Appendix C

Survey Questionnaire

INTRODUCTION

Thank you for agreeing to participate in this study today. This study is about advertising for a new product. We will show you an ad for a new product and then ask you some questions about it.

Make sure you are comfortable and can read the screen from where you sit. The survey will include some audio, so please make sure the sound on your computer is active and the speaker volume is turned up.

ADVERTISEMENT INSTRUCTIONS

On the next screen, you will see an advertisement for a new product. The ad may take 15-30 seconds to start playing. Imagine that this ad is for a product that you might be interested in for yourself.

Once you finish viewing the ad, please click the Continue button.

[DISPLAY ASSIGNED AD] [SUPPRESS "CONTINUE" BUTTON UNTIL AD FINISHES PLAYING]

We would like you to watch the ad a second time. Please click the Continue button to view the ad.

[DISPLAY ASSIGNED AD AGAIN] [SUPPRESS "CONTINUE" BUTTON UNTIL AD FINISHES PLAYING]

SURVEY INSTRUCTIONS

Now please answer the following questions based on the ad you saw.

Q1. We	ere you able to view the ad for Vistasin?
	Yes
	No → [Terminate]
	Not sure → [Terminate]
Q3. Wh	nat are the benefits of Vistasin? Please list as many benefits as you can remember. (benefit
	(open ended)
Q4. Wh	nat are the side effects of Vistasin? Please list as many side effects as you can remember. (risl
·	(open ended)

	ing statements v y if it was mentic	vere mentioned in t		Extremely likely
	-	vere mentioned in t		
		oned in the ad. [RA		
			Mentioned	Not Mentioned
	vith wet age-rela	ted macular	Х	
-	by wet age-relat	ted macular	Х	
utting just two	o drops in each e	ye per day.	Х	
		other treatments		Х
on in people v	vith glaucoma.			Х
ight for peop	le who are near-s	sighted.		Х
nformation ne	eeded to answer			-
all of the vision	on problems caus	sed by wet AMD. (g	ist efficacy claim	accuracy -
iswer)				
	t AMD takes Vist	tasin, by how much	will their vision	improve? (gis
ve but won't	be back to norm	al (correct answer)		
	spots caused v) utting just two sed by people ular degeneration in people visight for people wing question formation near IONS Q6 - Q1 all of the visionswer) eone with we magnitude) mprove at all	spots caused by wet age-related utting just two drops in each established by people who have tried utlar degeneration (wet AMD) on in people with glaucoma. sight for people who are near-wing questions based on what formation needed to answer IONS Q6 - Q11-A] all of the vision problems caused on what had been successed by the problems caused by the provential of the prove at all the prove at all the prove but won't be back to normal problems.	spots caused by wet age-related macular utting just two drops in each eye per day. sed by people who have tried other treatments ular degeneration (wet AMD) on in people with glaucoma. sight for people who are near-sighted. wing questions based on what you learned from the formation needed to answer each question, so you long Q6 - Q11-A] all of the vision problems caused by wet AMD. (genewer) eone with wet AMD takes Vistasin, by how much among the magnitude of the prove at all ove but won't be back to normal (correct answer)	on in people with wet age-related macular). I spots caused by wet age-related macular X y) utting just two drops in each eye per day. sed by people who have tried other treatments ular degeneration (wet AMD) on in people with glaucoma. sight for people who are near-sighted. wing questions based on what you learned from the ad. The ad material

			et AMD takes <u>Vis</u>	<u>tasin,</u> by what po	ercentage will	their blind spots
shrink?	? (efficacy clain	n accuracy – ma	gnitude)			
	0%					
	25%					
	35%					
	45%					
	55%					
_	65% (correct	answer)				
	75%	aliswei j				
_						
	85%					
	95%					
	Don't know					
Q11-A.	On average, i	f someone with	wet AMD takes a	nother prescript	ion drug, by w	hat percentage
will the	eir blind spots	shrink? (efficacy	y claim accuracy –	magnitude)		
	0%					
	25%					
	35%					
	45%(correct a	answer)				
	55%	answer,				
	65%					
	75%					
	85%					
	95%					
	Don't know					
Q13. V	istasin is more	likely to impro	ve vision than otl	ner treatments fo	or wet AMD. (<mark>r</mark>	perceived efficacy
- comp	arative)					
	1	2	3	4	5	6
	Strongly					Strongly agree
	disagree					0, 0
	410461.00					
Q14. B	ased on the ac	d, how convince	d are you that Vi	stasin improves v	vision? (ad per	suasiveness)
	1	2	3	4	5	6
	Not at all	_	-	•	_	Completely
	convinced					convinced
,	CONVINCEU					CONVINCEU

(risk recognition)

Research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)).

Q15. Please check which of the following were mentioned in the ad as risks of taking Vistasin. Even if you think a statement is true, please select it only if it was mentioned in the ad. [RANDOMIZE ORDER]

	Mentioned	Not Mentioned
a. A side effect of Vistasin is loss of depth perception.	Х	
b. A side effect of Vistasin is runny nose.	Х	
c. People with glaucoma should not take Vistasin.	Х	
d. A side effect of Vistasin is a detached retina.	Х	
e. A side effect of Vistasin is blurry vision.		Х
f. A side effect of Vistasin is temporary blindness.		Х
g. People with kidney problems should not take Vistasin.		X
h. A side effect of Vistasin is nausea.		X

c. People with g	laucoma should	not take Vistasin.	Х		
d. A side effect of	of Vistasin is a de	etached retina.	X		
e. A side effect o	of Vistasin is blu	rry vision.			Х
f. A side effect o	f Vistasin is tem	porary blindness.			Х
g. People with k Vistasin.	idney problems	should not take			Х
h. A side effect o	of Vistasin is nau	isea.			X
Q16. How serious a	re Vistasin 's sid	de effects? (perceiv	ed risk – magnit	rude)	
1	2	3	4 5	5 6	5
Not at all serious				Extre seri	mely
Q17. How botherso	ome would Vista	sin's side effects b	e? (perceived ris	sk – magnitude)
1	2	3	4 5	5 6	5
Not at all bothersome				Extre bothe	•
Q18. Vistasin is risk	ier than other t	reatments for wet	AMD. (perceive	d risk - compar	ative)
1 Strongly disagree	2	3	4	5	6 Strongly agree
Q19. Thinking over	all about the ris	ks and benefits, we	ould you say Vis	tasin has: (ben	efit/risk tradeoff)
1 2 More risks than benefits	3	4 Equal risks and benefits	5	6	7 More benefits than risks
Q21. This ad used s improvement)	pecial effects to	show how well Vi	stasin works. (m	nanipulation ch	eck – images of

	No Not sure				
_	YES TO Q21] Ple rement) (open ended)	ease describe those	e special effects. (ma	nipulation check – in	nages of
	id you notice a o Yes No Don't know	dark spot on the so	creen? (manipulation	ı check – images of in	nprovement)
	[IF YES TO Q24 RESPONSE OPTI		ny changes to the da	rk spot? [RANDOMIZ	E ORDER OF FIRST
	Yes – The dark Yes – The dark	spot disappeared spot got smaller spot got bigger spot did not chang	e		
_		your own words, v images of improve	vhat was the purpos ment)	e of the dark spot in	the ad?
Q22. [I	F YES TO Q24-A	Please mark whe	ther you agree or dis	sagree with the follo	wing statement.
	_	rk spot showed wh provement - perce		ould really be like be	efore and after taking
	1 Strongly disagree	2	3	4	5 Strongly agree
_	F YES TO Q24-A n real life?	Compared to the	changes to the dark	spot in the ad, how	well would Vistasin
Vistasi	n would improv	e people's vision	. (images of improver	ment – perceived acc	uracy)
	1 ess than the suggests	2 <u>A little bit less</u> than the ad suggests	3 The same as the ad suggests	4 <u>A little bit more</u> than the ad suggests	5 <u>A lot more</u> than the ad suggests
	I the ad contain y claim) Yes No	any numbers abou	ut how well Vistasin	improved vision? (m	anipulation check –

☐ Don	't know					
	RMS #11 AND #13] The rks. How closely did the		-		owing how well	
The dark spo	ot showed natch – efficacy claim vs.	images of improv	vement)			
less vis improve than the no Q27. Please saw. (ad ske	ment umbers check how much you ag	the <u>same</u> improven the nun	<u>nent</u> as nbers	4 Ing statements	5 more vision improvement than the numbers about the ad you	
This ad is a r	eliable source of informa	ation about the ri	sks and benefit:	s of Vistasin.		
	ents a true picture of Vis					
	en accurately informed a					
This ad prov Vistasin.	ides consumers with ess	ential informatior	n for deciding w	hether to ask a	a doctor about	
1 Strongly disagree	2	3	4	5	6 Strongly agree	
	ere are some questions : hers are more difficult. I	-		_		
	almost everyone will ha st do your best! (objectiv		hese questions	s, so don't be u	pset if some are	
 Imagine that you flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips? times out of 1,000 						
b.	b. In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to BIG BUCKS LOTTERY? people					
c.	In ACME PUBLISHING S percent of tickets to AC percent [permit	ME PUBLISHING	SWEEPSTAKES	will win a car?	•	
	Research authorized by Se	ction 1701(a)(4) of	the Public Healtl	n Service Act (42	U.S.C. 300u(a)(4))	

Please answe	r the followin	g questions. (sı	ubjective nume	racy)	
a. How good a	re you at wo	rking with fract	ions?		
1 Not at all good	2	3	4	5	6 Extremely good
b. How good a	re you at wo	rking with perc	entages?		
1 Not at all good	2	3	4	5	6 Extremely good
c. How good a	re you at calc	ulating a 15% t	ip?		
1 Not at all good	2	3	4	5	6 Extremely good
d. How good a	re you at figu	ıring out how n	nuch a shirt wi	I cost if it is	25% off?
1 Not at all good	2	3	4	5	6 Extremely good
e. When readi story?	ng the newsp	aper, how help	oful do you find	l tables and ${\mathfrak g}$	graphs that are part of
1 Not at all	2	3	4	5	6 Extremely
		chance of som			prefer that they use wo
1 Always prefer words	2	3	4	5	6 Always prefer numbers
	chance of rair				g percentages (e.g., "the e.g., "there is a small c
1 Always	2	3	4	5	6 Always

	prefer centages					prefer words		
h.	h. How often do you find numerical information to be useful?							
	1 Never	2	3	4	5	6 Very often		
use)	e you currently t Yes No	taking a prescrip	tion medicine	for any eye or	vision pro	blems? (prescription		
medica	n general, how m I condition knowl Nothing at all Only a little bit Some A lot	-	w about macu	lar degeneratio	on (wet or	dry AMD)? (perceived		
	o you have macu Yes No Don't know	lar degeneration	n? (medical co	ndition history)			
	YES TO Q32] Ha Yes No Don't know	ve you ever had	treatment fo	r macular dege	eneration?	(treatment history)		
	NO / DON'T KN ration? (medical			u think it is tha	at you will	get macular		
	1 at all kely	2	3	4	5	6 Extremely Likely		
degene	ave any of your or ration? (family m Yes No Don't know	-		s parents, brot	hers, or sis	sters—ever had macular		

Q36. Have you had any vision problems—other than needing contacts or glasses—in the past 10 years? (history of vision problems) ☐ Yes ☐ No								
For the	For the next two questions, please indicate how much you agree or disagree with the statement.							
	Q37. I experience prescription drug side effects more frequently than other people my age. (prescription attitude – side effect history)							
	1	2	3	4		5	6	
	Strongly disagree					Si	trongly agree	
Q38. Whenever I take prescription drugs, they tend to work the way they are supposed to work. (prescription attitude – efficacy history)						o work.		
	1	2	3	4		5	6	
	Strongly disagree					St	trongly agree	
Q39. When you have a health problem, how willing are you to take prescription drugs? Please check all that apply. (prescription attitude – personal usage) They are my first choice for treatment I will try other treatments (such as over-the-counter or alternative medicines) before I take them I will try lifestyle changes (such as diet, exercise) before I take them I will try medical procedures (such as laser surgery) before I take them I will never take them								
	w noticeable was th 1 Not at all noticeable	e information a	about Vistasir 3	n's benefits? <mark>(6</mark> 4	efficacy cla	im awarenes 5	6 Very noticeable	
P5. Ho	w similar or differe	nt was this ad o	compared to	other televisi	on ads for	prescription	drugs? (ad	
No	1 2 othing like ods on TV	3		4	5	6 Just like ads on TV		

 P6. Do you think the ad quality was (ad quality) High, like a national ad Medium, like an ad for a local business Low, like an amateur filmed it with a video camera 							
Q40. F	low confident are y	ou in filling out	medical forms l	by yourself? (lite	racy)		
	1	2	3	4	5		
	Not at all	A little 5	Somewhat	Quite a bit	Extremely		
Q41. How many years of education have you had? (education) Less than high school Completed high school Some college Associate's degree (2-year) Bachelor's degree (4-year) Some postgraduate work Postgraduate degree (M.A., Ph.D., M.D., J.D., etc.)							
Q42. W	Vhat is your sex? (g Male Female	ender)					
Q43. What is your date of birth? (age)monthyear							
	Are you Hispanic or No Yes	Latino? (ethnic	city)				
[ALLON	What is your race? ' W MULTIPLE RESPO American Indian of Asian Black or African A Native Hawaiian of White Some other race	NSES] or Alaska Native merican		es. (race)			
	Vould you like to se Yes, look for more No, do not look fo	information no	ow	asin? (informatio	on search behavior)		
DEBRII	EF						

The purpose of this study is to learn about reactions to medical advertising. In order to get a real-life reaction, we used a pretend product in this study. Vistasin is not a real product and is not available for sale. Please see your healthcare professional for questions about wet AMD. You have been very helpful. Thank you very much for your participation!