### **Quantitative TV Study 2**

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
- $\Box \text{ No } \rightarrow [\text{Terminate}]$
- $\Box \quad \text{Not sure} \rightarrow [\text{Terminate}]$

#### 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)

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.	Х	
b. [Drug X] reduces cloudiness caused by cataracts.	Х	
c. You take [Drug X] by putting just two drops in each eye per day.	Х	
d. [Drug X] can only be used by people who have tried cataract surgery.		Х
e. [Drug X] improves vision in people with glaucoma.		Х
f. [Drug X] improves eyesight for people who are near-sighted.		Х

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 - Q12]

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

1	2	3	4	5	6
Strongly					Strongly agree
disagree					

\_\_ Don't know

Q14. 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					Extremely
					likely

Q15. Based on the ad, how convinced are you that [Drug X] improves vision? (ad persuasiveness)

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

Q16. 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.	х	
b. A side effect of [Drug X) is runny nose.	X	
c. People with glaucoma should not take [Drug X].	Х	
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		Х
[Drug X].		
h. A side effect of [Drug X] is nausea.		X

#### Q17. How serious are [Drug X]'s side effects? (perceived risk - magnitude)

ould
ry
JS

#### Q18. How bothersome would [Drug X]'s side effects be? (perceived risk - magnitude)

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

#### Q19. [Drug X] is riskier than other treatments for cataracts. (perceived risk - comparative)

1	2	3	4	5	6
Strongly					Strongly agree
disagree					

\_\_ Don't know

Q20. Thinking overall about the risks and benefits,	would you say [Drug X] has: (benefit/risk tradeoff)
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1	2	3	4	5	6	7
More risks			Equal risks			More benefits
than benefits			and benefits			than risks

Q21. This ad used images or special effects to show how well [Drug X] works. (manipulation check – images of improvement)

- 🗖 Yes
- 🗖 No
- □ Not sure

Q22. [IF YES] In your opinion, how accurate were the images or special effects that showed how well [Drug X] works? (images of improvement – perceived accuracy)

1	2	3	4	5
Not at all		Somewhat		Accurate
accurate		accurate		

Q23. [IF YES] Compared to the images and special effects in the ad, how well would [Drug X] work in real life? (images of improvement – perceived accuracy)

1	2	3	4	5
[Drug X] would	[Drug X] would	[Drug X] would	[Drug X] would	[Drug X] would
improve people's	improve people's	improve people's	improve people's	improve people's
vision <u>a lot less</u>	vision <u>a little bit</u>	vision <u>the same</u> as	vision <u>a little bit</u>	vision <u>a lot more</u>
than the images	<u>less</u> than the	the images	<u>more</u> than the	than the images
suggest	images suggest	suggest	images suggest	suggest

Q24. Did you notice any blurriness on the screen? (manipulation check - images of improvement)

- □ Yes
- □ No
- Don't know

Q25. [IF YES] How did the blurriness change throughout the ad? (manipulation check – images of improvement)

1	2	3	4	5
Ad got <u>a lot less</u>	Ad got <u>a little bit</u>	Blurriness	Ad got <u>a little bit</u>	Ad got <u>a lot</u>
blurry	<u>less</u> blurry	stayed <u>the same</u>	<u>more</u> blurry	<u>more</u> blurry
		throughout ad		

Q26. The ad may have included both images and numbers showing how well [Drug X] works. How closely did the images and special effects match the numbers in the ad? (perceived match – efficacy claim vs. images of improvement)

1	2	3	4	5
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The images showed <u>less</u> <u>improvement</u> than the numbers

disagree

The images showed the <u>same</u> <u>amount of</u> <u>improvement</u> as the numbers The images showed <u>more</u> <u>improvement</u> than the numbers

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

This ad is a reliabl	e source of infor	mation about the	risks and benefits	of [Drug X].	
This ad presents a	true picture of [	Drug X].			
I feel I've been ac	curately informe	d after viewing thi	s ad.		
This ad provides c	onsumers with e	ssential information	on for deciding wh	nether to ask a d	doctor about
[Drug X].					
1	2	3	4	5	6
Strongly					Strongly agree

Q28. 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

#### Q29.

a. How good are you at working with fractions?

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

b. How good a						
1 Not at all good	2	3	4	5	6 Extremely good	
c. How good a	re you at calo	culating a 15% t	ip?			
1 Not at all good	2	3	4	5	6 Extremely good	
d. How good a	re you at figu	uring out how n	nuch a shirt wi	ll cost if it is 2	25% off?	
1 Not at all good	2	3	4	5	6 Extremely good	
e. When readi story?	ng the newsp	oaper, how help	oful do you finc	l tables and ខ្	raphs that are part of t	he
1	2	3	4	5	6	
Not at all	_		·	5	Extremely	
Not at all <b>f. When peop</b> l	e tell you the		ething happen	ing, do you p		ds
Not at all f. When peopl ("it rarely hap	e tell you the pens") or nur	e chance of som mbers ("there's	ething happen a 1% chance")	iing, do you p ?	Extremely prefer that they use wor	ds
Not at all f. When peopl ("it rarely hap 1	e tell you the	e chance of som	ething happen	ing, do you p	Extremely prefer that they use wor 6	ds
Not at all f. When peopl ("it rarely hap	e tell you the pens") or nur	e chance of som mbers ("there's	ething happen a 1% chance")	iing, do you p ?	Extremely prefer that they use wor	ds
Not at all <b>f. When peopl</b> ( <b>"it rarely hap</b> ) 1 Always	e tell you the pens") or nur	e chance of som mbers ("there's	ething happen a 1% chance")	iing, do you p ?	Extremely prefer that they use wor 6 Always	ds
Not at all f. When peopl ("it rarely hap 1 Always prefer words g. When you h	e tell you the pens") or nur 2 lear a weathe chance of rair	e chance of som mbers ("there's 3 er forecast, do y	ething happen a 1% chance") 4 you prefer prec	iing, do you p ? 5 lictions using	Extremely prefer that they use wor 6 Always prefer	re
Not at all f. When people ("it rarely hap 1 Always prefer words g. When you h will be a 20% o of rain today")	e tell you the pens") or nur 2 lear a weathe chance of rain )?	e chance of som mbers ("there's 3 er forecast, do y n today") or pre	ething happen a 1% chance") 4 you prefer prec	iing, do you p ? 5 lictions using only words (a	Extremely orefer that they use wor 6 Always prefer numbers • percentages (e.g., "the e.g., "there is a small ch	re
Not at all f. When peopl ("it rarely hap 1 Always prefer words g. When you h will be a 20% o of rain today") 1	e tell you the pens") or nur 2 lear a weathe chance of rair	e chance of som mbers ("there's 3 er forecast, do y	ething happen a 1% chance") 4 you prefer prec	iing, do you p ? 5 lictions using	Extremely prefer that they use wor 6 Always prefer numbers percentages (e.g., "the e.g., "there is a small ch	re
Not at all f. When peopl ("it rarely hap 1 Always prefer words g. When you h will be a 20% o of rain today") 1 Always	e tell you the pens") or nur 2 lear a weathe chance of rain )?	e chance of som mbers ("there's 3 er forecast, do y n today") or pre	ething happen a 1% chance") 4 you prefer prec	iing, do you p ? 5 lictions using only words (a	Extremely prefer that they use wor 6 Always prefer numbers percentages (e.g., "the e.g., "there is a small ch 6 Always	re
Not at all f. When peopl ("it rarely hap 1 Always prefer words g. When you h will be a 20% o of rain today") 1	e tell you the pens") or nur 2 lear a weathe chance of rain )?	e chance of som mbers ("there's 3 er forecast, do y n today") or pre	ething happen a 1% chance") 4 you prefer prec	iing, do you p ? 5 lictions using only words (a	Extremely prefer that they use wor 6 Always prefer numbers percentages (e.g., "the e.g., "there is a small ch	re
Not at all f. When people ("it rarely hap 1 Always prefer words g. When you h will be a 20% of of rain today") 1 Always prefer percentages	e tell you the pens") or nur 2 ear a weathe chance of rain )? 2	e chance of som mbers ("there's 3 er forecast, do y n today") or pre	ething happen a 1% chance") 4 you prefer prec edictions using 4	ing, do you p ? 5 lictions using only words ( 5	Extremely prefer that they use wor 6 Always prefer numbers percentages (e.g., "the e.g., "there is a small ch 6 Always prefer	re
Not at all f. When people ("it rarely hap 1 Always prefer words g. When you h will be a 20% of of rain today") 1 Always prefer percentages	e tell you the pens") or nur 2 ear a weathe chance of rain )? 2	e chance of som mbers ("there's 3 er forecast, do y n today") or pre	ething happen a 1% chance") 4 you prefer prec edictions using 4	ing, do you p ? 5 lictions using only words ( 5	Extremely prefer that they use wor 6 Always prefer numbers percentages (e.g., "the e.g., "there is a small ch 6 Always prefer	re

Q30. Are you currently taking a prescription medicine for any eye or vision problems? (prescription use)

- 🗖 Yes
- 🗖 No
- Don't know or uncertain

#### Q31. In general, how much do you know about cataracts? (perceived medical condition knowledge)

- Nothing at all
- **Only a little bit**
- □ Some
- 🗖 A lot

#### Q32. 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

#### Q33. [IF YES] Have you ever had cataract surgery? (treatment history)

- 🗖 Yes
- 🗖 No
- Don't know

### Q34. [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					Extremely
Likely					Likely

Q35. 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

Q36. 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.

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
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Strongly disagree

# Q38. Whenever I take prescription drugs, they tend to work the way they are supposed to work. (prescription attitude – efficacy history)

1	2	3	4	5	6
Strongly					Strongly agree
disagree					

#### Q39. How often do you or would you use prescription drugs? (prescription attitude - personal usage)

- □ I would never use them
- □ I would use them only for serious health conditions
- □ I would use them for moderate and serious health conditions
- □ I would use them for most health conditions, including minor problems

#### Q40. How confident are you in filling out medical forms by yourself? (literacy)

1	2	3	4	5
Not at all	A little	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
- D Postgraduate degree (M.A., Ph.D., M.D., J.D., etc.)

#### Q42. What is your sex? (gender)

- Male
- Female

#### Q43. What is your date of birth? (age)

\_\_\_\_\_month \_\_\_\_\_year

#### Q44. Are you Hispanic or Latino? (ethnicity)

- 🗖 No
- 🗖 Yes

#### Q45. 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

#### Q46. 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!