

## Attachment 1. Discussion Prompts for Creative Test Kitchen

### DISCUSSION PROMPTS FOR REMOTE TESTING:

#### MESSAGE AND PRODUCT INFORMATION GATHERING

**Note to OMB:** This document includes all potential questions we may ask across the series of remote, online testing activities. We will not ask all of these questions in one 15-minute activity. Rather, we will mix the questions and activities based on the campaign development stage and to ensure we do not overburden participants. Some of the questions also will be customized to reflect the message or product we are testing; we have noted customizable pieces of questions with brackets []. Participants will only be asked to commit 15 minutes or less of their time per activity.

++

---

Public reporting burden for this collection of information is estimated to average less than 15 minutes per response, including the time for reviewing instructions and providing the information requested. You are not required to respond to any request for information unless it displays a currently valid OMB control number.

---

### Welcome Page of the Online Community: *The Hive*

#### Welcome to The Hive

We want to bring people together, online, to achieve more than we could on our own. That's why we've invited you to join our online community. Together, we want to think and talk about relationships, friends, sex, school, social media, growing up, and more. We're building a campaign for teens and young adults like you, and we need YOUR help. Participate in as few or as many activities as you like or have time for! Earn points and gift cards for your time.

#### GET STARTED!

1. Go to your profile and update your settings (note to OMB: this is the Appendix A – Screening Instrument)
2. Add an avatar image. It can be anything - your Bitmoji, a photo of your pet, or a photo of you - completely up to you!
3. Under 18? Have your parent or guardian complete this parent consent form.
4. Then complete your own participant consent form.

Questions? You can ask us on the "Chat" page or email [vthomas@rti.org](mailto:vthomas@rti.org)

#### About the Campaign

The Administration for Children and Families is sponsoring this research. We are talking with young people across the U.S. about how we can work together to design a national campaign for youth, with youth. The campaign wants to support you in achieving a healthier, happier future by avoiding some of the potential downsides of sexual activity—things like sexually transmitted diseases and teen pregnancy.

The purpose of these online research activities is to get your input, ideas, and feedback on campaign materials. You are the experts - on life, struggles, and wins you experience as a youth. It's your voice that matters, and your voice will direct what this campaign looks like, sounds like and where it will be.

### Instructions for each activity

There are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. If at any time you are uncomfortable with the questions, you can choose not to answer or stop participating in the activity. If you bring up a friend or other person you know as an example in your responses, please do not use their last name. You can submit a private message to the site administrator at any time if you have questions about this activity.

## I. Insight Questions on Topics and Media Behaviors

### Questionnaire Format

1. Have you ever seen information online or on social media about teen pregnancy prevention (e.g., abstinence, safer sex)? **Yes/No**

[If Q1 = No, skip to Q5]

2. Have you ever seen **videos** online or on social media related to teen pregnancy prevention? **Yes/No**

[If Q2 = No, skip to Q4]

3. What did you like and/or dislike about these videos? **Open-ended**

4. Have you ever *shared* information found online or on social media about teen pregnancy prevention? By sharing we mean re-posting to your personal social media page or sending information (e.g., posts, videos, photos, etc.) to others. **Yes/No**

5. Have you seen any videos online or on social media related to setting goals for a better future? **Yes/No**

[If Q5 = No, skip to Q7]

6. What did you like and/or dislike about these videos? **Open-ended**

7. What kind of videos do you typically look for online or on social media (e.g., Instagram, YouTube and Snapchat)? *Please select all that apply.* **Checklist.**

- Funny
- Informational/educational (e.g., tutorial, product review, etc.)
- Vlogs (video blogs)
- Entertainment (e.g., sports, music, tv shows, movies, etc.)
- Videos posted by friends
- Other: \_\_\_\_\_

8. What kind of videos do you typically *share* with others? **Open-ended**
9. Do you like/dislike video ads on Instagram, YouTube and Snapchat? **Like/Dislike slider**
10. How often do you watch video ads on Instagram, YouTube and Snapchat? **Never, Rarely, Sometimes, Often, Always**
- [If Q10 = Never, skip to Q12]
11. Describe the types of video ads you watch on Instagram, YouTube and Snapchat. **Open-ended**
12. Which channels/influencers do you follow or subscribe to on Instagram, YouTube and Snapchat? By influencers, we mean individuals who have a large online or social media following. **Open-ended**
13. Do you watch Instagram TV? **Yes/No**  
[If Q13 = No, skip to Q15]
14. How do you discover new shows/episodes? **Open-ended**
15. Below is a list of products that we may develop for a website that we are working on. Which of the following products would you engage with (e.g., watch, read, listen to, click on, etc.)? *Please mark all that apply.* **Checklist.**
- Click-to-reveal photos
  - Image transition sliders
  - Listicle
  - Music video
  - Live video
  - Vlog
  - Interview
  - Interactive video
  - Choose-your-own-adventure story
  - Interactive timeline
  - How-to content
  - Online calculator
  - Interactive map
  - Podcast
16. Which product would you ***most*** like to engage with? *Please select one.* **Multiple-choice**
- Click-to-reveal photos
  - Image transition sliders
  - Listicle
  - Music video

- Live video
- Vlog
- Interview
- Interactive video
- Choose-your-own-adventure story
- Interactive timeline
- How-to content
- Online calculator
- Interactive map
- Podcast

17. Why did you choose this product as your favorite? **Open-ended**

18. Below is a list of potential names for new products that we might develop. Which of the following names would you engage with (e.g., watch, read, listen to, click on, etc.)? *Please mark all that apply.* **Checklist.**

- 10 Goals Worth the Work
- Can You Get More Than Six of These Life Facts Right?
- Pick a Famous Duo and Get a Motivational Quote
- What's Your Healthy Relationships IQ?
- Sexting 101: What Would You Do?
- Think You Know How Much These Items Cost?
- Video: A Day in the Life
- Video: Healthy Relationships Chat

19. Which product name would you most like to engage with? *Please select one.* **Multiple-choice**

- 10 Goals Worth the Work
- Can You Get More Than Six of These Life Facts Right?
- Pick a Famous Duo and Get a Motivational Quote
- What's Your Healthy Relationships IQ?
- Sexting 101: What Would You Do?
- Think You Know How Much These Items Cost?
- Video: A Day in the Life
- Video: Healthy Relationships Chat

20. Why did you choose this title as your favorite? **Open-ended**

21. Would you visit a website with **.ORG** in the URL? **Yes/No**

**[If Q22 = Yes, skip to Q23]**

22. You said you would not visit a website with **.ORG** in the URL. Why not? **Open-ended**

23. Would you visit a website with **.GOV** in the URL? **Yes/No**

[If Q23 = Yes, skip to Q25]

24. You said you would not visit a website with **.GOV** in the URL. Why not? **Open-ended**

25. What are your favorite websites to visit? List up to 5. **Open-ended**

Journal Activity (individuals answer questions; no one else can see responses)

**Prompt: What would you tell your friends?**

For this journal activity, we want to know what you would tell your friends about reducing their sexual risks by avoiding sexual activity until later in life after they have reached goals such as graduating high school and getting a good job. By sexual risks, we mean things such as unplanned pregnancy, sexually transmitted diseases (e.g., chlamydia, gonorrhea, herpes), negative psychological and emotional effects (e.g., depression, stress), and lower academic achievement. We're going to ask you about a few different scenarios and what you would say to your friends in each scenario.

**Scenario 1:** What would you say to convince a friend to **avoid** sexual activity?

**Scenario 2:** What would you say to convince a friend to **delay** sexual activity?

**Scenario 3:** What would you say to convince a friend to **stop having sex**?

Discussion Forum Activity (participants answer discussion board questions and can see each other's responses)

**Prompt: Tell us what's out there!**

We want to hear from YOU about what you've seen online and on social media — videos, posts, websites, campaigns — about preventing teen pregnancy or other risks that get in the way of your goals and future. Maybe you could relate to the stories or you liked the words, pictures or design. Take a few minutes to show and tell us what's out there. If you can provide links, pictures, or videos that would be great! If you agree with the examples that others share, like their comment. If you don't, reply with the reasons why. **Remember:** Always be respectful in your responses to others.

**Topic 1:** Tell us about any cool, interesting or entertaining information or products (like videos, social media posts, games) about teen pregnancy prevention that you've seen online or on social media that have really stuck with you.

**Topic 2:** Tell us about any bad or boring information or products (like videos, social media posts, games) about teen pregnancy prevention that you've seen online or on social media.

**Topic 3:** Tell us about any cool, interesting, or entertaining information or products (like videos, social media posts, games) on health topics for teens (like smoking or drinking) that you've seen online or on social media.

**Topic 4:** Tell us about any bad or boring information or products (like videos, social media posts, games) on health topics for teens (like smoking or drinking) that you've seen online or on social media.

**II. Message Feedback**

Questionnaire Format

1. Please select how much you *disagree* or *agree* with each of the following statements about [insert specific message on SRA topic]:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Prefer Not to Answer
a. I liked this message overall.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
b. This message grabbed my attention.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
c. This message was confusing.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
d. This message was convincing.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
e. This message said something important to me.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
f. This message spoke to me.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
g. I learned something new from this message	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
h. This message gave me good reasons to [insert desired behavior]	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
i. I do not like this message.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
j. This message was offensive.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>
k. This message was easy to understand.	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>99</sub>

**III. Product or Material Feedback**

Questionnaire, Poll, or Discussion Forum Format

Now I want to show you a sample [insert product] for our campaign. First, I want your feedback on a few different options.

[\[Show multiple creative concepts for product/material.\]](#)

1. Which of these concepts do you like best? **Multiple Choice [A/B/C/etc.]**
2. What do you like about these concepts? Dislike? **Open-ended**
3. How would you change these concepts? **Open-ended**

Now, we want your feedback on the overall look and feel for the [insert product/material], as well as the content.

[\[Show product or material.\]](#)

1. What are your initial impressions of this [product/material]? **Open-ended.**
2. What do you like? Dislike? **Open-ended**
3. In your own words, what is the main idea this [product/material] is trying to get across? Which words or phrases grab your attention? **Open-ended**
4. What feelings do you have in reaction to this [product/material]? Anything positive? Anything negative? **Open-ended**
5. What do you think about the overall look and feel of this [product/material]? What do you think about the photos/graphics, colors, and font? **Open-ended**
6. What do you think about the content and text in this [product/material]?
7. What do you think this [product/material] is asking you to do? **Open-ended or multiple choice**
8. Do you feel motivated to do this behavior? **Yes/No/Maybe**
9. If you saw this [insert product/material], what's the first thing you would do? **Open-ended**
10. Based on this [product/material] alone, would you be interested in seeing more content from this campaign? **Yes/No/Maybe**
11. How can we improve this [product/material]? **Open-ended**
12. How would you describe the tone of the [product/material]? You can select more than one or add your own answer. **Checklist**
  - Uplifting
  - Friendly
  - Empowering
  - Judgmental
  - Shaming
  - Other: \_\_\_\_\_
13. Would you share this [product/material] with others? **Yes/No**

[If Q13 = No, skip to Q15]

14. Who would you share it with and how? **Open-ended**  
[End questionnaire]

15. Why would you not share it? **Open-ended**



## Appendix A: Screening Instrument for Online Testing Platform Participants

*Additional context for OMB: This is a form that each user completes when joining our online testing platform (CMNTY.com). None of this information except for the user's username is visible to other community members. This information is not linked to the data we collect or analyze about the campaign from participants. The collection of name and email address are required by the online platform to be able to contact participants about new activities and opportunities to provide feedback. The participant characteristics **excluding name, date of birth, and email address**, are aggregated and anonymized and added to our database of participant characteristics to adequately describe our sample and ensure we are engaging a diverse sample of adolescents in the U.S. Note: We are asking for both date of birth and age on our online platform to double-validate and avoid errors and non-eligible participants.*

**Note:** Other members in the community will only see your username and avatar image. You do not need to add an avatar image if you don't want to. All other information is only visible to the research team.

- Username (this does not need to be your real name; it can be anything):
- Email address (we will only use this to send you updates about new activities and send you electronic gift cards to reward you for your participation):
- First name:
- Date of birth:
- Age (for double-verification they are eligible):
- Zip code:
- What sex were you assigned at birth, on your original birth certificate?
  - Male
  - Female
- How do you describe your gender identity? MARK ONLY ONE ANSWER.
  - Male
  - Female
  - Transgender
  - Not Sure
  - Something else (specify) \_\_\_\_\_
- Which of the following best represents how you think of yourself? MARK ONLY ONE ANSWER.
  - Gay (or lesbian)
  - Straight, that is not gay (or lesbian)
  - Bisexual
  - Something else (specify) \_\_\_\_\_
  - Not sure
  - I don't know the answer.
- Please indicate your race. Are you? You may select one or more races.
  - a. White
  - b. Black or African American
  - c. Asian
  - d. Native Hawaiian or Other Pacific Islander
  - e. American Indian or Alaska Native
  - f. Other race [Specify: \_\_\_\_\_]
  - g. Don't know

- h. Prefer not to answer
- Are you of Hispanic or Latino origin? Circle one.
  - a. Yes
  - b. No
- What type of school do you attend?
  - a. Public
  - b. Private
  - c. Charter
  - d. Boarding
  - e. College
  - f. Other [Specify: \_\_\_\_\_]