

Appendix 5

Questionnaire Phase 2

Corrective DTC TV Ad Study #2 Questionnaire

PART 1 (of 2) TO BE ADMINISTERED AT FIRST SESSION

[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?

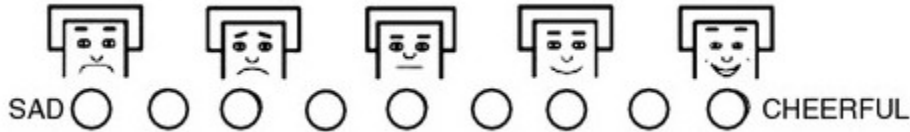
Yes [Continue]

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

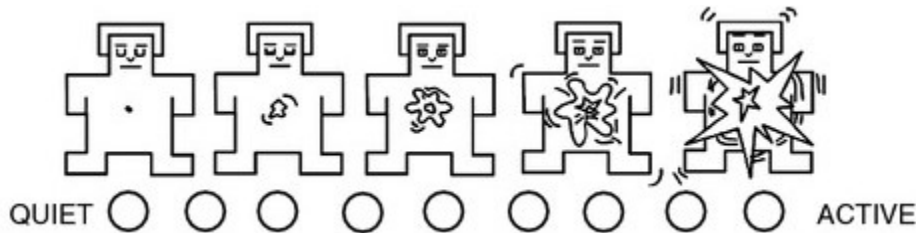
[EMOTIVE RESPONSE – Ad # 1; based on Bradley and Lang, 1994]

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.

Thank you for your responses today. We look forward to your completion of the second part of the study as well.

Corrective DTC TV Ad Study #2 Questionnaire

PART 2 (of 2) TO BE ADMINISTERED AT SECOND SESSION

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

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.

This second part of the study will take approximately 15 minutes to complete. We ask you to complete this part of the study in one sitting (without taking any breaks) in order to avoid distractions.

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

W2-Q25. Which of the following drug brand names did you see advertised during the first part of this study?

- CASTIDIA
- [DRUG NAME]
- CALORIDE

[PROGRAMMER: **Display second 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 # 2**]

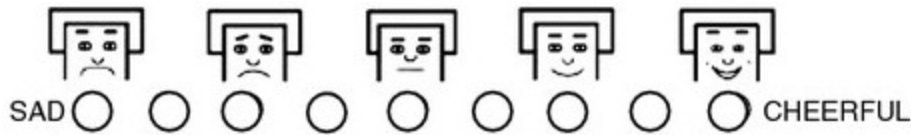
W2-Q26. Were you able to view and hear the advertisement?

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

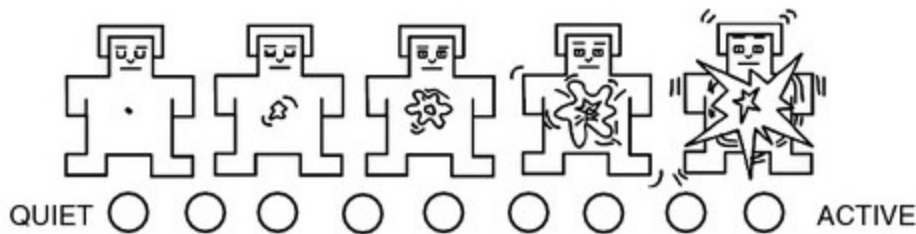
[EMOTIVE RESPONSE – Ad # 2; based on Bradley and Lang, 1994]

You have just viewed advertising for this study. Please answer the following questions regarding the ad you just saw.

W2-Q27-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.



W2-Q27-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 # 2]

W2-Q28. What was the main message of the advertisement you just saw?

[OPEN-ENDED RESPONSE]

[PERCEIVED ADVERTISEMENT SIMILARITY]

You have now seen two different advertisements, one before today and one just now. Please report your agreement with the following statements.

W2-Q29. The advertisements were similar to each other.

1 2 3 4 5 6
Strongly Strongly
disagree agree

W2-Q30. The pictures and sounds were different in the two advertisements.

1 2 3 4 5 6
Strongly Strongly
disagree agree

[RECALL OF BENEFITS AND RISKS]

[PROGRAMMER: Counterbalance W2-Q28 and W2-Q29.]

W2-Q31. Based on the advertisement, what are the benefits of [DRUG NAME]? Please list as many benefits as you can remember.

[OPEN-ENDED RESPONSE]

W2-Q32. Based on the advertisement, what are the side effects of [DRUG NAME]? Please list as many side effects as you can remember.

[OPEN-ENDED RESPONSE]

[PERCEIVED EFFICACY – Likelihood and magnitude]

W2-Q33. In your opinion...If 100 people take [DRUG NAME], how many will lose weight? Please enter a number in the box below.

___ people

W2-Q34. In your opinion...If [DRUG NAME] did help you lose weight, how effective do you think [DRUG NAME] would be?

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

[PERCEIVED COMPARATIVE EFFICACY]

W2-Q35. Do you think [DRUG NAME] would be less effective or more effective than other weight loss drugs?

1	2	3	4	5	6
Less effective					More effective

[PERCEIVED RISK – Likelihood and magnitude]

W2-Q36. In your opinion...If 100 people take [DRUG NAME], how many will have any side effects? Please enter a number in the box below.

__ people

W2-Q37. In your opinion...If [DRUG NAME] did cause you to have side effects, how serious would they be?

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

[PERCEIVED COMPARATIVE RISK]

W2-Q38. Do you think the side effects of [DRUG NAME] would be worse, about the same, or better than other weight loss drugs?

1	2	3	4	5	6
Worse					Better

[INTENTION FOR DRUG USE AND INFORMATION SEEKING]

W2-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 likel y	2	3	4	5	6 Extremel y 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 CLAIM BELIEF, VIOLATIVE CLAIM #1]

W2-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 Very
 accurate accurate

[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #2]

W2-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

[SPECIFIC CLAIM BELIEF, VIOLATIVE CLAIM #3]

W2-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

[PERCEPTIONS OF THE VIOLATIVE ADVERTISEMENT]

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

W2-Q39. The first advertisement I saw was truthful.

1	2	3	4	5	6
Strongly disagree					Strongly agree

W2-Q40. The first advertisement I saw could mislead viewers.

1	2	3	4	5	6
Strongly disagree					Strongly agree

[CORRECTIVE CLAIM RECALL]

W2-Q41. Did either of the advertisements you saw contain information about correcting an error or errors in another advertisement?

- Yes [PROCEED TO W2-Q42]
No [IF SELECTED, SKIP TO W2-Q43]

W2-Q42. In the space below, please describe what information you remember from the ad about correcting an error or errors.

[OPEN-ENDED RESPONSE]

[CORRECTIVE CLAIM RECOGNITION – Claim #1, 2, 3]

W2-Q43. Which of the following statements, if any, were made in the advertising you saw?
Check all that apply.

- a. We told you that taking [DRUG NAME] once a day may help people lose weight. But [DRUG NAME] must be used in combination with exercise and a low-calorie, low-fat diet in order to work properly. Taking [DRUG NAME] alone is not enough.
- b. We said [DRUG NAME] succeeds when other treatments don't. However, [DRUG NAME] has not been proven to be more effective than other weight loss medications.
- c. [SIMILAR] I said that [DRUG NAME] can cause changes in digestion, but I forgot to mention that almost everyone who takes [DRUG NAME] experiences these changes, including oily loose stools, urgent need to use the restroom, and poor bowel control. To minimize these effects, you need to avoid foods with high fat content.
- c. [SEMI-SIMILAR / DISTINCT] We said that [DRUG NAME] can cause changes in digestion, but we forgot to mention that almost everyone who takes [DRUG NAME] experiences these changes, including oily loose stools, urgent need to use the restroom, and poor bowel control. To minimize these effects, you need to avoid foods with high fat content.
- d. [DRUG NAME] does not directly reduce your risk of heart disease, diabetes, and high blood pressure. However, losing weight and keeping it off can reduce your risk of these conditions.
- e. Even though some of us told our friends about [DRUG NAME], it's not right for everyone. [DRUG NAME] is only approved for people who have a body mass index above 25.
- f. None of the above.
-

[CORRECTIVE CLAIM #1 COMPREHENSION – OPEN-ENDED]

W2-Q44. 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.

Taking [DRUG NAME] once a day may help people lose weight. But [DRUG NAME] must be used in combination with exercise and a low-calorie, low-fat diet in order to work properly. Taking [DRUG NAME] alone is not enough.

[OPEN-ENDED RESPONSE]

[CORRECTIVE CLAIM #1 COMPREHENSION – CLOSED-ENDED]

W2-Q45. Which of the following choices best summarizes what the statement displayed below means?

Taking [DRUG NAME] once a day may help people lose weight. But [DRUG NAME] must be used in combination with exercise and a low-calorie, low-fat diet in order to work properly. Taking [DRUG NAME] alone is not enough.

- [DRUG NAME] is more effective if people eat less and exercise more when taking it.
 - [DRUG NAME] works correctly only if people change their diet and increase their physical activity when taking it.
 - People should not change their eating or exercise habits when taking [DRUG NAME].
 - [DRUG NAME] works correctly only if people eat more fruits and vegetables when taking it.
-

[CORRECTIVE CLAIM # 2 COMPREHENSION – OPEN-ENDED]

W2-Q46. 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 cause changes in digestion, but almost everyone who takes [DRUG NAME] experiences these changes, including oily loose stools, urgent need to use the restroom, and poor bowel control. To minimize these effects, you need to avoid foods with high fat content.

[OPEN-ENDED RESPONSE]

[CORRECTIVE CLAIM #2 COMPREHENSION – CLOSED-ENDED]

W2-Q47. Which of the following choices best summarizes what the statement displayed below means?

[DRUG NAME] can cause changes in digestion, but almost everyone who takes [DRUG NAME] experiences these changes, including oily loose stools, urgent need to use the restroom, and poor bowel control. To minimize these effects, you need to avoid foods with high fat content.

- [DRUG NAME] can cause side effects, such as going to the restroom less often and not being able to use the restroom when you try to do so.
- [DRUG NAME] can cause side effects, such as going to the restroom more often and not being able to control when you go to the restroom.
- People who are struggling with their weight should talk to their doctor before taking [DRUG NAME].
- Most people who take [DRUG NAME] will not have side effects.

[CORRECTIVE CLAIM # 3 COMPREHENSION – OPEN-ENDED]

W2-Q48. 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.

Even though some of us told our friends about [DRUG NAME], it's not right for everyone. [DRUG NAME] is only approved for people who have a body mass index above 25.

[OPEN-ENDED RESPONSE]

[CORRECTIVE CLAIM #3 COMPREHENSION – CLOSED-ENDED]

W2-Q49. Which of the following choices best summarizes what the statement displayed below means?

Even though some of us told all our friends about [DRUG NAME], it's not right for everyone. [DRUG NAME] is only approved for people who have a body mass index above 25.

- People need to be at least 25 pounds overweight in order to take [DRUG NAME].
- Only people who are significantly overweight should take [DRUG NAME].
- [DRUG NAME] is only approved for people who are 25 years and older.

- [DRUG NAME] may cause people to gain extra weight in the first few weeks of taking it.
-

[DEBRIEFING]

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.