

Formative Research on the Act Against Aids Campaign - Message, Concept and Materials Testing

### **Intercept Interview Guide**

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## Intercept Interview Guide

### **Introduction**

Hello, my name is \_\_\_\_\_. I work for RTI International, a nonprofit research organization. We have been hired by the Centers for Disease Control and Prevention (CDC), a federal government agency, to get people's response to informational material concerning HIV/AIDS. We are not selling anything. If you are interested, we like for you to look at some materials that have been developed for an HIV testing campaign, and then ask you some questions. This would take no more than 20 minutes and we would provide you \$10 as a token of appreciation.

First, are you 18 years of age or older?

**[If yes, continue].**

Great. We would like to invite you to participate in an interview. As I said, you will receive \$10 as a token of appreciation. Are you willing to participate?

Yes\_\_\_\_ **[CONTINUE]** No\_\_\_\_ **[THANK/END]**

### **Invitation**

Thank you for agreeing to participate. As I mentioned, we want to get your opinion/feedback on materials being developed by the Centers for Disease Control and Prevention. You will be looking at some materials the CDC has developed to promote awareness about HIV and answering some questions.

**I would now like to ask you just a few questions about yourself. (NOTE: these demographic questions are to help achieve certain quotas and are considered the screener items for this interview)**

1. Gender **[Record from observation]**
  - Male
  - Female
  
2. What is your age? \_\_\_\_\_ (record age)
  
3. What is the highest level of education you have completed?
  - Grade school
  - Less than high school graduate/some high school

- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree
- Other: \_\_\_\_\_

5. Please tell me your race or ethnic background. Are you?

Ethnicity:

- Hispanic or Latino
- Not Hispanic or Latino

Race: SELECT ONE OR MORE.

- White/Caucasian
- Black or African-American
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian

Now I'd like to ask you some general questions about HIV/AIDS.

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with this statement.

6. I think that HIV/AIDS is a critical issue.

Strongly Disagree -----> Strongly Agree  
 1      2      3      4      5

7. The outcome of HIV/AIDS directly affects my life.

Strongly Disagree -----> Strongly Agree  
 1      2      3      4      5

Next, I'll show you an ad and then we'll discuss it. We'll repeat this same process with each of the ads. For now, I would like us to avoid comparing the ads. Instead, let's consider each on its own first.

8. How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that?

9. Who would you say they are trying to reach?

- Does it seem like this message is talking to you, and people like you? Or someone else?
- What in the message suggested it was talking to you and people like you or someone else?

10. How do you feel about the images used in this ad? Are they helpful/engaging? Why/why not?
11. Are there any words or phrases that bothered you or that you think should be said differently
12. If you had to give this ad a grade, like in school, where “A” is the best and “F” is a failing grade, what grade would you give this ad as a choice for a health education campaign?
13. What other comments would you like to make about this ad?

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with this statement.

14. Overall I liked this ad
- Strongly Disagree -----> Strongly Agree
- 1      2      3      4      5

15. I liked the people in this ad
- Strongly Disagree -----> Strongly Agree
- 1      2      3      4      5

16. 32e. This ad was made (written) for a person like me
- Strongly Disagree -----> Strongly Agree
- 1      2      3      4      5

17. I like the way this ad looks
- Strongly Disagree -----> Strongly Agree
- 1      2      3      4      5

18. I trust the information in this ad
- Strongly Disagree -----> Strongly Agree
- 1      2      3      4      5

**Repeat for each ad**

Now, let’s compare the main concepts for the ads: \_\_\_\_\_ (Interviewer: Say the names of each concept discussed).

19. Do you think one is more appealing than the other? Which?  
Why/why not?