**Rationale for Items Added to or Removed From the ExPECTT Youth Media Tracking Instrument 4/8/16**

| Item Number | Description | Addition | Deletion | Edit | Rationale | Prior Approval Given by OMB |
| --- | --- | --- | --- | --- | --- | --- |
| A1\_1 | Watch TV or movies on a TV |  |  | X | This item has been edited to measure content without differentiating platform. | Base item approved previously including 11/17/15 |
| A1\_2 | Watch TV or movies on a computer |  | X |  | Redundant if we revise A1\_1 |  |
| A1\_3 | Watch TV or movies on a a cell phone |  | X |  | Redundant if we revise A1\_1 |  |
| A1\_4 | Watch TV or movies on a an ipod |  | X |  | Redundant if we revise A1\_1 |  |
| A2\_2 | Use computer for video |  |  | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| A2\_3 | Use computer for social networking |  |  | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| A2\_4 | Use computer for browsing |  |  | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| A2\_5 | Use computer for chatting |  |  | X | Minor edits to update popular products | Base item approved previously including 11/17/15 |
| A2\_6 | Text messaging | X |  |  | Adding this back to the media tracking survey after having dropped it at the last wave. | Base item approved previously including 11/17/15 |
| A3\_2f | Fresh Empire brand | X |  |  | This item was approved for and used in the 3rd FU ExPECTT study. | Approved for 3rd FU: 11/17/15 |
| A11\_18 | intense | X |  |  | Adding to assess whether this key term from the literature on stylistic elements of ads may be operationalized. | This item is similar to others that have been previously approved, including on F1211/17/15. |
| A23 | Main message of the ad | X |  |  | This item was approved for and used in the 3rd FU with the exception of response options 14, 15 and 16. | The base item was approved by OMB in prior packages including 11/17/15 |
| B11\_3 | Smoking is harmful-not harmful | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B12\_3 | smokeless is harmful-not harmful | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B13\_25 | Develop gum disease | X |  |  | Adding to measure a belief which is the focus of the new ad “gift.” | This item has not been previously approved. |
| E15\_13 | Smoking as a teen can permanently stunt your lungs. | X |  |  | Adding to measure a belief which is the focus of the new ad “straw city.” | This item has not been previously approved. |
| E15\_14 | Smoking cigarettes will make me have serious breathing problems | X |  |  | Adding to measure a belief which is the focus of the new ad “straw city.” | This item has not been previously approved. |
| E15\_15 | If I smoke, the consequences will find me. | X |  |  | Adding to measure a belief which is the focus of the new ad “gift.” | This item has not been previously approved. |
| E15\_16 | Nicotine can reprogram your brain | X |  |  | Adding to measure a belief which is the focus of the new ad “hacked.” | This item has not been previously approved. |
| E15\_17 | If I smoke, it will be hard to think about anything but my next cigarette | X |  |  | Adding to measure a belief which is the focus of the new ad “hacked.” | This item has not been previously approved. |
| E13\_1 | Cigars are bad-good | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| E13\_2 | Cigars are unenjoyable-enjoyable | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| E13\_3 | Cigars are harmful-not harmful | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| E14\_1 | E-cigs are bad-good | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| E14\_2 | E-cigs are unenjoyable-enjoyable | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| E14\_3 | E-cigs are harmful-not harmful | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B13\_23 | Stunt lung growth | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B13\_24 | Stained teeth | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B15\_10. | The lungs of teenage smokers may not grow to normal size. | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B15\_11. | Smoking just a few cigarettes can make you crave more. | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
| B15\_12. | If I smoke, nicotine will rewire my brain. | X |  |  | This item was approved for and used in the 3rd FU. | Approved for 3rd FU: 11/17/15 |
|  | Media tracking screener items |  | X |  | The media tracking screener and instrument have been separated. |  |