

Cognitive Interview Discussion Guides

Study 1 Protocol – Print Advertisement

A. Introduction

Hello, my name is _____ and I work for Westat, a survey research company in Rockville, Maryland. Thank you for taking the time to participate in this research study.

Westat is working with the Food and Drug Administration (FDA) to develop a communication and health survey about prescription drug advertising and how it might affect the attitudes and behaviors of adults.

Before surveys are conducted, it's important to try out questions with the help of people such as yourself. It is important that the questions make sense, are easy to answer, and that everyone understands the questions the same way.

If you agree to take part in this study, I will ask you to view some materials, complete a paper questionnaire, and then respond to some questions about the materials you viewed and items you answered. There are no right or wrong answers. Our purpose is not to collect information about you. Instead, your interview along with those of several others will show us how to improve the questionnaire and materials.

B. Verbal Informed Consent

The survey and interview will take about an hour and you will receive \$50 for your time. Your participation is voluntary. You may choose not to answer any question and you can stop this interview any time. There are no known risks to taking part in the study. Your answers and information will be kept secure to the extent allowable by law, and we will never use your name in our reports. Direct quotes may be used in our final report, but you will not be individually identified and your responses will be used for research purposes only. There are also no direct benefits to taking part, but your answers will help us with an important study.

With your permission, I would like to record this interview. Sometimes it is helpful to review a portion of a recording as we make recommendations for improving the materials and/or questionnaire. If the audio recording is reviewed later, it will only be by project staff. The recording and all materials will be destroyed after the completion of the within a year of the end of the study.

[IF OBSERVERS ARE PRESENT] Some of the researchers developing the questions are here today to observe our interview. They are here to learn if there are things that might need to be changed.

[ASK PARTICIPANT TO REVIEW THE CONSENT FORM, ANSWER ANY QUESTIONS, AND OBTAIN CONSENT BEFORE CONTINUING.]

This form contains more information about the research and your rights in this interview. Please read it over and let me know if you have any questions. If you are willing to take part in the study, please sign and date the form at the bottom.

[GIVE SECOND COPY TO RESPONDENT TO KEEP]

[START AUDIO RECORDER AND BEGIN RECORDING AND GET ORAL PERMISSION TO RECORD.] It is [DATE AND TIME], do I have your permission to record this conversation? Thank you.

C. Advertisement Viewing

I am going to start by showing you a print advertisement for a new prescription drug. Please look at the advertisement as you normally would if you saw it in a magazine. Once you are finished with it, let me know and I will hand you a paper questionnaire to complete.

[HAND PARTICIPANT ADVERTISEMENT]

D. Questionnaire Completion

[TAKE BACK THE AD AND HAND PARTICIPANT QUESTIONNAIRE]

[NOTE: The following wording will appear at the top of first page of the questionnaire:

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0695 and the expiration date is 2/28/2021. The time required to complete this information collection is estimated to average 20 minutes per response, including the time for reviewing instructions and completing and reviewing the collection of information.]

Thank you for looking at the advertisement – now we will move on to the questionnaire. This would normally be a web survey that you would complete online using a laptop or desktop computer. So as best we can, let's act like you are at home, completing this survey on your own.

E. Retrospective Probes

Thank you for completing the questionnaire. Now we'll talk about how you answered the questions.

General Probes

Overall, what is your reaction to this questionnaire?

[IF NEEDED] What did you think about it?

Overall, how easy or difficult was it to answer the questions? What made it easy/difficult?
Would it have been easier to complete the questionnaire if you were able to look at the ad while answering the questions?

[IF YES:] Can you tell me more about that?

What about the length of the questionnaire?

[IF NEEDED] Do you think that it is short, long, or about right?

[IF NEEDED] Can you tell me more about what make you feel that way?

Item Probes

1. **Do you remember seeing a statement that indicates whether the spokesperson was paid for their endorsement of this product?** [UNAIID_DC_1A]

- Yes → Continue
- No → Skip to Question 3

2. **In your own words, please describe what the disclosure statement in the ad said.**

[UNAIID_DC_1B]

Q2 PROBES:

In your own words, what does the phrase “disclosure statement” mean to you?

How easy or difficult was it to answer this question?

[IF DIFFICULT:] What made it difficult to answer?

[IF PARTICIPANT RECEIVED THE AD WITH THE DISCLOSURE STATEMENT]: Here is a copy of the ad again. Can you please show me where you saw the disclosure statement in this ad?

What does the statement “paid endorsement” mean to you?

3. Refer to the area marked on the image on the right. Do you remember seeing this statement? [AID_DC1]

- Yes
- No

[INSERT THUMBNAIL/IMAGE]

4. Based strictly on the information in the ad, please indicate whether any of the following were mentioned in the ad as a **benefit** of taking [DRUG NAME].

- Benefit A [BEN_RX_1A]
- Benefit B [BEN_RX_1B]
- Benefit C [BEN_RX_1C]
- Benefit D [BEN_RX_1D]
- Benefit E [BEN_RX_1E]
- Benefit F [BEN_RX_1F]
- Benefit G [BEN_RX_1G]

5. Based strictly on the information in the ad, please indicate whether any of the following were mentioned in the ad as a **risk** of taking [DRUG NAME].

- Risk A [RISK_RX_1A]
- Risk B [RISK_RX_1B]
- Risk C [RISK_RX_1C]
- Risk D [RISK_RX_1D]
- Risk E [RISK_RX_1E]
- Risk F [RISK_RX_1F]
- Risk G [RISK_RX_1G]

Q4/Q5 PROBES:

Let's look at questions 4 and 5. How did you decide on your answers for these questions?

Were they easy or difficult to answer?

[IF DIFFICULT]: What made them difficult to answer?

[IF NEEDED]: Was one question easier or more difficult than the other?

[IF YES:] Which one? Can you tell me more about that?

6. Refer to the area marked on the image to the right. How much, if any, of that risk information did you read? [RET_RISK1]

- None of the information
- Only a little of the information
- About half of the information
- Almost all of the information
- All of the information

[INSERT THUMBNAIL/IMAGE HERE]

Q6 PROBES:

How did you decide on your answer? How sure are you of your response?

How did you pick that instead of [FILL WITH SCALE POINTS ON EITHER SIDE OF THEIR ANSWER]?

7. This endorser was paid for this ad.

- Yes
- No
- Don't know

Q7 PROBES:

Can you tell me in your own words what led you to answer [YES/NO/DON'T KNOW] to question 7?

[IF YES AND IF NEEDED]: Was there anything in the ad that signaled to you that the endorser was paid?

What in the ad signaled to you that the endorser [WAS/ WAS NOT] paid?

[IF NOT SURE] What about the ad made you unsure that the endorser was paid?

The next questions ask for your opinions based on reading the ad for [DRUG NAME].

8. To me, this ad for [DRUG NAME] is:

a. [DSI_1A]

1	2	3	4	5
Unimportant				Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. [DSI_1B]

1	2	3	4	5
Unexciting				Exciting
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. [DSI_1C]

1	2	3	4	5
Unappealing				Appealing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. [DSI_1D]

1	2	3	4	5
Irrelevant				Relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. [DSI_1E]

1	2	3	4	5
Not needed				Needed
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 PROBES:

Q8a-e. How easy or difficult was it to answer this question? Why was it {easy/difficult}?

9. I think the advertisement was...

	Strongly Disagree	Somewhat Disagree	Neither Disagree nor Agree	Somewhat Agree	Strongly Agree
a. Honest [ATT_AD_1A]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Trustworthy [ATT_AD_1B]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Convincing [ATT_AD_1C]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Unbiased [ATT_AD_1D]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Credible [ATT_AD_1E]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 PROBES:

For parts a and b, how did you decide on your answers?

For part c, how did you decide on your answer? What does it mean if the advertisement was “convincing”?

For part d, how did you decide on your answer? What does it mean if the advertisement was “unbiased”?

For part e, how did you decide on your answer? What does it mean if the advertisement was “credible”?

Now we are going to ask you some questions about your attitudes and opinions regarding [DRUG NAME].

10. How well would [DRUG NAME] reduce [adult acne]? [WELLRED1]

- Not at all well
- Slightly well
- Somewhat well
- Quite well
- Extremely well

11. How effective would [DRUG NAME] be in treating [adult acne]? [EFFTRT1]

- Not at all effective
- Slightly effective
- Somewhat effective
- Quite effective
- Extremely effective

Q10/Q11 PROBES:

To you, are Q10 and Q11 similar or different questions? How are they {similar/different}?

12. How likely is it that you would experience at least one side effect if you took [DRUG NAME]? [EXP_SE1]

- Not at all likely
- Slightly likely
- Somewhat likely
- Quite likely
- Extremely likely

13. To what extent do you think [DRUG NAME]'s side effects would affect your physical health? [SE_HLTH1]

- Not at all likely
- Slightly likely
- Somewhat likely
- Quite likely
- Extremely likely

14. In addition to treating [adult acne], there are other advantages to taking [DRUG NAME]. [OTH_ADV1]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

15. How difficult or easy would it be to take [DRUG NAME]? [EASE1]

- Extremely difficult
- Somewhat difficult
- Neither difficult nor easy
- Somewhat easy
- Extremely easy

16. How likely is it that taking [DRUG NAME] would improve your quality of life?
[IMP_QOL1]

- Not at all likely
- Slightly likely
- Somewhat likely
- Quite likely
- Extremely likely

17. The benefits of [DRUG NAME] outweigh any side effects it may have. [BENES1]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

Q12 – Q17 PROBES:

Let's look at questions 12 through 17. How did you decide on your answers to these questions?

[IF NEEDED]: Were some questions easier or more difficult than others?

[IF YES:] Which one(s)? Can you tell me more about that?

18. Based on this ad, would you do any of the following:

	Yes	No
a. Ask my doctor to prescribe [DRUG NAME]. [DTC_BI_1A]	<input type="radio"/>	<input type="radio"/>
b. Question the advice of my doctor. [DTC_BI_1B]	<input type="radio"/>	<input type="radio"/>
c. Talk with my pharmacist about [DRUG NAME] or [adult acne]. [DTC_BI_1C]	<input type="radio"/>	<input type="radio"/>
d. Talk with friends and relatives about [adult acne]. [DTC_BI_1D]	<input type="radio"/>	<input type="radio"/>
e. Learn more about [adult acne] treatment options and medical conditions. [DTC_BI_1E]	<input type="radio"/>	<input type="radio"/>
f. Learn about the risks and benefits [DRUG NAME]. [DTC_BI_1F]	<input type="radio"/>	<input type="radio"/>

Q18 PROBES:

How easy or difficult was it to answer these items? Why was it {easy/difficult}?

[IF R DOES NOT HAVE ACNE OR HAD DIFFICULTY ANSWERING]: What response option would better reflect your answer?

Now we would like to ask you some questions related to your attitudes towards and perceptions of the endorser in the ad.

19. Please rate your attitude towards [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME], using the following scales below: [Attitudes toward endorser] [Programmer: Randomize Q31a – Q31f]

a. [ATT_END_1A]

1	2	3	4	5
Bad				Good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. [ATT_END_1B]

1	2	3	4	5
Unpleasant				Pleasant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. [ATT_END_1C]

1	2	3	4	5
Unfavorable				Favorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. [ATT_END_1D]

1	2	3	4	5
Unconvincing				Convincing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. [ATT_END_1E]

1	2	3	4	5
Unbelievable				Believable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

f. [ATT_END_1F]

1	2	3	4	5
Biased				Unbiased
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 PROBES:

How easy or difficult was it to answer these questions? What made them {easy/difficult}?

20. To me, [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] is...

a. [CRED_END_1A]

1	2	3	4	5
Unattractive				Attractive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. [CRED_END_1B]

1	2	3	4	5
Not classy				Classy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. [CRED_END_1C]

1	2	3	4	5
Plain				Elegant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. [CRED_END_1D]

1	2	3	4	5
Not an expert				Expert
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. [CRED_END_1E]

1	2	3	4	5
Inexperienced				Experienced
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

f. [CRED_END_1F]

1	2	3	4	5
Unknowledgeable				Knowledgeable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

g. [CRED_END_1G]

1	2	3	4	5
Unqualified				Qualified
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

h. [CRED_END_1H]

1	2	3	4	5
Undependable				Dependable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

i. [CRED_END_1I]

1	2	3	4	5
Dishonest				Honest
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

j. [CRED_END_1J]

1	2	3	4	5
Unreliable				Reliable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

k. [CRED_END_1K]

1	2	3	4	5
Insincere				Sincere
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

l. [CRED_END_1L]

1	2	3	4	5
Untrustworthy				Trustworthy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 PROBES:

How easy or difficult was it to answer these items? What made them {easy/difficult}?

21. I think the combination of [PRODUCT] and [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME]... [END_CONG1]

- Does not go together at all
- Slightly goes together
- Somewhat goes together
- Pretty much goes together
- Definitely goes together

22. My personal views and those of [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] are likely to be similar. [IDENT_END_1A]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

23. I prefer a product recommended by [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] because of [his/her] background. [IDENT_END_1B]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

24. My attitude toward this prescription drug is primarily based on the similarities of my values and those of [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME]. [IDENT_END_1C]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

25. What [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] stands for is important to me. [IDENT_END_1D]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

Q22 –Q25 PROBES [ONLY PROBE IF PARTICIPANT HAD DIFFICULTIES ANSWERING AN ITEM]:

Let's look at questions 22 through 25. Tell me what you thought about answering this series of questions.

Were any questions more difficult to answer than others?

[IF YES]: Which items were more difficult? Can you tell me more about that?

26. [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] makes me feel like I know [him/her] well. [PS_INVOL_1A]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

27. If [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] appeared on a TV program, I would watch that program. [PS_INVOL_1B]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

28. I see [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] as a natural, down-to-earth person. [PS_INVOL_1C]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

29. If I saw a newspaper, magazine, or online story about [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME], I would read it. [PS_INVOL_1D]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

30. I would like to meet [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] in person. [PS_INVOL_1E]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

31. I feel that I understand the emotions [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] experiences. [PS_INVOL_1F]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

32. I do not have any feelings about [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME]. [PS_INVOL_1G]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

33. [IF IN CELEBRITY CONDITION, ASK:] I sometimes go to the Internet to obtain more information about [CELEBRITY NAME 1]. [PS_INVOL_1H]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

34. [IF IN CELEBRITY CONDITION, ASK:] Sometimes I feel like calling or writing [CELEBRITY NAME 1]. [PS_INVOL_1I]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

35. [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] understands the kinds of things I want to know. [PS_INVOL_1J]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

36. [IF IN CELEBRITY CONDITION, ASK:] I am very much aware of the details of [CELEBRITY NAME 1]'s life. [PS_INVOL_1K]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

37. I feel like I have very little understanding of [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME] as a person. [PS_INVOL_1L]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree

Strongly agree

38. I am not really interested in [CELEBRITY NAME 1/PHYSICIAN NAME/PATIENT NAME]. [PS_INVOL_1M]

- Strongly disagree
- Somewhat disagree
- Neither disagree nor agree
- Somewhat agree
- Strongly agree

Q26 –Q38 PROBES

Let's look at questions 26 through 38. Tell me what you thought about answering this series of questions.

Were any questions more difficult to answer than others?

[IF YES]: Which items were more difficult? Can you tell me more about that?

Q34. Let's look at question 34. What was your reaction when you read this question?

Finally, a few questions about you.

39. Has a doctor or other health care professional ever told you that you have [adult acne] [DIAGNOSE]

- Yes
- No

40. Are you currently taking, or have you taken in the past, any prescription medications for [adult acne]? [TAKE_RX]

- Yes
- No

41. Are you now covered by any form of health insurance or health plan? This would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid. [INSURE]

- Yes → Continue
- No → Skip to Q43

42. Does your current health insurance plan help pay for prescription medicines, or not? [INSURE_RX_COV]

- Yes
- No

43. In general, would you say your health these days is... [HEALTH1]

- Excellent
- Very good
- Good
- Fair
- Poor

44. On a scale of 1-5, where 1 is completely negative and 5 is completely positive, how would you rate your experience of taking part in this survey? [DEBRIEF_1A]

- Completely negative
- Somewhat negative
- Neither negative nor positive
- Somewhat positive
- Completely positive

45. Please tell us the main reasons for your rating score. [DEBRIEF_1B]

F. Advertisements

Now we'll talk about the ads you looked at earlier.

[SHOW PARTICIPANT THE FIRST AD AGAIN]

PROBES:

What did you think about this ad?

When you looked at this ad, what drew your attention first?

[IF NEEDED]: Why did that draw your attention?

How does the amount of time you spent reading this ad compare to what you normally spend on reading ads?

What about this ad did you find appealing?

What about this ad was not appealing?

What are your overall reactions to the presentation of the risks and benefits of the prescription drug in the ad?

Was the information clear?

Can you tell me more why you thought it was [CLEAR/UNCLEAR]?

[SHOW R 2ND AD]

Now I would like to show you another version of the print advertisement. Please look at the advertisement and let me know when you are finished.

PROBES:

What's your general impression of this ad?

When you looked at this ad, what drew your attention?

[IF NEEDED]: Why did that draw your attention?

What are your thoughts about the endorser for this ad?

Thinking about the endorser in each of the materials you viewed, which one do you prefer?

What makes you say that?

G. Debriefing and Incentive

Is there anything we haven't discussed that you would like to mention?

CHECK WITH OBSERVERS FOR ANY ADDITIONAL QUESTIONS

HAND RESPONDENT DRUG DISCLOSURE PAPER

That's all the questions I have for you today. Before we end, I would like to hand you this debriefing statement about the study. Please review it, and let me know if you have any questions.

[ANSWER R'S QUESTIONS IF ANY ARISE]

Thank you for your help!

STOP RECORDER AND PROVIDE INCENTIVE

Study 2 Protocol – Instagram Post

A. Introduction

Hello, my name is _____ and I work for Westat, a survey research company in Rockville, Maryland. Thank you for taking the time to participate in this research study.

Westat is working with the Food and Drug Administration (FDA) to develop a communication and health survey about prescription drug Instagram Posts and how they might affect the attitudes and behaviors of adults.

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me know if you have any questions. If you are willing to take part in the study, please sign and date the form at the bottom. **[GIVE SECOND COPY TO RESPONDENT TO KEEP]**
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[HAND PARTICIPANT ADVERTISEMENT]

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[TAKE BACK THE AD AND HAND PARTICIPANT QUESTIONNAIRE]

[NOTE: The following wording will appear at the top of first page of the questionnaire:

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0695 and the expiration date is 2/28/2021. The time required to complete this information collection is estimated to average 20 minutes per response, including the time for reviewing instructions and completing and reviewing the collection of information.]

Thank you for looking at the post– now we will move on to the questionnaire. This would normally be a web survey that you would complete online using a computer or mobile device. So as best we can, let’s act like you are at home, completing this survey on your own.

E. Retrospective Probes

Thank you for completing the questionnaire. Now we’ll talk about how you answered the questions.

General Probes

Overall, what is your reaction to this questionnaire?
[IF NEEDED] What did you think about it?

Overall, how easy or difficult was it to answer the questions? What made it easy/difficult?

Would it have been easier to complete the questionnaire if you were able to look at the Instagram post while answering the questions?

[IF YES:] Can you tell me more about that?

What about the length of the questionnaire?

[IF NEEDED] Do you think that it is short, long, or about right?

[IF NEEDED] Can you tell me more about what make you feel that way?

Questionnaire Introduction Probes

This questionnaire asks about prescription drug Instagram posts and how they might affect your attitudes and behaviors.

PROBES:

Let's take a look at the sentence that says, "This survey asks about prescription drug Instagram posts and how they might affect your attitudes and behaviors."

What did the statement "prescription drug Instagram posts" make you think of when you first read it?

Item Probes

1. Do you remember seeing a statement that indicates whether the spokesperson was paid for their endorsement of this product? [UNAIID_DC_2A]

- Yes → Continue
- No → Skip to Question 3

2. In your own words, please describe what the disclosure statement in the post said. [UNAIID_DC_2B]

Q2 PROBES:

In your own words, what does the phrase "disclosure statement" mean to you?

How easy or difficult was it to answer this question?
[IF DIFFICULT:] What made it difficult to answer?

[IF PARTICIPANT RECEIVED THE AD WITH THE DISCLOSURE STATEMENT]: Here is a copy of the ad again. Can you please show me where you saw the disclosure statement in this ad?

What does the statement [#sponsored/#sp] mean to you?

[IF INDIRECT AD #sp]: What if the ad said #sponsored? What does that statement mean to you?

How is that different than #sp?

[IF NEEDED:] Is it more or less direct than #sp?

[IF DIRECT AD #sponsored]: What if the ad said #sp? What does that statement mean to you?

How is that different than #sponsored?

[IF NEEDED:] Is it more or less direct than #sponsored?

3. Refer to the area marked on the image below. Do you remember seeing this statement?

[AID_DC2]

Yes

No

[INSERT THUMBNAIL/IMAGE]

4. Based strictly on the information in the post, please indicate whether any of the following were mentioned in the post as a benefit of taking [DRUG NAME].

Benefit A [BEN_RX_2A]

Benefit B [BEN_RX_2B]

Benefit C [BEN_RX_2C]

Benefit D [BEN_RX_2D]

Benefit E [BEN_RX_2E]

Benefit F [BEN_RX_2F]

Benefit G [BEN_RX_2G]

5. Based strictly on the information in the post, please indicate whether any of the following were mentioned in the post as a risk of taking [DRUG NAME].

Risk A [RISK_RX_2A]

Risk B [RISK_RX_2B]

Risk C [RISK_RX_2C]

Risk D [RISK_RX_2D]

Risk E [RISK_RX_2E]

Risk F [RISK_RX_2F]

Risk G [RISK_RX_2G]

Q4/Q5 PROBES:

Let's look at questions 4 and 5. How did you decide on your answers for these questions?

Were they easy or difficult to answer?

[IF DIFFICULT]: What made them difficult to answer?

[IF NEEDED]: Was one question easier or more difficult than the other?

[IF YES:] Which one? Can you tell me more about that?

6. Refer to the area marked on the image below. How much, if any, of that risk information did you read? [RET_RISK2]

- None of the information
- Some of the information
- Most of the information
- All of the information

[INSERT THUMBNAIL/IMAGE HERE]

Q6 PROBES:

How did you decide on your answer? How sure are you of your response?

How did you pick that instead of [FILL WITH SCALE POINTS ON EITHER SIDE OF THEIR ANSWER]?

The next questions ask for your opinions based on reading the post for [DRUG NAME].

7. The Instagram post was advertising. [REC_AD]

- Yes
- No
- Don't know

8. This endorser was paid for this Instagram post. [REC_END_PD]

- Yes
- No
- Don't know

Q7/Q8 PROBES:

Can you tell me in your own words what led you to answer [YES/NO/DON'T KNOW] to question 7?

What was it about the Instagram post that made you think [IT WAS/ IT WAS NOT/ YOU WERE NOT SURE IT WAS] advertising?

What about question 8? Tell me what led you to answer [YES/NO/DON'T KNOW] to that question?

[IF YES AND IF NEEDED]: Was there anything in the Instagram post that signaled to you that the endorser was paid?

What in the Instagram post signaled to you that the endorser [WAS/ WAS NOT] paid?
 [IF NOT SURE] What about the Instagram post made you unsure that the endorser was paid?

The next questions ask for your opinions based on reading the Instagram post for [DRUG NAME].

9. To me, this post for [DRUG NAME] is:

a. [DSI_2A]

1	2	3
Unimportant	Neither unimportant nor important	Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. [DSI_2B]

1	2	3
Unexciting	Neither unexciting nor exciting	Exciting
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. [DSI_2C]

1	2	3
Unappealing	Neither unappealing nor appealing	Appealing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. [DSI_2D]

1	2	3
Irrelevant	Neither irrelevant nor relevant	Relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. [DSI_2E]

1	2	3
Not needed	Neither not needed nor needed	Needed
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 PROBES:

Q9a-e. How easy or difficult was it to answer this question? Why was it {easy/difficult}?

Was the scale able to accurately reflect your response? Can you tell me more about that?

10. I think the post was...

a. Honest [ATT_AD_2A]

1	2	3
Disagree	Neither disagree nor agree	Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. Trustworthy [ATT_AD_2B]

1	2	3
Disagree	Neither disagree nor agree	Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. Convincing [ATT_AD_2C]

1	2	3
Disagree	Neither disagree nor agree	Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. Unbiased [ATT_AD_2D]

1	2	3
Disagree	Neither disagree nor agree	Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. Credible [ATT_AD_2E]

1	2	3
Disagree	Neither disagree nor agree	Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 PROBES:

For parts a and b, how did you decide on your answers?

For part c, how did you decide on your answer? What does it mean if the Instagram post was “convincing”?

For part d, how did you decide on your answer? What does it mean if the Instagram pose was “unbiased”?

For part e, how did you decide on your answer? What does it mean if the Instagram post was “credible”?

Was the scale able to accurately reflect your response? Can you tell me more about that?

Now we are going to ask you some questions about your attitudes and opinions regarding [DRUG NAME].

11. How well would [DRUG NAME] reduce [endometriosis]? [WELLRED2]

- Not well
- Neither not well nor well
- Well

12. How effective would [DRUG NAME] be in treating [endometriosis]? [EFFTRT2]

- Ineffective
- Neither ineffective nor effective
- Effective

Q11/Q12 PROBES:

To you, are Q11 and Q12 similar or different questions? How are they {similar/different}?

13. How likely is it that you would experience at least one side effect if you took [DRUG NAME]? [EXP_SE2]

- Not at all likely
- Somewhat likely
- Extremely likely

14. To what extent do you think [DRUG NAME]’s side effects would affect your physical health? [SE_HLTH2]

- Not at all likely
- Somewhat likely
- Extremely likely

15. In addition to treating [endometriosis], there are other advantages to taking [DRUG NAME]. [OTH_ADV2]

- Disagree
- Neither disagree nor agree
- Agree

16. How difficult or easy would it be to take [DRUG NAME]? [EASE2]

- Difficult
- Neither difficult nor easy
- Easy

17. How likely is it that taking [DRUG NAME] would improve your quality of life? [IMP_QOL2]

- Not at all likely
- Somewhat likely
- Extremely likely

18. The benefits of [DRUG NAME] outweigh any side effects it may have. [BENES2]

- Disagree
- Neither disagree nor agree
- Agree

Q13-Q18 PROBES:

Let's look at questions 13 through 18. How did you decide on your answers to these questions?

[IF NEEDED]: Were some questions easier or more difficult than others?

[IF YES:] Which one? Can you tell me more about that?

19. Based on this post, would you do any of the following: [DTCA promoted behavioral intention]

a. Ask my doctor to prescribe [DRUG NAME]. [DTC_BI_2A]

- Yes
- No

b. Question the advice of my doctor. [DTC_BI_2B]

- Yes
- No

c. Talk with my pharmacist about [DRUG NAME] or [endometriosis].
[DTC_BI_2C]

- Yes
- No

d. Talk with friends and relatives about [endometriosis]. [DTC_BI_2D]

- Yes
- No

e. Learn more about [endometriosis] treatment options and medical conditions.
[DTC_BI_2E]

- Yes
- No

f. Learn about the risks and benefits of [DRUG NAME]. [DTC_BI_2F]

- Yes
- No

Q19 PROBES:

How easy or difficult was it to answer these items? Why was it {easy/difficult}?

[IF R DOES NOT HAVE ENDOMETRIOSIS OR HAD DIFFICULTY ANSWERING]:
What response option would better reflect your answer?

Now we would like to ask you some questions related to your attitudes towards and perceptions of the endorser in the post.

20. Please rate your attitude towards [INFLUENCER NAME 1/PATIENT NAME], using the following scales below: [Attitudes toward endorser]

a. [ATT_END_2A]

1	2	3
Bad	Neither bad nor good	Good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. [ATT_END_2B]

1	2	3
Unpleasant	Neither unpleasant nor pleasant	Pleasant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. [ATT_END_2C]

1	2	3
Unfavorable	Neither unfavorable nor favorable	Favorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. [ATT_END_2D]

1	2	3
Unconvincing	Neither unconvincing nor convincing	Convincing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. [ATT_END_2E]

1	2	3
Unbelievable	Neither unbelievable nor believable	Believable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

f. [ATT_END_2F]

1	2	3
Biased	Neither biased nor unbiased	Unbiased
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 PROBES:

How easy or difficult was it to answer these questions? What made them {easy/difficult}?

21. To me, [INFLUENCER NAME 1/PATIENT NAME] is...

a. [CRED_END_2A]

1	2	3
Unattractive	Neither unattractive nor attractive	Attractive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b. [CRED_END_2B]

1	2	3
Not classy	Neither not classy nor classy	Classy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c. [CRED_END_2C]

1	2	3
Plain	Neither plain nor elegant	Elegant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d. [CRED_END_2D]

1	2	3
Not an expert	Neither not an expert nor an expert	Expert
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. [CRED_END_2E]

1	2	3
Inexperienced	Neither inexperienced nor experienced	Experienced
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

f. [CRED_END_2F]

1	2	3
Unknowledgeable	Neither unknowledgeable nor knowledgeable	Knowledgeable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

g. [CRED_END_2G]

1	2	3
Unqualified	Neither unqualified nor qualified	Qualified
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

h. [CRED_END_2H]

1	2	3
Undependable	Neither undependable nor dependable	Dependable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

i. [CRED_END_2I]

1	2	3
Dishonest	Neither dishonest nor honest	Honest
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

j. [CRED_END_2J]

1	2	3
Unreliable	Neither unreliable nor reliable	Reliable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

k. [CRED_END_2K]

1	2	3
Insincere	Neither insincere nor sincere	Sincere
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

l. [CRED_END_2L]

1	2	3
Untrustworthy	Neither untrustworthy nor trustworthy	Trustworthy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 PROBES:

How easy or difficult was it to answer these items? What made them {easy/difficult}?

22. I think the combination of [PRODUCT] and [INFLUENCER NAME 1/PATIENT NAME]... [END_CONG2]

- Does not go together
- Neutral
- Goes together

23. My personal views and those of [INFLUENCER NAME 1/PATIENT NAME] are likely to be similar. [IDENT_END_2A]

- Disagree
- Neither disagree nor agree
- Agree

24. I prefer a product recommended by [INFLUENCER NAME 1/PATIENT NAME] because of [his/her] background. [IDENT_END_2B]

- Disagree
- Neither disagree nor agree
- Agree

25. My attitude toward this prescription drug is primarily based on the similarities of my values and those of [INFLUENCER NAME 1/PATIENT NAME]. [IDENT_END_2C]

- Disagree
- Neither disagree nor agree
- Agree

26. What [INFLUENCER NAME 1/PATIENT NAME] stands for is important to me. [IDENT_END_2D]

- Disagree
- Neither disagree nor agree
- Agree

Q22 – Q26 PROBES [ONLY PROBE IF PARTICIPANT HAD DIFFICULTIES ANSWERING AN ITEM]:

Let's look at questions 22 through 26. Tell me what you thought about answering this series of questions.

Were any questions more difficult to answer than others?

[IF YES]: Which items were more difficult? Can you tell me more about that?

27. [INFLUENCER NAME 1/PATIENT NAME] makes me feel like I know [him/her] well. [PS_INVOL_2A]

- Disagree
- Neither disagree nor agree
- Agree

28. If [INFLUENCER NAME 1/PATIENT NAME] appeared on a TV program, I would watch that program. [PS_INVOL_2B]

- Disagree
- Neither disagree nor agree
- Agree

29. I see [INFLUENCER NAME 1/PATIENT NAME] as a natural, down-to-earth person. [PS_INVOL_2C]

- Disagree
- Neither disagree nor agree
- Agree

30. If I saw a newspaper, magazine, or online story about [INFLUENCER NAME 1/PATIENT NAME], I would read it. [PS_INVOL_2D]

- Disagree
- Neither disagree nor agree
- Agree

31. I would like to meet [INFLUENCER NAME 1/PATIENT NAME] in person.
[PS_INVOL_2E]

- Disagree
- Neither disagree nor agree
- Agree

32. I feel that I understand the emotions [INFLUENCER NAME 1/PATIENT NAME] experiences. [PS_INVOL_2F]

- Disagree
- Neither disagree nor agree
- Agree

33. I do not have any feelings about [INFLUENCER NAME 1/PATIENT NAME].
[PS_INVOL_2G]

- Disagree
- Neither disagree nor agree
- Agree

34. [IF IN INFLUENCER CONDITION, ASK:] I sometimes go to the Internet to obtain more information about [INFLUENCER NAME 1]. [PS_INVOL_2H]

- Disagree
- Neither disagree nor agree
- Agree

35. [IF IN INFLUENCER CONDITION, ASK:] Sometimes I feel like calling or writing [INFLUENCER NAME 1]. [[PS_INVOL_2I]

- Disagree
- Neither disagree nor agree
- Agree

36. [INFLUENCER NAME 1/PATIENT NAME] understands the kinds of things I want to know. [PS_INVOL_2J]

- Disagree
- Neither disagree nor agree

Agree

37. [IF IN INFLUENCER CONDITION, ASK:] I am very much aware of the details of [INFLUENCER NAME 1]'s life. [[PS_INVOL_2K]

- Disagree
- Neither disagree nor agree
- Agree

38. I feel like I have very little understanding of [INFLUENCER NAME 1/PATIENT NAME] as a person. [PS_INVOL_2L]

- Disagree
- Neither disagree nor agree
- Agree

39. I am not really interested in [INFLUENCER NAME 1/PATIENT NAME]. [PS_INVOL_2M]

- Disagree
- Neither disagree nor agree
- Agree

Q27 –Q39 PROBES

Let's look at questions 27 through 39. Tell me what you thought about answering this series of questions.

Were any questions more difficult to answer than others?

[IF YES]: Which items were more difficult? Can you tell me more about that?

Q35. Let's look at question 35. What was your reaction when you read this question?

Finally, a few questions about you.

40. Has a doctor or other health care professional ever told you that you have [endometriosis]? [DIAGNOSE]

- Yes
- No

41. Are you currently taking, or have you taken in the past, any prescription medications for [endometriosis]? [TAKE_RX]

- Yes
- No

42. Are you now covered by any form of health insurance or health plan? This would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid. [INSURE]

- Yes → Continue
- No → Skip to Question 44

43. Does your current health insurance plan help pay for prescription medicines, or not? [INSURE_RX_COV]

- Yes
- No

44. In general, would you say your health these days is... [HEALTH2]

- Excellent
- Good
- Fair
- Poor

45. On a scale of 1-5, where 1 is completely negative and 5 is completely positive, how would you rate your experience of taking part in this survey? [DEBRIEF_2A]

- Completely negative
- Somewhat negative
- Neither negative nor positive
- Somewhat positive
- Completely positive

46. Please tell us the main reasons for your rating score. [DEBRIEF_2B]

F. Instagram Posts

Now we'll talk about the Instagram post you looked at earlier.

[SHOW PARTICIPANT THE FIRST POST AGAIN]

PROBES:

What did you think about this Instagram post?

When you looked at this post, what drew your attention first?

[IF NEEDED]: Why did that draw your attention?

How does the amount of time you spent reading this post compare to what you normally spend on reading Instagram posts?

What about this post did you find appealing?

What about this post was not appealing?

What are your overall reactions to the presentation of the risks and benefits of the prescription drug in the Instagram post?

Was the information clear?

Can you tell me more why you thought it was [CLEAR/UNCLEAR]?

[SHOW R 2ND POST]

Now I would like to show you another version of the Instagram post. Please look at the post and let me know when you are finished.

PROBES:

What's your general impression of this Instagram post?

When you looked at this post, what drew your attention?

[IF NEEDED]: Why did that draw your attention?

What are your thoughts about the endorser for this post?

Thinking about the endorser in each of the posts you viewed, which one do you prefer? What makes you say that?

G. Debriefing and Incentive

Is there anything we haven't discussed that you would like to mention?

CHECK WITH OBSERVERS FOR ANY ADDITIONAL QUESTIONS

HAND RESPONDENT DRUG DISCLOSURE PAPER

That's all the questions I have for you today. Before we end, I would like to hand you this debriefing statement about the study. Please review it, and let me know if you have any questions.

[ANSWER R'S QUESTIONS IF ANY ARISE]

Thank you for your help!

STOP RECORDER AND PROVIDE INCENTIVE