is to learn about reactions to advertising for prescription drugs. In order to get a real-life reaction, we used pretend products in this study. [**ADVERTISED DRUG NAME**] and [**COMPARATOR DRUG NAME**] are not real products and are not available for sale. Please see your healthcare professional for questions about high cholesterol.

You have been very helpful. Thank you very much for your participation!