

APPENDIX B

Phase 1 Comparative Study Questionnaire

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.

Q1. [Ad Viewing]

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

Yes

No → [Terminate]

Not sure → [Terminate]

Q2. This ad compared [ADVERTISED DRUG NAME] to other medications.

Yes

No

Not sure

**Ask Q3 only if Respondent answered “Yes” to Q2.*

Q3. 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

[RANDOMIZE ORDER]	In the Ad	Not in the Ad	Don't Know
a. Controls the pain of osteoarthritis	x		
b. Controls the swelling from osteoarthritis	x		
c. Can be applied directly to sore muscles for pain relief		x	
d. Improves the range of motion in joints		x	

Q14. [Risk Recall]

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

(open ended)

Q15-19. [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].**

Q15) How dangerous do you think [ADVERTISED DRUG NAME] is for you?

Very dangerous _____ Not at all dangerous

Q16) How would you feel about using [ADVERTISED DRUG NAME] for yourself?

Very afraid _____ Not at all afraid

Q17) 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

Q18) What do you think about the risks of using [ADVERTISED DRUG NAME] compared to the benefits?

Risks greater _____ Benefits
greater than benefits _____ than risks

Q19) How risky is it for you to use [ADVERTISED DRUG NAME]?

Very risky _____ Not at all risky

Q20. [Perceived Susceptibility of risk (advertised drug)]

Q30. [Behavioral Intentions (seek drug info, talk to doc, etc.)]

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

[RANDOMIZE ORDER]	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>					

Q31. [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

Q32. [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

Q33. [Current Prescription Drug Use]

Are you currently taking any prescription drugs for osteoarthritis?

1. Yes
2. No
3. Don't Know

Q34. [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

Q35. [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

Q36. [Perceived severity of personal illness]

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

- Very mild
- Mild
- Moderate
- Serious
- Severe

Q37. [Health Literacy]

How confident are you in filling out medical forms?

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

Q38.[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.					

[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

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)

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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.

Q1. [Ad Viewing]

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

Yes

No → [Terminate]

Not sure → [Terminate]

Q2. This ad had a chart, graph, or figure showing how well **[ADVERTISED DRUG NAME] works.**

Yes

No

Not sure

Q3. This ad compared **[ADVERTISED DRUG NAME] to **OTHER MEDICATIONS.****

Yes

No

Not sure

Ask Q4 only if Respondent answered “Yes” to Q3.

d. [Advertised Drug] can reduce the risk of diabetes but [Comparator Drug/ other cholesterol medications] cannot.		x
e [Advertised Drug] is the #1 prescribed medication for high cholesterol but [Comparator Drug/ other cholesterol medications] is/are not.		x
f. [Advertised Drug] is delivered through a patch unlike [Comparator Drug/ other cholesterol medications] which is delivered through a pill/pills.	x	
g. Unlike [Comparator Drug/ other cholesterol medications] , [Advertised Drug] targets cholesterol absorption in both your intestines and your liver.	x	
h. [Advertised Drug] does not require regular blood tests to check liver function like [Comparator Drug/ other cholesterol medications] does/do.		

Q15. [Risk Recall]

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

(open ended)

Q16-20. [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]**.

Q16) How dangerous do you think **[ADVERTISED DRUG NAME]** is for you?

Very dangerous _____ Not at all dangerous

Q17) How would you feel about using **[ADVERTISED DRUG NAME]** for yourself?

Very afraid _____ Not at all afraid

Q18) 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

Q19) What do you think about the risks of using [ADVERTISED DRUG NAME] compared to the benefits?

Risks greater than benefits _____ Benefits than risks

Q20) How risky is it for you to use [ADVERTISED DRUG NAME]?
Very risky _____ Not at all risky

Q21. [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

Q22. [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

*******QUESTIONS T23-T24 ASKED OF RISK COMPARISON AND CONTROL ARMS ONLY*******

QT23. [Perceived Susceptibility of compared risk]

If you took [ADVERTISED DRUG NAME] how likely do you think it is that you would have liver damage from [ADVERTISED DRUG NAME]?

1 2 3 4 5 6 7
Very unlikely
Very likely

QT24. [Perceived Severity of compared risk]

If [**ADVERTISED DRUG NAME**] did cause you to have liver damage, how serious would it be?

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

*****END OF RISK COMPARISON AND CONTROL ARM
QUESTIONS*****

Q23a. [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]

Q23b. [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]

Q24. [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

Q25. [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.

[RANDOMIZE ORDER]	In the	Not in	Don't
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Q30. [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							

Q31. [Behavioral Intentions (seek drug info, talk to doc, etc.)]

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

[RANDOMIZE ORDER]	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
a. Talk to your doctor about [ADVERTISED DRUG NAME]					
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Poor quality	1	2	3	4	5	6	7	Good quality

Q33. [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

Q34. [Current Prescription Drug Use]

Are you currently taking any prescription drugs for high cholesterol?

4. Yes
5. No
6. Don't Know

Q35. [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

Q36. [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

Q37. [Perceived severity of personal illness]

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

- Very mild
- Mild
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- Severe

Q38. [Health Literacy]

How confident are you in filling out medical forms?

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

Q39.[Need for cognition]

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

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