

## Rationale for Items Added to or Removed From the 2<sup>nd</sup> Cohort EXPECTT Youth First Follow-up Instrument 4/8/16

| Item Number | Description   | Addition | Deletion | Edit | Rationale   | Prior Approval Given by OMB                      |
|-------------|---|----------|----------|------|---|--|
| A1_2        | What is your date of birth?   | X        |          |      | We hope this will reduce reporting errors we have noted associated with collecting age. | Not previously approved                          |
| A1_3.       | That would make you XX years old, is that correct?                        | X        |          |      | We hope this will reduce reporting errors we have noted associated with collecting age. | Not previously approved                          |
| E3_23       | Trouble breathing   |          |          | X    | Editing number of item only for clarification; No change in content.                    | This item was approved on 11/17/15               |
| E3_24       | Stunt lung growth   |          |          | X    | Editing number of item only for clarification; No change in content.                    | This item was approved on 11/17/15               |
| E3_25       | Stained teeth   |          |          | X    | Editing number of item only for clarification; No change in content.                    | This item was approved on 11/17/15               |
| E3_26       | Develop gum disease   | X        |          |      | Adding to measure a belief which is the focus of the new ad "gift."                     | This item has not been previously approved.      |
| E5_12       | Smoking as a teen can permanently stunt your lungs.                       | X        |          |      | Adding to measure a belief which is the focus of the new ad "straw city."               | This item has not been previously approved.      |
| E5_13       | Smoking cigarettes will make me have serious breathing problems           | X        |          |      | Adding to measure a belief which is the focus of the new ad "straw city."               | This item has not been previously approved.      |
| E5_14       | If I smoke, the consequences will find me.                                | X        |          |      | Adding to measure a belief which is the focus of the new ad "gift."                     | This item has not been previously approved.      |
| E5_15       | Nicotine can reprogram your brain   | X        |          |      | Adding to measure a belief which is the focus of the new ad "hacked."                   | This item has not been previously approved.      |
| E5_16       | If I smoke, it will be hard to think about anything but my next cigarette | X        |          |      | Adding to measure a belief which is the focus of the new ad "hacked."                   | This item has not been previously approved.      |
| E7_13       | Gum disease   | X        |          |      | Adding to measure a belief which is the focus of the new ad "gift."                     | This item has not been previously approved.      |
| F1_1        | Watching TV on any platform   |          |          | X    | We updated this because we did not need platform-specific information.                  | Approved for 3 <sup>rd</sup> FU: 11/17/15        |
| F1_2        | Watching TV on a computer   |          | X        |      | We did not need platform-specific information.  |  |
| F1_3        | Watching TV on a phone  |          | X        |      | We did not need platform-specific information.  |  |
| F1_4        | Watching TV on a ipod   |          | X        |      | We did not need platform-specific information.  |  |
| F2_2        | Video   |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15 |
| F2_3        | Social networking   |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15 |
| F2_4        | Websites  |          |          | X    | Minor edits to update popular   | Base item  |

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|-------------|----------------------------------|----------|----------|------|---|---|
|             |                                  |          |          |      | products  | approved previously including 11/17/15  |
| F2_5        | Video chatting                   |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15  |
| F2_6        | Text messaging                   |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15  |
| F2_7        | Cell phone for video             |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15  |
| F2_8        | Cell phone for social networking |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15  |
| F2_10       | Gaming                           |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15  |
| F2_12       | Magazines                        |          |          | X    | Minor edits to update popular products  | Base item approved previously including 11/17/15  |
| F19_x       | Main message of the ad           |          |          | X    | Adding three new response options corresponding to the new advertising. Dropping three older response options so burden will remain the same. | The base item was approved by OMB in prior packages including 11/17/15                    |
| F11_13      | This ad is intense               | X        |          |      | Adding to assess whether this key term from the literature on stylistic elements of ads may be operationalized.                               | This item is similar to others that have been previously approved, including on 11/17/15. |