

Pretest Questionnaire – Study 2

This annotated questionnaire is color coded:

- **BLACK=** Question stems, response options and instructions that are to appear on screen.
- **BLUE =** Programming notes, skip patterns and logical operators.
- **RED=** Value names and labels, which are NOT to appear on screen. These correspond to parameters set in the data shell.
- **GREY=** Variable names (i.e., question numbers), which will NOT to appear on screen. These correspond to variable names in the datashell.

[QUOTA REQUIREMENT: Highest education level 20% of the CONSUMER sample for must be high school graduate or less]

[Screener Intro Screen will be presented here]

[PROGRAMMER: IF COHORT = 2 'PCP', SKIP S1_C THROUGH S4_C; GO TO S1_P]

[-----New Screen-----]

[Screener - Consumers, English-speaking adults in the United States]

[DISPLAY S1_C IF COHORT = 1 'Consumer']

[NUMERICAL FIELDS]

S1_C. What is your age, height and weight?

S1_C_age. Age: ___ years ←[Consumers be at least 18 to remain Eligible]

S1_C_ft. \ S1_C_in. Height: ___feet ___inches (your best guess is okay)

S1_C_lbs. Weight _____pounds (your best guess is okay)

**[PROGRAMMER: IF COHORT = 1 'Consumer' AND S1_C_age < 18,
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S2_C]**

**[PROGRAMMER: RN to calculate derived variable
BMI = [S1_C_lbs / (S1_C_ft*12+S1_C_in)²] × 703]**

**[PROGRAMMER: IF COHORT = 1 'Consumer' AND BMI < 30,
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S2_C]**

[SINGLE PUNCH]

S2_C. What is your current occupation?

- 1 Healthcare provider (e.g., physician, nurse, counselor, physical therapist)
- 2 Pharmaceutical employee (e.g., pharma rep)
- 3 Market research employee/advertising employee
- 4 Employee of the Department of Health and Human Services
- 5 All other occupations ←[Consumers must select 5 to remain Eligible]

**[PROGRAMMER: IF COHORT = 1 'Consumer' AND S2_C !== 5 'All other occupations',
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S3_C]**

[SINGLE PUNCH]

S3_C. What is the highest level of school you have completed or the highest degree you have received?

- 1 Less than high school
- 2 High school graduate—high school diploma or the equivalent (for example: GED)
- 3 Some college but no degree
- 4 Associate degree in college
- 5 Bachelor's degree (for example: BA, AB, BS)
- 6 Advanced or postgraduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

[QUOTA REQUIREMENT: IF COHORT = 1 'Consumer', RESPONDENTS WHO SELECT S3_C = 1 'Less than HS' OR S3_C = 2 'HS grad' MUST COMPRISE 20% OF COMPLETES]

[SINGLE PUNCH]

S4_C. What is your annual household income?

- 1 Less than \$30,000 per year
- 2 \$30,001 to \$75,000 per year
- 3 \$75,001 to \$150,000 per year
- 4 More than \$150,000 per year
- 997 Prefer not to answer

[PROGRAMMER: IF COHORT = 1 'Consumer', SKIP S1_P THROUGH S5_P; GO TO S6]

[-----New Screen-----]

[Screener Items English-speaking PCPs, in the United States]

[DISPLAY S1_P IF AND COHORT = 2 'PCP']

[SINGLE PUNCH]

S1_P. Which of the following best describes your profession?

- 1 Medical doctor/physician ← [PCPs must select 1 to remain Eligible]
- 2 Physician assistant
- 3 Nurse practitioner
- 4 Other

[PROGRAMMER: IF COHORT = 2 'PCP' AND S1_P != 1 'Medical doctor/physician', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; SKIP S2_P, GO TO S3_P]

[DISPLAY S2_P IF S1_P = 1 'Medical doctor/physician']

[SINGLE PUNCH]

S2_P. Do you consider yourself a primary care provider or specialist?

- 1 Primary care provider ← [PCPs must select 1 to remain Eligible]
- 2 Specialist

[PROGRAMMER: IF COHORT = 2 'PCP' AND S2_P != 1 'Primary care provider', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S3_P]

[SINGLE PUNCH]

S3_P. Which of the following best describes your practice?

- 1 Family practice ← [PCPs must say 1 'Family practice', OR
- 2 General practice ← 2 'General practice, OR
- 3 Internal medicine ← 3 'Internal medicine' to remain Eligible]
- 4 Other

**[PROGRAMMER: IF COHORT = 2 'PCP' AND (S3_P = 4 'Other' OR S3_P = <EMPTY>),
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S4_P]**

[NUMERICAL FIELD; SET RANGE 0 – 100]

S4_P. In a typical week, what percentage of your time is spent on direct patient care, such as seeing patients and reviewing their medical records? If you are not sure, please provide your best guess.

_____ % ← [PCPs must say at least 50% to remain Eligible]

**[PROGRAMMER: IF COHORT = 2 'PCP' AND S4_P < 50,
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S5_P]**

[MULTIPLE PUNCH]

[PROGRAMMER: Multipunch response items should be saved to dataset as binary variables with response options: 1='Selected' OR 0='Not selected'.]

S5_P. Do you treat patients with any of the following conditions? *Select all that apply.*

- S5_P_1. Asthma
- S5_P_2. Obesity ← [PCPs must check obesity to remain Eligible]
- S5_P_3. Chronic pain
- S5_P_4. High cholesterol
- S5_P_5. Diabetes
- S5_P_6. Allergies

**[PROGRAMMER: IF COHORT = 2 'PCP' AND S5_P_2 != 1 'Selected',
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S8; GO TO S6]**

[-----New screen-----]

[SINGLE PUNCH]

S6. What is your gender?

- 1 Male
- 2 Female

[SINGLE PUNCH]

S7. Are you:

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino
- 3 Prefer not to answer

[MULTIPLE PUNCH]

[PROGRAMMER: Multi-punch response items should be saved to dataset as binary variables with response options: 1='Selected' OR 0='Not selected'.]

S8. What is your race? *Select all that apply.*

S8_1. American Indian or Alaska Native

S8_2. Asian

S8_3. Black or African American

S8_4. Native Hawaiian or other Pacific Islander

S8_5. White

S8_6. Other

S8_7. Prefer not to answer ←[If selected, no other options can be selected]

PROGRAMMER: IF Q8_7 = 1 'Selected', DISABLE OPTIONS S8_1 – S8_6]

[-----New screen-----]

[DISPLAY 'Thank and Terminate' IF EFLAG=0 'INELIGIBLE']

[Thank and Terminate]

We're sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible for this study. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer our questions today.

[IF EFLAG=0 'INELIGIBLE, END HERE']

[-----New screen-----]

[DISPLAY]

Thank you for your interest in this research study. The purpose of the study is to learn more about prescription drug websites.

You are one of about **{IF PRETEST: "600", IF MAIN STUDY: "1,500"}** people in the United States who are being asked to take a survey about a new prescription drug.

If you agree to participate, you will look at a website for a new prescription drug and then answer some survey questions about what you saw. Viewing the website and completing the survey will take approximately **20 minutes**.

[-----New screen-----]

[DISPLAY]

This survey is being conducted by RTI International (RTI), an independent nonprofit research organization, on behalf of a public health agency. RTI is working with Research Now to conduct this survey but is not affiliated with Research Now in any way.

Possible Risks or Discomforts

There are no known risks to participating in this study. Although the survey questions we ask are not meant to be sensitive, there is always a chance that you may feel uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

Benefits

[DISPLAY 'Intro screen 1' IF EFLAG=1 'ELIGIBLE']

Before continuing, here are some helpful tips for taking the survey:

- You may skip any question you do not want to answer. If you do skip a question, red text will appear to let you know that the question was skipped. If that question was accidentally left blank, then you can provide an answer before moving to the next page.
- Once you have moved to the next page in the survey, you will not be able to return to the previous page.
- Keep in mind that you may need to scroll to see all the items on a page.
- Make sure you are comfortable and can read the screen from where you sit.

[-----New screen-----]

[DISPLAY]

You are among a small group of people selected to take part in this study and your responses are very important.

On the next screen, we will ask you to look at a picture of a website that is under development for a new prescription drug.

The researchers are looking at how {people / providers} think about drug information. It is part of an effort to make drug websites more helpful. We are not connected with the drug being promoted, so please give us your honest reaction to the website.

Carefully read the website to see what you think and feel about it. After you finishing viewing it, we will ask you some questions about what you saw.

[-----New screen-----]

[PROGRAMMER: Display website correspondent to the participant's experimental condition:

**IF COHORT = 1 'Consumer' AND XCONDITION = 1 'Control', DISPLAY IMAGE:
CID_S2_Cons_1.pdf**

**IF COHORT = 1 'Consumer' AND XCONDITION = 2 'Implicit', DISPLAY IMAGE:
CID_S2_Cons_2.pdf**

**IF COHORT = 1 'Consumer' AND XCONDITION = 3 'Explicit', DISPLAY IMAGE:
CID_S2_Cons_3.pdf**

**IF COHORT = 2 'PCP' AND XCONDITION = 1 'Control', DISPLAY IMAGE:
CID_S2_PCP_1.pdf**

**IF COHORT = 2 'PCP' AND XCONDITION = 2 'Implicit', DISPLAY IMAGE:
CID_S2_PCP_2.pdf**

**IF COHORT = 2 'PCP' AND XCONDITION = 3 'Explicit', DISPLAY IMAGE:
CID_S2_PCP_3.pdf]**

Please click the 'Next' button to continue. Once you leave this screen you will not be able to return to it.

[Disable the "Next" button for 5 seconds]

[-----New screen-----]

[GRID: SINGLE PUNCH]

These statements **may or may not** have been in the [DRUG] website.

Please mark whether you saw, did not see, or don't know for each of the statements:

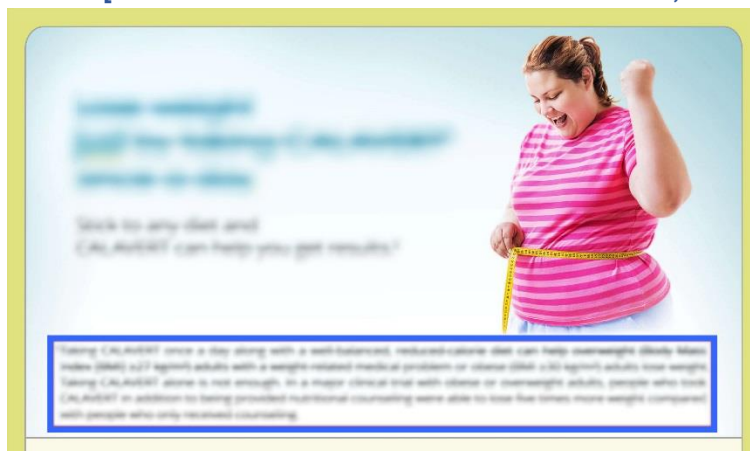
	Yes – I saw this in the website	No – I did not see this in the website
[PROGRAMMER: RANDOMIZE ORDER OF ITEMS Q1_a – Q1_g]	1	2
Q1_a. {You / Your patients} can lose weight by taking [DRUG] along with any diet.		
Q1_b. Taking [DRUG] once a day is the only thing {you / your patients} need to do to get more results.		
Q1_c. [DRUG] must be used with a well-balanced, reduced-calorie diet to increase weight loss.		
Q1_e. In a clinical trial, people who took [DRUG] lost five times more body weight than people who {only received nutritional counseling / took a placebo}.		
Q1_f. [DRUG] works better than other prescription drugs to help people lose weight.		
Q1_g. [DRUG] is the number one prescribed weight loss drug.		

[-----New screen-----]

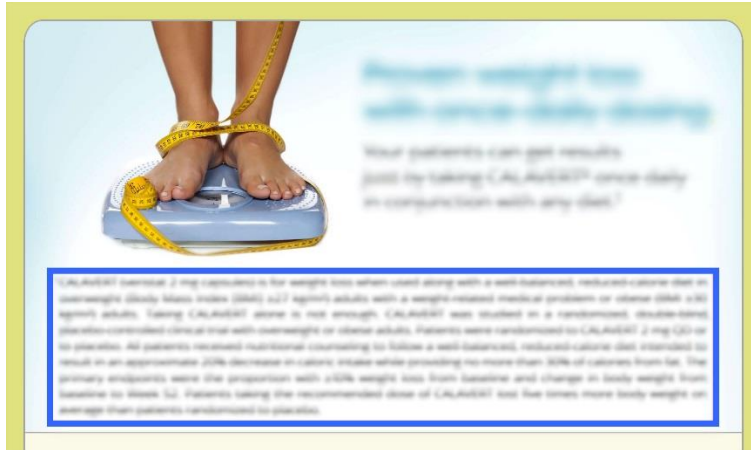
[INSERT THIS TEXT ABOVE THE IMAGE]

Here is a portion of the website that you saw. The text has been blurred.

[PROGRAMMER: IF COHORT = 1 'Consumer', DISPLAY IMAGE: CID_S2_Cons_blur.jpg]



[PROGRAMMER: IF COHORT = 2 'PCP', DISPLAY IMAGE: CID_S2_PCP_blur.jpg]



[SINGLE PUNCH]

Q2. When you looked at the website the first time, how closely did you read the information in the **blue box**?

- 1 I did not read it. **[Continue to Q3]**
- 2 I skimmed it. **[GO TO Q4]**
- 3 I read it carefully. **[GO TO Q4]**

[PROGRAMMER: IF Q2 != 1 'I did not read it', SKIP Q3, GO TO Q5]

[-----New screen-----]

[SINGLE PUNCH]

Q3. Please indicate why you did not read the information in the blue box when you looked at the website the first time.

- 1 I did not notice it.
- 2 I did not think it was important.
- 3 I did not want to take the time to read it.
- 4 Other

[TEXTBOX] Q3_Open. _____

[PROGRAMMER: IF Q3 = 3 'Other', ENABLE TEXTBOX FOR Q3_Open]

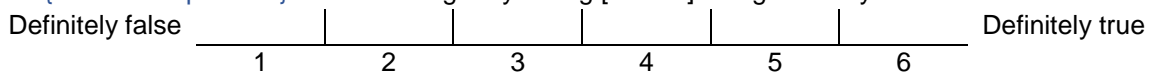
[-----New screen-----]

[DISPLAY]

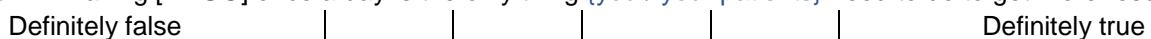
To what extent do you believe these statements are true or false?
 Click and drag the square to a point on the scale that best reflects your opinion.

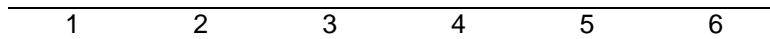
[SLIDERS; RANDOMIZE ORDER OF ITEMS Q5 – Q9]

Q5. {You / Your patients} can lose weight by taking [DRUG] along with any diet.



Q6. Taking [DRUG] once a day is the only thing {you / your patients} need to do to get more results.





Q7. [DRUG] must be used with a well-balanced, reduced-calorie diet to increase weight loss.
Definitely false Definitely true

Q9. In a clinical trial, people who took [DRUG] lost five times more body weight than people who {only received nutritional counseling / took a placebo}.
Definitely false Definitely true

[PROGRAMMER: IF COHORT = 2 'PCP', SKIP Q10_C, GO TO Q11_P]

[-----New screen-----]

[ASK Q10_C IF COHORT = 1 'Consumer']

[SINGLE PUNCH]

Q10_C. Are you currently taking, or have you ever taken, any prescription drug(s) for weight loss?
1 Currently taking
2 Have taken in the past but not currently taking
3 Have never taken

[PROGRAMMER: IF Q10_C != 1 'Currently taking', SKIP Q11_P GO TO Q11_C_1]
[PROGRAMMER: IF Q10_C = 1 'Currently taking', SKIP Q11_P AND Q11_C_1 GO TO Q11_C_2]

[-----New screen-----]

[SLIDERS]
[DISPLAY]

Click and drag the square to a point on the scale that best reflects how much you agree or disagree with each statement.

[ASK Q11_P IF COHORT = 2 'PCP']

Q11_P. If I had an obese patient, I would consider prescribing [DRUG].
Strongly disagree Strongly agree


[PROGRAMMER: IF COHORT = 2 'PCP', SKIP Q11_C_1 AND Q11_C2, GO TO Q12]

[ASK Q11_C_1 IF COHORT = 1 'Consumer' AND Q10_C != 1 'Currently taking']

Q11_C_1. If I were to take a prescription weight loss drug, I would consider taking [DRUG].
Strongly disagree Strongly agree

[PROGRAMMER: SKIP Q11_C_2 GO TO Q12]

[ASK Q11_C_1 IF COHORT = 1 'Consumer' AND Q10_C = 1 'Currently taking']


Q11_C_2. I would consider switching my current prescription weight loss drug to [DRUG].
Strongly disagree  Strongly agree


[PROGRAMMER: GO TO Q12]

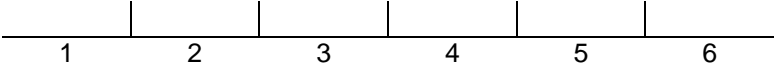
[-----New screen-----]

[SLIDERS]

Click and drag the square to a point on the scale that best reflects how much you agree or disagree with each statement.

Q12. [DRUG] is safer than other prescription weight loss drugs.
Strongly disagree  Strongly agree

Q13. [DRUG] is more effective than other prescription weight loss drugs.
Strongly disagree  Strongly agree

Q14. The website exaggerates the benefits of [DRUG].
Strongly disagree  Strongly agree

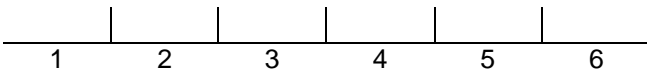
[-----New screen-----]

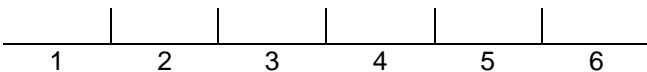
[SLIDERS; RANDOMIZE ITEM ORDER Q15 – Q18]

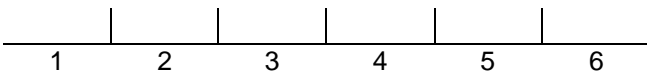
[DISPLAY]

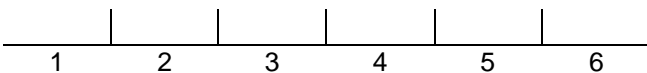
Click and drag the square to a point on the scale that best reflects your opinion of the website.

I felt the website was...

Q15. Confusing  Clear

Q16. Bad  Good

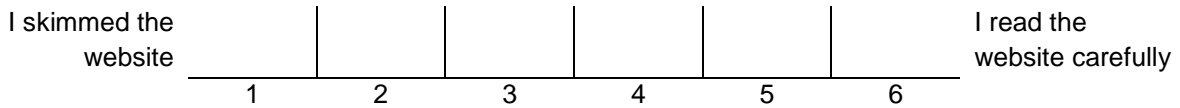
Q17. Not believable  Believable

Q18. Misleading  Honest

[-----New screen-----]

[SLIDER]

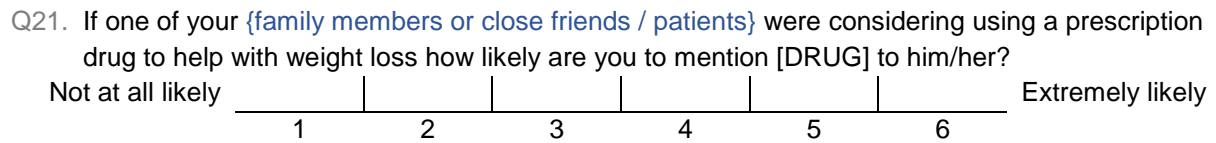
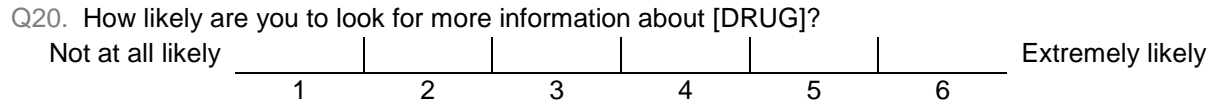
Q19. How carefully did you read the [DRUG] website?



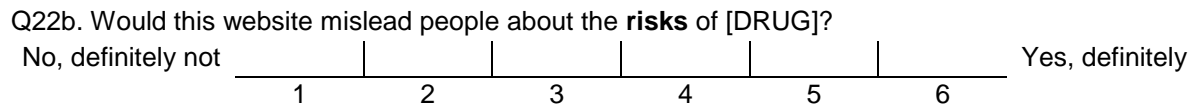
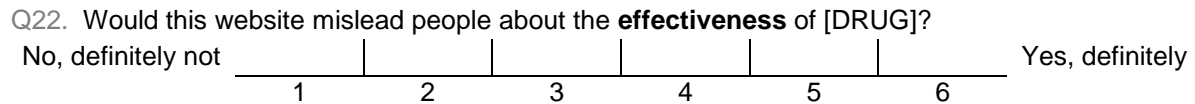
[-----New screen-----]

[SLIDERS]
[DISPLAY]

Click and drag the square to a point on the scale that best reflects your opinion.



[SLIDERS]

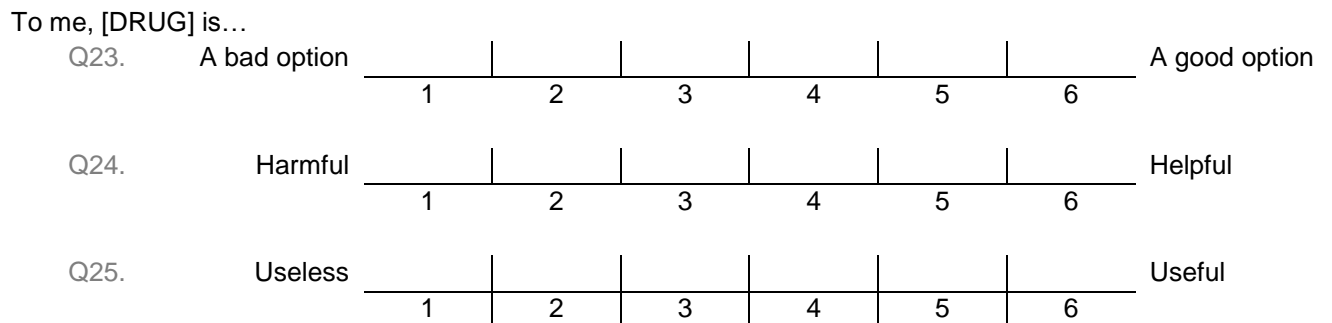


[-----New screen-----]

[SLIDERS; RANDOMIZE ITEM ORDER Q23 – Q25]
[DISPLAY]

Please tell us how you feel about [DRUG].

Click and drag the square to a point on the scale that best reflects your opinion of [DRUG].

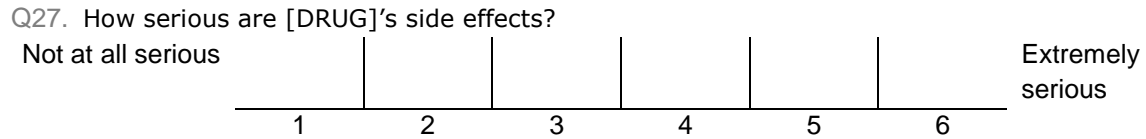
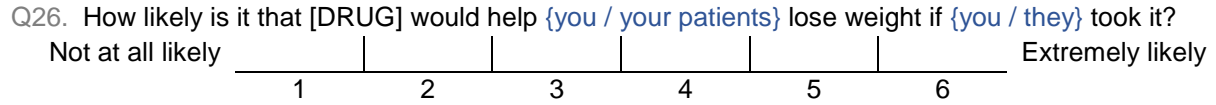


[-----New screen-----]

[SLIDERS]
[DISPLAY]

Click and drag the square to a point on the scale that best reflects your opinion.

[RANDOMIZE ORDER OF ITEMS Q26 – Q27]



[-----New screen-----]

[Consumer image]

[PROGRAMMER: Display website correspondent to the participant's experimental condition:

```
IF COHORT = 1 'Consumer' AND XCONDITION = 1 'Control', DISPLAY IMAGE:
CID_S2_Cons_1.pdf
IF COHORT = 1 'Consumer' AND XCONDITION = 2 'Implicit', DISPLAY IMAGE:
CID_S2_Cons_2.pdf
IF COHORT = 1 'Consumer' AND XCONDITION = 3 'Explicit', DISPLAY IMAGE:
CID_S2_Cons_3.pdf
]
```

[Provider image]

[PROGRAMMER: Display website correspondent to the participant's experimental condition:

```
IF COHORT = 2 'PCP' AND XCONDITION = 1 'Control', DISPLAY IMAGE:
CID_S2_PCP_1.pdf
IF COHORT = 2 'PCP' AND XCONDITION = 2 'Implicit', DISPLAY IMAGE:
CID_S2_PCP_2.pdf
IF COHORT = 2 'PCP' AND XCONDITION = 3 'Explicit', DISPLAY IMAGE:
CID_S2_PCP_3.pdf
]
```

[HOT SPOT COLLECTOR: CATEGORY SELECTION W/PREDEFINED AREAS & VERBATIM] [DISPLAY]

Now we are going to show you the same website you saw at the start of the survey.

Click on any part of the website you think is inaccurate. If you do not think there is anything that is inaccurate, select "None" above the image.

[PROGRAMMER: For each category clicked within the image, participant will be asked....]

What makes this inaccurate?

[-----New screen-----]

[MULTIPLE PUNCH]

Q29. If you saw a website or ad for a prescription drug that you thought was misleading or dishonest, what would you do? *Select all that apply.*

- Q29_1. I would not do anything.
- Q29_2. I would contact the drug company.
- Q29_3. I would contact the U.S. Food and Drug Administration (a federal government agency).
- Q29_4. I would {tell my doctor or pharmacist / discuss it with my colleagues}.
- Q29_5. I would talk to my family or friends.
- Q29_6. I would post about it on social media.
- Q29_8. I would discourage others from using the drug.
- Q29_7. Other

[TEXTBOX] Q29_7_Open. _____

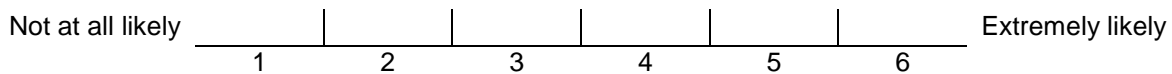
[PROGRAMMER: IF Q29_8 = 1 'Selected', ENABLE TEXTBOX FOR Q29_7_Open]

[-----Next screen-----]

[SLIDER]

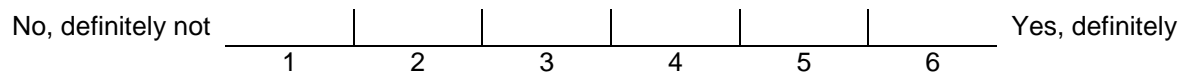
Click and drag the square to a point on the scale that best reflects your opinion.

Q30. If there was a way to report misleading prescription drug websites or ads to the Food and Drug Administration (FDA) by sending an e-mail or calling a toll-free phone number, how likely would you be to report misleading material?



[SLIDER]

Q31. Thinking about the website that you saw, do you think it should be reported to the FDA as a potentially misleading website?



[-----New screen-----]

[DISPLAY]

The FDA's "Bad Ad" program is an outreach effort to educate healthcare providers about the role they can play in helping the FDA make sure that prescription drug ads and promotion are truthful and not misleading. The program is designed to help healthcare providers recognize misleading prescription drug promotion and provide them with an easy way to report misleading information to the FDA (via phone, 877-RX-DDMAC, or email, BadAd@fda.gov).

[SINGLE PUNCH]

Q32. Were you aware of this program?

- 1 Yes
- 2 No
- 998 Don't know/Not sure

[SINGLE PUNCH]

Q33. Do you think the Bad Ad program should be expanded to consumers?

- 1 Yes
- 2 No
- 998 Don't know/Not sure

[-----New screen-----]

[PROGRAMMER: IF COHORT = 1 'CONSUMER', SKIP Q34b, GO TO Q35]

[NUMERICAL FIELD; SET RANGE 0 – 10]

Q34. Rate your current knowledge about prescription weight loss drugs on a scale of 0 to 10, where 0 means knowing nothing and 10 means knowing everything you could possibly know about the topic. _____

Q34b. Approximately what proportion of your current patients do you treat for obesity?

- 1 None or very few
- 2 A small proportion
- 3 About one-half
- 4 A large proportion
- 5 Everyone or almost everyone

[-----New screen-----]

[DISPLAY]

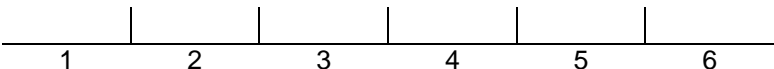
We are now done asking you about the website that you looked at today.

We would like to ask you about your personal views on **{prescription drug websites / physician-targeted prescription drug websites}** in general. These are statements other people have made about prescription drug websites.

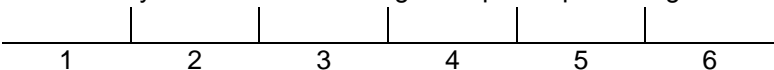
Click and drag the square to a point on the scale that best reflects how much you agree or disagree with each statement.

[SLIDERS; RANDOMIZE ORDER OF ITEMS Q35 – Q37e]


Q35. Prescription drug websites are a reliable source of information about the quality and performance of medications.

Strongly disagree  Strongly agree


Q36. I feel I've been accurately informed after seeing most prescription drug websites.

Strongly disagree  Strongly agree


Q37. In general, prescription drug websites present a true picture of the drug being advertised.

Strongly disagree  Strongly agree


Q37a. We can depend on getting the truth in most prescription drug websites.

Strongly disagree  Strongly agree


Q37b. Prescription drug website's aim is to inform {consumers / providers}.

Strongly disagree  Strongly agree

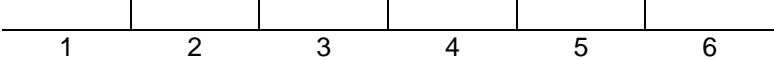
Q37c. Prescription drug websites are informative.

Strongly disagree  Strongly agree

Q37d. Most prescription drug websites provide {consumers / providers} with essential information.

Strongly disagree  Strongly agree

Q37e. It bothers me when prescription drug websites make a drug seem better than it really is.

Strongly disagree  Strongly agree

[-----New screen-----]

Q37f. FDA must approve prescription drug websites before they appear online.

- 1 True
- 2 False
- 3 Don't know

[-----New screen-----]

[PROGRAMMER: IF COHORT = 1 'PCP', SKIP Q37g, GO TO 'Q38_P']

Q37g. In what situations, would you consider taking prescription drugs?

- 1 I would never take them
- 2 I would take them only for serious health conditions
- 3 I would take them for moderate and serious health conditions
- 4 I would take them for most health conditions, including minor problems

[PROGRAMMER: IF COHORT = 1 'Consumer', SKIP Q38_P – Q40_P, GO TO 'CONSUMER DEBRIEF SCREEN']

[-----New screen-----]

[ASK Q38_P – Q40_P IF COHORT = 2 'PCP']

[NUMERICAL FIELD]

Q38_P. Since completing your residency, how many years have you been a healthcare provider?
_____ years

[SINGLE PUNCH]

Q39_P. Have you received any **formal** training regarding pharmaceutical marketing (e.g., lectures, presentations, classes, or computerized training)?

- 1 Yes
- 2 No
- 3 Don't remember

[SINGLE PUNCH]

Q40_P. Have you received any **informal** training regarding pharmaceutical marketing (e.g., instructions from a mentor regarding how to address direct-to-consumer advertising questions from a patient)?

- 1 Yes
- 2 No
- 3 Don't remember

[PROGRAMMER: IF COHORT = 2 'PCP', GO TO 'PROVIDER DEBRIEF SCREEN']

[-----New screen-----]

[CONSUMER DEBRIEF SCREEN]

[DISPLAY IF COHORT = 1 'Consumer']

You have been very helpful. Thank you very much for taking part in this survey!

The purpose of this study is see whether consumers can identify false or misleading prescription drug information and how likely consumers are to report such information to regulatory authorities, such as the FDA. **[DRUG] is a fake drug and is not a product currently for sale.** Please see your healthcare professional for questions about your health and your medical conditions.

[PROVIDER DEBRIEF SCREEN]

[DISPLAY IF COHORT = 2 'PCP']

You have been very helpful. Thank you very much for taking part in this survey!

The purpose of this study is to to see whether healthcare providers can identify false or misleading prescription drug information and how likely providers are to report such information to regulatory authorities. **[DRUG] is a fictitious drug and is not a product currently for sale.**