

Rationale for Items Added to or Removed From the ExPECTT Youth Media Tracking Instrument 4/8/16

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
A1_1	Watch TV or movies on a TV			X	This item has been edited to measure content without differentiating platform.	Base item approved previously including 11/17/15
A1_2	Watch TV or movies on a computer		X		Redundant if we revise A1_1	
A1_3	Watch TV or movies on a cell phone		X		Redundant if we revise A1_1	
A1_4	Watch TV or movies on an ipod		X		Redundant if we revise A1_1	
A2_2	Use computer for video			X	Minor edits to update popular products	Base item approved previously including 11/17/15
A2_3	Use computer for social networking			X	Minor edits to update popular products	Base item approved previously including 11/17/15
A2_4	Use computer for browsing			X	Minor edits to update popular products	Base item approved previously including 11/17/15
A2_5	Use computer for chatting			X	Minor edits to update popular products	Base item approved previously including 11/17/15
A2_6	Text messaging	X			Adding this back to the media tracking survey after having dropped it at the last wave.	Base item approved previously including 11/17/15
A3_2f	Fresh Empire brand	X			This item was approved for and used in the 3 rd FU ExPECTT study.	Approved for 3 rd FU: 11/17/15
A11_18	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 F1211/17/15.
A23	Main message of the ad	X			This item was approved for and used in the 3 rd FU with the exception of response options 14, 15 and 16.	The base item was approved by OMB in prior packages including 11/17/15
B11_3	Smoking is harmful-not harmful	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B12_3	smokeless is harmful-not harmful	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B13_25	Develop gum disease	X			Adding to measure a belief which is	This item has not

Item Number	Description	Addition	Deletion	Edit	Rationale	Prior Approval Given by OMB
					the focus of the new ad “gift.”	been previously approved.
E15_13	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.
E15_14	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.
E15_15	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.
E15_16	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.
E15_17	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.
E13_1	Cigars are bad-good	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
E13_2	Cigars are unenjoyable-enjoyable	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
E13_3	Cigars are harmful-not harmful	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
E14_1	E-cigs are bad-good	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
E14_2	E-cigs are unenjoyable-enjoyable	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
E14_3	E-cigs are harmful-not harmful	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B13_23	Stunt lung growth	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B13_24	Stained teeth	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B15_10.	The lungs of teenage smokers may not grow to normal size.	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B15_11.	Smoking just a few cigarettes can make you crave more.	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
B15_12.	If I smoke, nicotine will rewire my brain.	X			This item was approved for and used in the 3 rd FU.	Approved for 3 rd FU: 11/17/15
	Media tracking screener items		X		The media tracking screener and instrument have been separated.	