

Quantitative TV Study Pretest 1

Survey Questionnaire

PRETEST 1 OBJECTIVES

- (1) Select numbers for the simple and complex benefit information in Study 1.
- (2) Ensure the simple and complex manipulations are operationalized correctly and perceived as different in terms of complexity.

INTRODUCTION

Thank you for agreeing to participate in this study today.

First, we'd like to ask you some questions about treatments for cataracts, an eye condition associated with older age that causes cloudy vision.

YOUR HEALTH

Q1. In general, how much do you know about cataracts? (perceived medical condition knowledge)

- Nothing at all
- Only a little bit
- Some
- A lot

Q2. Do you have or have you had cataracts? (medical condition history)

- Yes - Currently have cataracts
- Yes - Previously had cataracts
- Never had cataracts
- Don't know

Q3. [IF YES] Have you ever had cataract surgery? (treatment history)

- Yes
- No
- Don't know

Q4. [IF NEVER HAD / DON'T KNOW] How likely do you think it is that you will get cataracts? (medical condition perceived risk)

- | | | | | | |
|----------------------|---|---|---|---|---------------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Not at all
Likely | | | | | Extremely
Likely |

Q5. Have any of your close family members—such as parents, brothers, or sisters—ever had cataracts? (family medical condition history)

- Yes
- No
- Don't know

Q6. Have you had any vision problems—other than needing contacts or glasses—in the past 10 years? (history of vision problems)

- Yes
- No
- Don't know

TREATMENTS FOR CATARACTS

Surgery is one treatment for cataracts. We'd like to ask what you think about the effectiveness of cataract surgery. If you aren't certain, please provide your best guess.

Q7. After having cataract surgery, how much better can most people see? (perceived efficacy, magnitude - surgery)

0% to 100% better (sliding scale)

Q8. If 100 people have cataract surgery, how many will have ANY improvement in their vision? (perceived efficacy, likelihood - surgery)

0 (sliding scale) 100
No one Everyone

[DISPLAY FOLLOWING QUESTIONS ON SAME SCREEN]

[RANDOMIZE ORDER: (1) REALLY WELL → DID NOT WORK WELL OR (2) DID NOT WORK WELL → REALLY WELL]

The following questions ask about [Drug X], a prescription drug for improving vision in people who have cataracts. (percentages associated with efficacy levels)

Q9. If [Drug X] worked REALLY WELL, it would improve a person's vision by __%.

Q10. If [Drug X] worked REALLY WELL, it would improve vision in __% of people who take it.

Q11. If [Drug X] worked WELL, it would improve a person's vision by __%.

Q12. If [Drug X] worked WELL, it would improve vision in __% of people who take it.

Q13. If [Drug X] worked SOMEWHAT WELL, it would improve a person's vision by __%.

Q14. If [Drug X] worked SOMEWHAT WELL, it would improve vision in __% of people who take it.

Q15. If [Drug X] DID NOT WORK WELL, it would improve a person's vision by __%.

Q16. If [Drug X] DID NOT WORK WELL, it would improve vision in __% of people who take it.

[SHOW THE FOLLOWING THREE QUESTIONS IN RANDOM ORDER] (efficacy levels associated with percentages)

Q17. Imagine that [Drug X] improved vision by 20%. How effective would you say [Drug X] is?

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

Q18. Imagine that [Drug X] improved vision by 40%. How effective would you say [Drug X] is?

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

Q19. Imagine that [Drug X] improved vision by 60%. How effective would you say [Drug X] is?

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

Please read the following statement.

[RANDOMLY ASSIGN PARTICIPANTS TO VIEW FOUR OF THE FOLLOWING STATEMENTS, PRESENTED IN RANDOM ORDER. THE STATEMENT SHOULD APPEAR ON SCREEN WITH THE FOLLOWING QUESTIONS].

Version A [CONTROL]

[Drug X] has been shown to improve vision.

Version B

[Drug X] has been shown to improve vision by 40%.

Version C

In 60% of people who have cataracts, Drug X has been shown to improve vision by 40%.

Version D

In 60% of people who have cataracts, Drug X has been shown to improve vision by an average of 40%.

Version E

In a clinical trial of 301 people who had cataracts, 60% of those who took Drug X had a 40% improvement in their vision.

Version F

Drug X was tested in two clinical trials of people who had cataracts. In one trial, 62% of people who took Drug X had a 38% improvement in their vision. In the other trial, 58% of people who took Drug X had a 42% improvement in their vision.

Q20. In your own words, please explain what this statement means. (open-ended) (efficacy claim comprehension)

Q21. Please complete the following sentence: [Drug X] improves vision by __%. (efficacy claim accuracy - magnitude)
____% [permit numbers from 0-100; also permit ranges (e.g., 40-60%)]

Q22. If 100 people take [Drug X], how many will have better vision? (efficacy claim accuracy - likelihood)
____% [permit numbers from 0-100; also permit ranges (e.g., 40-60%)]

Q23. Please rate the statement on the following attributes: (efficacy claim clarity)

1	2	3	4	5	6
Not at all					Extremely
Understandable					Understandable
1	2	3	4	5	6
Not at all					Extremely
Clear					Clear
1	2	3	4	5	6
Not at all					Extremely
Easy to Read					Easy to Read
1	2	3	4	5	6
Not at all					Extremely
Complex					Complex

DEBRIEF

The purpose of this research is to understand how people interpret prescription drug information in advertisements. In order to get a real-life reaction to this information, we used a pretend product in this study. [Drug X] is not a real product and is not available for sale. Please see your healthcare professional for questions about cataracts.

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