

Qualitative Study of Perceptions and Knowledge of Visually Depicted Health Conditions

Interview Guide

The Interview Guide consists of all possible questions that researchers anticipate are relevant to ask. However, this does not mean that every question listed will definitely be asked. As per standard protocol for individual interview research, researchers will allow the conversation to unfold naturally. Certain questions listed may no longer be asked because they may not be relevant to a particular discussion.

I. Interviewer Intro

□ 2 min.

Hello, my name is (NAME), and I work for a consulting firm in New York City. Today I would like to get your reactions to some images that might be used as part of health warnings on cigarette packages in the future. Before I go any further, I just want to remind you that the materials we discuss here today are private. Are you willing to assure us that you will not discuss any of the materials with others after you leave this interview?

Your participation is voluntary and you have the right not to answer any question or withdraw from the interview at any time. We will not share the information you provide with anyone outside this study unless it is necessary to protect you or is required by law. During our discussion today, please do not share any personally identifiable information, like your full name or someone else's full name. Any such mentions will be removed from the transcript of the interview.

There are no right or wrong answers and I only ask that you please speak openly and honestly because your opinions are very important. I do not work for the people sponsoring this research, so please don't feel like you need to hold back – give me your real opinion, whether it is good or bad. Also, I just want to be clear that I am not a medical doctor or an expert on smoking, and I cannot answer any specific questions related to the health risks of cigarette smoking.

You have probably already noticed there is a two-way mirror behind me. I have some colleagues back there who are watching the interview to make sure I don't forget anything. We are video-streaming our session, as a few folks are viewing these interviews remotely. There are also a few microphones in the room to create an audio-recording of the interview so that I don't have to worry about taking detailed notes and can just focus on our discussion. The audio-recording is used to help prepare a report of what we find through these interviews and is then destroyed. We don't keep a record of your name or link any of your feedback to you. Do I have your permission to record this interview for the reasons I just discussed?

Finally, please turn off your phone and don't return calls or texts from other people during the interview.

II. Introduction/ Warm-up

□ 3-5 min.

[All Participants] Okay, let's get started.

- Tell me a little about what you like to do in your free time.
- Do you have any hobbies that you particularly enjoy?

- What do you particularly like about (HOBBY)?

III. Evaluation of up to 12 images

□ 35-40 min.

I am now going to show you a series of images that might be used in the future on cigarette packages and on advertisements as a part of a warning. For each image, I will ask you a few questions about your reactions to the image. [SHOW FIRST IMAGE]

- What is your first impression of this image? [NOTE: IF AT ANY POINT, THE RESPONDENT IS HAVING DIFFICULTY BECAUSE OF THE SMALL SIZE OF THE IMAGE, SWITCH TO FULL-PAGE VERSION]
- What do you think is being shown in this image?
- What do you think this image is trying to convey to you? That is, what do you think you are supposed to understand or “take away” from this image?
 - o [IF NOTHING REGARDING SMOKING MENTIONED, RE-ASK AS:] What do you think this image is trying to convey to you about smoking?
 - o [IF RESPONDENT SAYS SMOKING WILL MAKE YOU SICK, PROBE:] In what way will smoking make you sick?
 - o [IF RESPONDENT SAYS SMOKING HAS HEALTH CONSEQUENCES, PROBE:] What is the image suggesting is one of the health consequences of smoking?
- Is there anything confusing or unclear about this image?
- Did this image grab your attention? Why or why not? What grabbed your attention?
- Does this image provide you with any new information about smoking? If so, what?
- Do you find this image to be believable? Why or why not?
- Is this image worth remembering? Why or why not?
- Is this image relevant to you? Does it apply to you?

[REPEAT FOR ALL IMAGES]

IV. Quick scan of remaining 12 images

□ 5 min.

I have a few more images here I want to show you quickly, but we won't talk about each one at length. Please take a quick look at these and point out the 2 or 3 that you think are most attention grabbing and convincing. Can you tell me why you picked these?

V. Closing

□ 2 min.

That concludes the questions/exercises I have for you. I would like to thank you for helping us today. On your way out, feel free to pick up one of the brochures if you or someone you know is interested in more information on quitting. Also don't forget to stop by the front desk and pick up your “thank you” from us.

