

GROUP ID: _____

PARTICIPANT ID: _____

1 Grade the idea.

(MARK ONLY ONE RESPONSE)

- A**
 B
 C
 D
 F

2 How does this idea make you feel?

(CHECK ALL THAT APPLY)

- Confused Empowered Confident Concerned
 Neutral Understood Angry Scared
 Uncomfortable Inspired Discouraged Other: _____
 Determined Hopeful Curious

3 How much do you agree or disagree with the following statements?

(CHECK ONLY ONE RESPONSE FOR EACH ITEM)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This idea is worth remembering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea grabbed my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea is informative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea is meaningful to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea is convincing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This idea would make me more likely to follow the instructions on a warning label.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>