

Nicotine Dialogue

Cognitive Interview Guide

Color Key:

Purple – Section headings and titles

Black –Text for interviewer to read

Red – Interviewer instructions (not to be read aloud)

Green – Research questions (for interviewer's information, not to be read aloud)

Introduction

Hello, my name is **INTERVIEWER NAME**. I work for Westat, a research company in Rockville, Maryland. Thank you for taking the time to be a part of this study.

Westat is working with the U.S. Food and Drug Administration, or FDA, to see what people think about some health information they are creating. The FDA is interested in getting opinions about the information I am about to discuss with you. You should have gotten a package in the mail for this study.

Do you have the package we mailed to you with you right now?

IF YES, CONTINUE

IF NO BUT PACKAGE IS NEARBY, ALLOW PARTICIPANT TIME TO GET IT

IF NO AND NOT NEARBY, CONTINUE USING ON-SCREEN VERSION OR ASK IF IT'S OKAY TO EMAIL THE DOCUMENT TO R

Please wait to open the packet until I tell you it is time to start. I will then ask you to open specific envelopes one at a time. After you look at the materials inside, I will ask you some questions about your thoughts and feelings about the information. Any ideas you have are okay.

Informed Consent

Before we get started, there are a few things I need to tell you. This is a research project, and this interview is voluntary. That means that if you do not want to answer a specific question just tell me and I'll go to the next one. It is okay if you want to stop after we start. Just let me know.

All of your answers and everything you say will be kept secure to the extent permitted by law. This means that we will not share your name or information. Also, we will not link any information to your answers to figure out who you are. The interview will take about 30 minutes and you will get \$35 e-rewards for your time. We would like to record this conversation if you are okay with that. The recording helps us make sure we hear everything you say correctly. Only the people who work on this research project will be able to listen to the recording and see our notes. Your name will not be linked to any of your responses, though we may include quotes that you provide in our reports. The recordings and our notes will be destroyed after we finish the project.

IF FDA STAFF ARE ON THE PHONE: I also want you to know that a couple other people who work on this research project are listening to this interview to take notes as we talk.

Before we start, do you have any questions? Do you agree to be interviewed? Is it okay with you if I record the interview?

TURN ON RECORDER. The date and time is _____. Now that I am recording, I want to ask again, is it okay if I record this interview?

Background Questions

Before we talk about the information I mailed to you, I have a few questions.

IF R IS A CURRENT SMOKER: You told us when you volunteered for this interview that you smoke cigarettes. Is that correct?

IF R LIVES WITH A SMOKER: You told us when you volunteered for this interview that you live with a person who smokes cigarettes. Is that correct?

Today we'll be looking at some material related to nicotine in cigarettes. Have you heard of nicotine before?

IF YES: What do you know about nicotine?

Do you think people are addicted to nicotine specifically or do they think they are addicted to cigarettes more generally? Why?

Now please open the envelope we sent you in the mail labeled Dialogue. Do you see a piece of paper titled Nicotine. Please take a minute to look at it now. Please do not look at the other envelopes in the package just yet. When you are done, I have some questions for you about what's on the paper.

CHECK IN AFTER 1 MINUTES. ALLOW 2-3 MORE MINUTES IF NEEDED.

CONCURRENT OBSERVATIONS/INSTRUCTIONS.

NOTE ANY OF THE FOLLOWING BEHAVIORS TO RECORD IN NOTES OR PROBE ON RETROSPECTIVELY:

- Any verbal reaction to the introductory text.
- Any verbal expressions of confusion, surprise, discomfort, offense. Note which statements evoked any of these reactions.

RETROSPECTIVE GENERAL PROBES

TO BE ADMINISTERED AFTER RESPONDENT COMPLETES HIS/HER REVIEW.
SHOW BROCHURE PANELS ON SCREEN AS NEEDED TO AID DISCUSSION.

RESEARCH QUESTIONS

Does the target audience understand the information presented in the introductory text?

Is there anything that is confusing or unclear in the introductory paragraph?

Does the target audience find the introductory text to be relevant to them?

What does the target audience think is the purpose of the introductory text?

Is the branding visually appealing (color, font, design elements) to the target audience?

Does the branding speak to or catch the interest of the target audience?

Does the branding clearly represent the message concepts presented in the introductory text?

What does the target audience think is the purpose of the branding?

Is the branding perceived as coming from a trustworthy source? Where would the target audience expect to see this information?

Is anything about the branding confusing or unclear? Are there any unintended negative consequences arising from the branding, i.e. perceived industry connection, desire to smoke?

INTRODUCTORY TEXT

Thank you for reading that information. Now I'm going to ask you some questions about it.

First, just tell me your overall thoughts about the text.

Is any of this information new to you? Which parts?

Is anything unclear or confusing in the text?

In your own words, what is the overall, main message that the text is trying to tell you?

Before you said you thought that people were more addicted to [nicotine/cigarettes] than [nicotine/cigarettes]. After reading this, do you feel the same or have you changed your mind?

How trustworthy do you think this information is?

Is any of the information in this statement for people like you? Why or why not?

Do you have any other questions about nicotine? **IF YES**, What are they?

LOGO 1 QUESTIONS

Now please go back to the package we sent you in the mail. Do you see an envelope labeled 2? Please open it and take a minute to look at it now. Please do not look inside the other envelope just yet.

CHECK IN AFTER 1 MINUTES. ALLOW 2-3 MORE MINUTES IF NEEDED.

CONCURRENT OBSERVATIONS/INSTRUCTIONS.

NOTE ANY OF THE FOLLOWING BEHAVIORS TO RECORD IN NOTES OR PROBE ON RETROSPECTIVELY:

- Any verbal reaction to images or statements in the logo.
- Any verbal expressions of confusion, surprise, discomfort, offense. Note which images or statements evoked any of these reactions.

Thank you for looking at the logo and tagline (the words underneath/next to it). Now I'm going to ask you some questions about it.

First, just tell me your overall thoughts about the logo and tagline ("discover the facts," "take a fresh look," "leave cigarettes behind," or "break through the myths").

What do you like about this logo? How about the tagline?

What don't you like about this logo? How about the tagline?

DESIGN AND LAYOUT

What do you think about the colors? How about the graphics?

What do you think about the font?

CONTENT

Now let's talk about what this logo has to say.

What do you think is the main idea of the logo and tagline? What is it trying to tell you?

- How well does this logo and tagline support the main message of the text I showed you? Why?
- Is there anything unclear or confusing about the logo or tagline?

Now that you see the logo and tagline with the text, who do you think this message is for?

- Do you feel like it's for you? Why or why not?
- **IF NEEDED:** Is this logo for smokers or non-smokers? How about for young people or adults?

Does this logo appear to be from a credible or trustworthy source?

FINAL QUESTIONS ON LOGO 1

Where would you expect to see a logo like this?

If you saw this logo somewhere, would it grab your attention? Why or why not?

If you saw this logo somewhere, what would you do?

IF NEEDED, Read it, ignore it, look for more information, share with friends and family, etc. What is it about the logo that would make you do that?

IF R SAYS THEY WILL LOOK FOR MORE INFORMATION, Where would you go for more information?

Do you have any other suggestions for improving the logo and tagline?

- Is there anything that is NOT needed or can be removed? **IF YES,** What?
- Is there anything that could be added? **IF YES,** What?
- Is there anything that could be stated more clearly? **IF YES,** What could be stated more clearly?

PROBE ON ANY OUTSTANDING ISSUES FROM OBSERVATION (INFORMATION THAT R SEEMED CONFUSED ABOUT).

QUESTIONS ABOUT ALTERNATIVE LOGOS

LOGO 4 QUESTIONS

Now I'd like you to take out the other envelope marked 3 from your packet. These are other logos and taglines the FDA is considering.

Of the four options, which one fits the best with the main message of the text I showed you? Why?

Each of these four logos is paired with its own tagline. If you could mix and match the logos and taglines, would you still say option # fits best with the main message of the paragraph, or would you say a different combination would be better? If so, which one? Why?

Closing and Incentive

IF OBSERVERS ARE PRESENT, CHECK TO SEE IF THEY HAVE FURTHER QUESTIONS.

Those are all the questions I have for you. Is there anything we haven't talked about that you would like to tell me?

DISCUSS ANY RESPONDENT COMMENTS.

Thank you for your time.

STOP TAPE RECORDER.