**Rationale for Items Added to or Removed From the ExPECTT Youth Media Tracking Instrument 8/26/15**

| Item Number | Description | Addition | Deletion | Edit | Rationale | Prior Approval Given by OMB |
| --- | --- | --- | --- | --- | --- | --- |
| NA | Edits to programming instructions related to presentations and randomization of ads |  |  | X | Needed to manage a change in the number of ads presented. We have also dropped radio. |  |
| A2\_1 | Listening to music |  | X |  | Reduce length |  |
| A2\_6 | Text on smartphone |  | X |  | Reduce length |  |
| A2\_7 | Video on smartphone |  | X |  | Reduce length |  |
| A2\_8 | Social on smartphone |  | X |  | Reduce length |  |
| A2\_9 | Websites on smartphone |  | X |  | Reduce length |  |
| A2\_10 | gaming |  | X |  | Reduce length |  |
| A2\_11 | books |  | X |  | Reduce length |  |
| A2\_12 | magazines |  | X |  | Reduce length |  |
| A2\_13 | movie |  | X |  | Reduce length |  |
| A2\_14 | Horror movie |  | X |  | Reduce length |  |
| A3\_1a | Skittles brand awareness |  | X |  | Reduce length |  |
| A3\_1b | Xbox brand awareness |  | X |  | Reduce length |  |
| A3\_1c | Proactive brand awareness |  | X |  | Reduce length |  |
| A9bx | Where have you seen these ads? |  |  | X | Added a response option, “none of these places,” to improve the item. | Original item approved previously, including 1/26/15. |
| A23 | What do you take away from this ad? |  |  | X | Added a response option, “You don’t need a good reason not to smoke,” to account for new advertising. | Original item approved previously, including 1/26/15. |
| A20 | Parent rules about time on media |  | X |  | Reduce length |  |
| A21 | Parent rules about media content |  | X |  | Reduce length |  |
| A22 | Parent enforce media rules |  | X |  | Reduce length |  |
| B17\_1 | Lung Cancer |  | X |  | Reduce length |  |
| B17\_2 | Cancer of the lip, mouth, tongue or throat |  | X |  | Reduce length |  |
| B17\_3 | Heart Disease |  | X |  | Reduce length |  |
| B17\_4 | Diabetes |  | X |  | Reduce length |  |
| B17\_5 | Emphysema |  | X |  | Reduce length |  |
| B17\_6 | Stroke |  | X |  | Reduce length |  |
| B17\_7 | Hole in throat (stoma or tracheotomy) |  | X |  | Reduce length |  |
| B17\_8 | Buerger’s Disease |  | X |  | Reduce length |  |
| B17\_9 | Removal of limbs (amputations) |  | X |  | Reduce length |  |
| B17\_10 | Asthma |  | X |  | Reduce length |  |
| B17\_11 | Gallstones |  | X |  | Reduce length |  |
| B17\_12 | COPD or chronic bronchitis |  | X |  | Reduce length |  |
| B19\_1 | Ammonia, a substance found in fertilizer and household cleaners |  | X |  | Reduce length |  |
| B19\_2 | Arsenic, a substance found in motor oil |  | X |  | Reduce length |  |
| B19\_3 | Benzene, a chemical found in gasoline |  | X |  | Reduce length |  |
| B19\_4 | Beryllium, a substance used in nuclear weapons and nuclear power reactors |  | X |  | Reduce length |  |
| B19\_5 | Cadmium, a substance found in batteries |  | X |  | Reduce length |  |
| B19\_6 | Carbon monoxide, a substance found in car exhaust |  | X |  | Reduce length |  |
| B19\_7 | Formaldehyde, a chemical used to preserve dead animals |  | X |  | Reduce length |  |
| B19\_8 | Hydrogen cyanide, a substance used to kill insects |  | X |  | Reduce length |  |
| B19\_9 | Lead, a substance found in bullets |  | X |  | Reduce length |  |
| B19\_10 | Naphthalene, a chemical found in mothballs |  | X |  | Reduce length |  |
| B19\_11 | 2-Nitropropane, a substance found in paint and ink |  | X |  | Reduce length |  |
| B19\_12 | Polonium 210, a poison |  | X |  | Reduce length |  |
| B19\_13 | Uranium, a substance used in nuclear weapons and nuclear power reactors |  | X |  | Reduce length |  |
| B21\_2 | Smoke menthol |  | X |  | Reduce length |  |
| B21\_3 | Use smokeless |  | X |  | Reduce length |  |
| E8\_1 | Cigs every day |  | X |  | Reduce length |  |
| E8\_2 | Menthol every day |  | X |  | Reduce length |  |
| E8\_3 | Smokeless every day |  | X |  | Reduce length |  |
| E8\_4 | Cigs but not every day |  | X |  | Reduce length |  |
| E8\_5 | Menthol but not every day |  | X |  | Reduce length |  |
| E8\_6 | Smokeless but not every day |  | X |  | Reduce length |  |
| C4 | TV dominant language |  | X |  | Reduce length |  |
| C5 | Spending $ |  | X |  | Reduce length |  |
| C6 | Watch rated R movies |  | X |  | Reduce length |  |