

Quantitative TV Study 1

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 or device is active and the speaker volume is turned up.

On the next two screens you will be shown the image of an animal and sound and asked to identify which animals you see and hear. Therefore please ensure your speakers are turned on, or you can use your headphones. **[Terminate participants who cannot hear the sound and see the image]**

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 Next button.

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

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

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

SURVEY INSTRUCTIONS

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

Q1. Were you able to view the ad for [Drug X]?

- Yes
- No → **[Terminate]**
- Not sure → **[Terminate]**

Q2. What was the main message of this ad? (gist memory)

(open ended)

Q3. What are the benefits of [Drug X]? Please list as many benefits as you can remember. (benefit recall)

(open ended)

Q4. What are the side effects of [Drug X]? Please list as many side effects as you can remember. (risk recall)

(open ended)

[Programmer: RANDOMIZE ORDER of benefit series (Q5- Q16) and risk series (Q17-Q25)].

Q5. Please check which of the following statements were mentioned in the ad. Even if you think a statement is true, please select it only if it was mentioned in the ad. [RANDOMIZE ORDER] (benefit recognition)

	Mentioned	Not Mentioned
a. [Drug X] improves vision in people with cataracts.	X	
b. [Drug X] reduces cloudiness caused by cataracts.	X	
c. You take [Drug X] by putting just two drops in each eye per day.	X	
d. [Drug X] can only be used by people who have tried cataract surgery.		X
e. [Drug X] improves vision in people with glaucoma.		X
f. [Drug X] improves eyesight for people who are near-sighted.		X

Please answer the following questions based on what you learned from the ad. The ad may or may not have included the information needed to answer each question, so your best guess is fine. **[KEEP ON SCREEN FOR QUESTIONS Q6 - Q13]**

Q6. [Drug X] eliminates all of the vision problems caused by cataracts. (gist efficacy claim accuracy - magnitude)

- True
- False (correct answer)

Q7. On average, if someone with cataracts takes [Drug X], by how much will their vision improve? (gist efficacy claim accuracy - magnitude)

- Vision will not improve at all
- Vision will improve but won't be back to normal (correct answer)
- Vision will improve to normal

Q8. [Drug X] will improve vision in almost everyone who takes it. (gist efficacy claim accuracy - likelihood)

- True
- False (correct answer)

Q9. The majority of people with cataracts who take [Drug X] will have at least some vision improvement. (gist efficacy claim accuracy - likelihood)

- True (correct answer)
- False

Q10. What percentage of people with cataracts who take [Drug X] will have better vision? (gist efficacy claim accuracy - likelihood)

- Less than half (0-40%)
- About half (41-60%) (correct answer)
- More than half (61-99%)
- All (100%)
- Don't know

Q11. Please complete the following sentence: On average, people with cataracts who took [Drug X] improved their vision to __. (efficacy claim accuracy - magnitude)

- 20/20
- 20/30
- 20/40
- 20/50
- 20/60
- 20/70
- 20/80
- 20/90
- 20/100
- __Don't know

Q12. What percentage of people with cataracts who took [Drug X] improved their vision to 20/40? (efficacy claim accuracy - likelihood)

- _____ % [permit numbers from 0-100; also permit ranges (e.g., 40-60%)]
- __Don't know

Q13. People with cataracts who took [Drug X] could see an average of how many letters on a 100-letter eye chart? (efficacy claim accuracy - magnitude)

- ___ letters
- __Don't know

Q14. [Drug X] is more likely to improve vision than other treatments for cataracts. (perceived efficacy - comparative)

- | | | | | | |
|-------------------|---|---|---|---|----------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Strongly disagree | | | | | Strongly agree |

__ Don't know

Q15. After seeing this ad, how likely would you be to recommend [Drug X] to a close family member with cataracts? (behavioral intention)

1 2 3 4 5 6
 Not at all likely Extremly likely

Q16. Based on the ad, how convinced are you that [Drug X] improves vision? (ad persuasiveness)

1 2 3 4 5 6
 Not at all convinced Completely convinced

Q17. Please check which of the following were mentioned in the ad as risks of taking [Drug X]. Even if you think a statement is true, please select it only if it was mentioned in the ad. [RANDOMIZE ORDER] (risk recognition)

	Mentioned	Not Mentioned
a. A side effect of [Drug X] is losing the ability to see the distance between things.	X	
b. A side effect of [Drug X] is runny nose.	X	
c. People with glaucoma should not take [Drug X].	X	
d. A side effect of [Drug X] is a detached retina.	X	
e. A side effect of [Drug X] is blurry vision.		X
f. A side effect of [Drug X] is temporary blindness.		X
g. People with kidney problems should not take [Drug X].		X
h. A side effect of [Drug X] is nausea.		X

Please answer the following questions based on what you learned from the ad. The ad may or may not have included the information needed to answer each question, so your best guess is fine. [KEEP ON SCREEN FOR QUESTIONS Q18 - Q21]

Q18. Almost everyone who takes [Drug X] will experience at least one side effect. (gist risk claim accuracy)

- True
- False (correct answer)

Q19. Some of [Drug X]'s side effects are more likely to occur than others. (gist risk claim accuracy)

- True (correct answer)
- False

Q20. [Drug X]'s most common side effects occur in what percent of people who take it? (gist risk claim accuracy)

- Less than 1%

- 1% -5%
- 6-10% (correct answer)
- 11-15%
- 16-20%

Q21. [Drug X]'s least common side effects occur in what percent of people who take it? (gist risk claim accuracy)

- Less than 1% (correct answer)
- 1% -5%
- 6-10%
- 11-15%
- 16-20%

Q22. The following side effects of [Drug X] were mentioned in the ad. For each side effect, please report how often it occurs. Your best guess is fine. [Randomize order] (risk claim accuracy)

Side effect occurs in ____ of people who take [Drug X]

Side Effect	Less than 1%	1%-5%	6-10%	11-15%	16-20%
Watery Eyes			X		
Runny Nose			X		
Fever		X			
Loss of the ability to see the distance between things		X			
Double Vision	X				
Detached Retina	X				

Q23. How serious are [Drug X]'s side effects? (perceived risk - magnitude)

1 2 3 4 5 6
 Most would not be serious Most would be very serious

Q24. How bothersome would [Drug X]'s side effects be? (perceived risk - magnitude)

1 2 3 4 5 6
 Not at all bothersome Extremely bothersome

Q25. [Drug X] is riskier than other treatments for cataracts. (perceived risk - comparative)

1 2 3 4 5 6

Strongly disagree

Strongly agree

___ Don't know

Q26. Thinking overall about the risks and benefits, would you say [Drug X] has: (benefit/risk tradeoff)

1 2 3 4 5 6 7
More risks than benefits Equal risks and benefits More benefits than risks

Q27. Please check how much you agree or disagree with the following statements about the ad you saw. (ad skepticism)

This ad is a reliable source of information about the risks and benefits of [Drug X].
This ad presents a true picture of [Drug X].
I feel I've been accurately informed after viewing this ad.
This ad provides consumers with essential information for deciding whether to ask a doctor about [Drug X].

1 2 3 4 5 6
Strongly disagree Strongly agree

Q27. Now here are some questions that require you to use numbers to solve the problem. Some are easy, and others are more difficult. Please don't use a calculator: We'd like you to answer on your own.

Remember, almost everyone will have trouble with these questions, so don't be upset if some are difficult—just do your best! (objective numeracy)

- a. 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. 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 SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES will win a car
___ percent

Q28.

- a. How good are you at working with fractions?

1	2	3	4	5	6
Not at all good					Extremely good

b. How good are you at working with percentages?

1	2	3	4	5	6
Not at all good					Extremely good

c. How good are you at calculating a 15% tip?

1	2	3	4	5	6
Not at all good					Extremely good

d. How good are you at figuring out how much a shirt will cost if it is 25% off?

1	2	3	4	5	6
Not at all good					Extremely good

e. When reading the newspaper, how helpful do you find tables and graphs that are part of the story?

1	2	3	4	5	6
Not at all					Extremely

f. When people tell you the chance of something happening, do you prefer that they use words (“it rarely happens”) or numbers (“there’s a 1% chance”)?

1	2	3	4	5	6
Always prefer words					Always prefer numbers

g. When you hear a weather forecast, do you prefer predictions using percentages (e.g., “there will be a 20% chance of rain today”) or predictions using only words (e.g., “there is a small chance of rain today”)?

1	2	3	4	5	6
Always prefer percentages					Always prefer words

h. How often do you find numerical information to be useful?

1	2	3	4	5	6
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Never

Very often

Q29. Are you currently taking a prescription medicine for any eye or vision problems? (prescription use)

- Yes
- No
- Don't know or uncertain

Q30. In general, how much do you know about cataracts? (perceived medical condition knowledge)

- Nothing at all
- Only a little bit
- Some
- A lot

Q31. Do you have or have you had cataracts? (medical condition history)

- Yes - Currently have cataracts
- Yes - Previously had cataracts
- Never had cataracts
- Don't know

Q32. [IF YES] Have you ever had cataract surgery? (treatment history)

- Yes
- No
- Don't know

Q33. [IF NEVER HAD / DON'T KNOW] How likely do you think it is that you will get cataracts? (medical condition perceived risk)

1	2	3	4	5	6
Not at all Likely					Extremely Likely

Q34. Have any of your close family members—such as parents, brothers, or sisters—ever had cataracts? (family medical condition history)

- Yes
- No
- Don't know

Q35. Have you had any vision problems—other than needing contacts or glasses—in the past 10 years? (history of vision problems)

- Yes
- No
- Don't know

For the next two questions, please indicate how much you agree or disagree with the statement.

- Yes

Q44. What is your race? You may select one or more races. (race)

[ALLOW MULTIPLE RESPONSES]

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White
- Some other race

Q45. Would you like to see more information about [Drug X]? (information search behavior)

- Yes
- No

DEBRIEF

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. [Drug X] is not a real product and is not available for sale. Please see your healthcare professional for questions about cataracts.

You have been very helpful. Thank you very much for your participation!