

Attachment 1b

**National Health and Nutrition Examination Survey (NHANES)
Social Media Pilot Study
Data Collection Form**

Form Approved
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**NHANES Social Media Questions
(Adult answering screener questionnaire)**

Questions below will be administered by the field interviewer at the end of the screener module to all screened households (one adult per household).

NEW Q1.

Other than me (or my colleague) talking to you about the survey, have you ever heard about the National Health and Nutrition Examination Survey?

INTERVIEWER: READ 'OR MY COLLEAGUE' IF ANOTHER INTERVIEWER HAS VISITED THE HOUSE

Yes.....	1 (NEW Q2)
No.....	2 (NEW Q3)
DK.....	99 (NEW Q3)
RF.....	77 (NEW Q3)

NEW Q2.

From where did you hear about the survey?

CODE ALL THAT APPLY
NEW HANDCARD 1 and

TV.....	1 (NEW Q3)
Radio.....	2 (NEW Q3)
Newspaper (Print or online).....	3 (NEW Q3)
Social media.....	4 (NEW Q3)
Other website.....	5 (NEW Q3)
Word of mouth.....	6 (NEW Q3)
Other.....	7 (NEW Q3)
DK.....	99 (NEW Q3)
RF.....	77 (NEW Q3)

ALL SP's GO TO NEW Q3.

DEFINITIONS FOR THE FOLLOWING TERMS AND/OR PROVIDE EXAMPLES). THESE TERMS WILL BE PUT IN THE HELP SCREEN

-Social media; Word of mouth

Definitions:

Social media refers to interactive electronic platforms that allow users to share ideas and information with a network of contacts (e.g., popular sites include Facebook, Twitter, Reddit, Snapchat, LinkedIn etc.)

Word of Mouth refers to oral communication from person-to-person which could be as simple as someone in your family or a neighbor telling you about the survey.

NEW Q3.

Do you have at least one social media account?

Yes.....	1 (NEW Q4)
No.....	2 (NEW Q4)
DK.....	9 (NEW Q4)
RF.....	7 (NEW Q4)

ALL SP's GO TO NEW Q4.

DEFINITION/EXAMPLES OF 'SOCIAL MEDIA ACCOUNT'—.

The term social media account is used to describe a person having an account on one of the social media platforms such as Facebook, Twitter, Reddit, Snapchat, LinkedIn etc.

NEW Q4.

Did you or someone in your household see an ad for the National Health and Nutrition Examination Survey on Facebook or Instagram?

NEW HANDCARD 2 and

Yes.....	1 (NEW Q5)
No.....	2 (NEW Q5)
DK.....	9 (NEW Q5)
RF.....	7 (NEW Q5)

ALL SP's GO TO NEW Q5.

NEW Q5.

{Would seeing these ads on Facebook or Instagram/Did these ads} motivate you to learn more about the National Health and Nutrition Examination Survey?

CAPI INSTRUCTIONS: 'WOULD SEEING THESE ADS' IF NEW Q4=1; 'DID THESE ADS' IF NEW Q4=2,9,7)

Yes.....	1 (SCQ.430)
No.....	2 (SCQ.430)
DK.....	9 (SCQ.430)
RF.....	7 (SCQ.430)