FDA Endorsers Project Questionnaire
Study 1

Congratulations, you qualify for the study! We appreciate your willingness to participate.

Now we will show you a print advertisement for a new prescription drug. After you have viewed the ad, we will ask you some questions about it.

[Display stimulus.]

[Programmer: on first screen, display the following. On each subsequent screen, display the OMB Control Number and Expiration date only.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid Office of Management and Budget (OMB) control number.

OMB Control No. 0910-xxx
Expiration Date: xx/xx/xxxx]

[Programmer: Add page break]

15a. [PRETEST ONLY. RANDOMLY ASSIGN THIS QUESTION TO HALF OF SAMPLE] Do you remember seeing a statement that indicates whether the person in the ad <u>was paid</u> for their endorsement of this product? [UNAID_DC_1A]

o   Yes → Continue
o   No → Skip to Q17

[Programmer: Add page break]

15b. **[PRETEST ONLY. RANDOMLY ASSIGN THIS QUESTION TO THE OTHER HALF OF SAMPLE]** **Did the ad include any of the following information…**

[Programmer: Randomize]

	Yes	No
1. Description of the product's risks [INFO_AD_1]	○	○
2. Description of the product's benefits [INFO_AD_2]	○	○
3. Relationship between the person in the ad and the product [INFO_AD_3]	○	○ [Skip to Q17]
4. How much the drug costs [INFO_AD_4]	○	○

[Programmer: Add page break]

16. In your own words, please describe the relationship between the person in the ad and the product. [UNAID_DC_1B]

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[Programmer: Add page break]

Next, a question about [CELEBRITY NAME/PHYSICIAN NAME/PATIENT NAME], the person pictured in the ad.

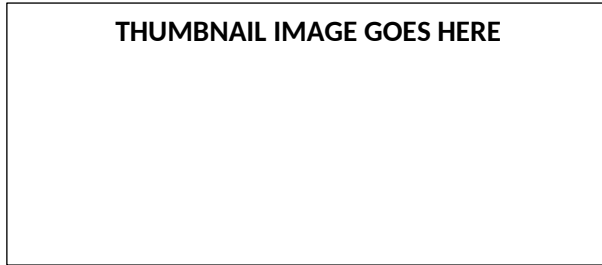**17. [CELEBRITY NAME/PHYSICIAN NAME/PATIENT NAME] was paid for this ad.** [REC_AD_1]

- o Yes
- o No
- o Don't know

[Programmer: Add page break]

[Programmer: Show thumbnail image of ad below question text, with disclosure statement marked off in a box with a red arrow pointing to it.]

18. [ASK IF IN DISCLOSURE PRESENT CONDITIONS] Refer to the area marked on the image below. Do you remember seeing this statement? [AID_DC1]

    O Yes
    O No

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[Programmer: Add page break]

19. [ASK IN PRETEST, THEN DETERMINE IF IT SHOULD BE RETAINED OR CUT FOR MAIN STUDY] [ASK IF IN DISCLOSURE PRESENT CONDITIONS] What does "Paid Endorsement" mean to you? [DS_PROBE_1A]

[Programmer: Add page break]

20. Based strictly on the information in the ad, please indicate whether any of the following were mentioned in the ad as a <u>benefit</u> of taking Drug X.
[Programmer: Randomize]

	Mentioned in the ad	Not mentioned in the ad
a. Drug X is safe for women who are pregnant or nursing [BEN_RX_1A]	○	○
b. Drug X is safe for teenagers with acne [BEN_RX_1B]	○	○
c. Drug X reduces acne and outbreaks in adults [BEN_RX_1C]	○	○
d. Drug X reduces the oils and bacteria that cause acne [BEN_RX_1D]	○	○
e. Drug X helps make acne scarring less noticeable [BEN_RX_1E]	○	○
f. Drug X can be used in combination with other prescription acne treatments [BEN_RX_1F]	○	○
g. Drug X treats adult acne that has not responded to over-the-counter products [BEN_RX_1G]	○	○
h. Drug X clears up adult acne within one week of use [BEN_RX_1H]	○	○

[Programmer: Add page break]

21. Based strictly on the information in the ad, please indicate whether any of the following were mentioned in the ad as a <u>risk</u> of taking Drug X.
[Programmer: Randomize]

	Mentioned in the ad	Not mentioned in the ad
a. Drug X can interact with an antidepressant [RISK_RX_1A]	○	○
b. Drug X can interact with clindamycin, an antibiotic, or warfarin, a blood thinner [RISK_RX_1B]	○	○
c. Drug X can cause dryness [RISK_RX_1C]	○	○
d. Drug X may cause blistering at the application site [RISK_RX_1D]	○	○
e. Drug X can cause difficulty swallowing or breathing [RISK_RX_1E]	○	○
f. Drug X can cause water retention [RISK_RX_1F]	○	○
g. Drug X can lower your blood pressure resulting in fainting [RISK_RX_1G]	○	○
h. Drug X can cause hoarseness [RISK_RX_1H]	○	○

[Programmer: Add page break]
[Programmer: Show thumbnail image of post below question text, with risk information marked off in a box and a red arrow pointing to it. Thumbnail image should match the participant's randomized experimental condition.]

22. Refer to the area marked on the image below. How much, if any, of that risk information did you read? [RET_RISK1] *[Programmer: Make sure the phrase "risk information" appears on the same line together.]*

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

THUMBNAIL IMAGE GOES HERE

[Programmer: Add page break]

23. To me, this <u>ad</u> for Drug X is: *[Programmer: Randomize]*

a. [DSI_1A]

1	2	3	4	5
Unimportant				**Important**
○	○	○	○	○

b. [DSI_1B]

1	2	3	4	5
Unexciting				**Exciting**
○	○	○	○	○

c. [DSI_1C]

1	2	3	4	5
Unappealing				**Appealing**
○	○	○	○	○

d. [DSI_1D]

1	2	3	4	5
Irrelevant				**Relevant**
○	○	○	○	○

e. [DSI_1E]

1	2	3	4	5
Not needed				**Needed**
○	○	○	○	○

[Programmer: Add page break]

24. I think the ad was… *[Programmer: Randomize]*

	Strongly Disagree	Somewhat Disagree	Neither Disagree nor Agree	Somewhat Agree	Strongly Agree
a. Honest [ATT_AD_1A]	○	○	○	○	○
b. Trustworthy [ATT_AD_1B]	○	○	○	○	○
c. Convincing [ATT_AD_1C]	○	○	○	○	○
d. Biased [ATT_AD_1D]	○	○	○	○	○
e. Credible [ATT_AD_1E]	○	○	○	○	○

[Programmer: Add page break]

Now we are going to ask you some questions about your attitudes and opinions regarding the drug product, Drug X.

25. How well would Drug X reduce adult acne? [WELLRED1]

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

26. How likely is it that you would experience at least one side effect if you took Drug X? [EXP_SE1]

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

27. To what extent do you think Drug X's side effects would affect your physical health? [SE_HLTH1]

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

[Programmer: Add page break]

28. [ASK IN PRETEST, THEN DETERMINE IF IT SHOULD BE RETAINED OR CUT FOR MAIN STUDY] In addition to treating adult acne, there are other advantages to taking Drug X. [OTH_ADV1]

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

[Programmer: Add page break]

29. How likely is it that taking Drug X would improve your quality of life? [IMP_QOL1]

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

30. The benefits of Drug X outweigh any side effects it may have. [BENES1]

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

[Programmer: Add page break]

31. Based on this ad, if you had adult acne, would you do any of the following:

	Yes	No
a. Talk with friends and relatives about Drug X. [DTC_BI_1A]	○	○
b. Learn about the risks and benefits of Drug X. [DTC_BI_1B]	○	○
c. Talk with my doctor about Drug X. [DTC_BI_1C]	○	○
d. Talk with my pharmacist about Drug X. [DTC_BI_1D]	○	○
e. Ask my doctor to prescribe Drug X. [DTC_BI_1E]	○	○

[Programmer: Add page break]

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

32. Please rate your attitude towards [CELEBRITY NAME/PHYSICIAN NAME/PATIENT NAME], the person pictured in the ad, using the following scales below: [Attitudes toward endorser] *[Programmer: Randomize]*

a. [ATT_END_1A]

1	2	3	4	5
Bad				**Good**
○	○	○	○	○

b. [ATT_END_1B]

1	2	3	4	5
Unpleasant				**Pleasant**
○	○	○	○	○

c. [ATT_END_1C]

1	2	3	4	5
Unfavorable				**Favorable**
○	○	○	○	○

d. [ATT_END_1D]

1	2	3	4	5
Unconvincing				**Convincing**
○	○	○	○	○

e. [ATT_END_1E]

1	2	3	4	5
Unbelievable				**Believable**
○	○	○	○	○

f. [ATT_END_1F]

1	2	3	4	5
Biased				**Unbiased**
○	○	○	○	○

[Programmer: Add page break]

33. To me, [CELEBRITY NAME/PHYSICIAN NAME/PATIENT NAME], the person pictured in the ad, is… *[Programmer: Randomize].*

a. [CRED_END_1A] *[Analyze item alone and as part of composite]*

1	2	3	4	5
Unattractive				Attractive
○	○	○	○	○

b. [CRED_END_1B]

1	2	3	4	5
Not classy				Classy
○	○	○	○	○

c. [CRED_END_1C]

1	2	3	4	5
Plain				Elegant
○	○	○	○	○

d. [CRED_END_1D] *[Analyze item alone and as part of composite]*

1	2	3	4	5
Not an expert				Expert
○	○	○	○	○

e. [CRED_END_1E]

1	2	3	4	5
Inexperienced				Experienced
○	○	○	○	○

f. [CRED_END_1F]

1	2	3	4	5
Unknowledgeable				Knowledgeable
○	○	○	○	○

g. [CRED_END_1G]

1	2	3	4	5
Unqualified				Qualified
○	○	○	○	○

h. [CRED_END_1H]

1	2	3	4	5
Undependable				Dependable
○	○	○	○	○

i. [CRED_END_1I]

1	2	3	4	5
Dishonest				**Honest**
○	○	○	○	○

j. [CRED_END_1J]

1	2	3	4	5
Unreliable				**Reliable**
○	○	○	○	○

k. [CRED_END_1K]

1	2	3	4	5
Insincere				**Sincere**
○	○	○	○	○

l. [CRED_END_1L]

1	2	3	4	5
Untrustworthy				**Trustworthy**
○	○	○	○	○

[Programmer: Add page break]

34. **I think the combination of Drug X and [CELEBRITY NAME/PHYSICIAN NAME/PATIENT NAME]…** [END_CONG1]

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

[Programmer: Add page break]

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

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

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

o   Strongly disagree
o   Somewhat disagree
o   Neither disagree nor agree
o   Somewhat agree
o   Strongly agree

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

o   Strongly disagree
o   Somewhat disagree
o   Neither disagree nor agree
o   Somewhat agree
o   Strongly agree

[Programmer: Add page break]

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

o   Strongly disagree
o   Somewhat disagree
o   Neither disagree nor agree
o   Somewhat agree
o   Strongly agree

[Programmer: Randomize PS_INVOLV_1A through PS_INVOLV_1M]

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

o   Strongly disagree
o   Somewhat disagree
o   Neither disagree nor agree
o   Somewhat agree
o   Strongly agree

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

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

[Programmer: Add page break]

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

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

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

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

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

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

[Programmer: Add page break]

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

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

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

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

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

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

[Programmer: Add page break]

47. [ASK IF IN CELEBRITY CONDITION] Sometimes I feel like engaging [CELEBRITY NAME] on social media (such as Twitter or Instagram). [[PS_INVOL_1I]

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

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

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

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

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

[Programmer: Add page break]

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

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

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

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

[Programmer: Add page break]

Finally, a few questions about you.

52. What is the highest level of school you have completed or the highest degree you have received? (Select one.) [EDUC]

- o Less than high school
- o High school graduate – high school diploma or equivalent (for example: GED)
- o Some college, but no degree
- o Associate or two-year college degree
- o Bachelor's degree (for example: BA, AB, BS)
- o Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

53. Has a doctor or other health care provider ever told you that you have adult acne? [DIAGNOSE]

- o Yes
- o No

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

- o Yes
- o No

[Programmer: Add page break]

55. 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]

- o Yes → Continue
- o No → Skip to Q57

[Programmer: Add page break]

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

- o Yes
- o No

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

- o Excellent
- o Very good
- o Good
- o Fair
- o Poor

[Programmer: Add page break]

[DEBRIEFING] Drug X is not a real product and it is not available for sale. The person depicted in this ad did not endorse this fictitious product and was not paid for this advertisement. The purpose of this research is to understand how people think about information in prescription drug advertisements. In order to get an unbiased reaction to this information, we created a brand for this study. Please see your healthcare provider for questions about adult acne.

58. 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]

- o 1 - Completely negative
- o 2 - Somewhat negative
- o 3 - Neither negative nor positive
- o 4 - Somewhat positive
- o 5 - Completely positive

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

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[Programmer: Add page break]

Thank you for completing the survey!

Please click the submit button to complete the survey.

[Programmer: Add page break]

FDA Endorsers Project Questionnaire
Study 2

Congratulations, you qualify for the study! We appreciate your willingness to participate.

[Programmer: on first screen, display the following. On each subsequent screen, display the OMB Control Number and Expiration date only.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid Office of Management and Budget (OMB) control number.

OMB Control No. 0910-xxx
Expiration Date: xx/xx/xxxx]

[Programmer: Add page break]

Now we will show you an Instagram post. After you have viewed the post, we will ask you some questions about it.

[Display endorsement.]

[Programmer: Add page break]

18a. [PRETEST ONLY. RANDOMLY ASSIGN THIS QUESTION TO HALF OF SAMPLE] Do you remember seeing a statement that indicates whether the person in the ad <u>was paid</u> for their endorsement of this product? [UNAID_DC_2A]

- O Yes → Continue
- O No → Skip to Q20

[Programmer: Add page break]

18b. [PRETEST ONLY. RANDOMLY ASSIGN THIS QUESTION TO THE OTHER HALF OF SAMPLE] Did the post include any of the following information…

[Programmer: Randomize]

1. Description of the product's risks [INFO_POST_1]

    o Yes
    o No

2. Description of the product's benefits [INFO_POST_2]

    o Yes
    o No

3. Relationship between the person in the ad and the product [INFO_POST_3]

    o Yes
    o No → Skip to Q20

4. How much the drug costs [INFO_POST_4]

    o Yes
    o No

[Programmer: Add page break]

19. In your own words, please describe the relationship between the person in the post and the product. [UNAID_DC_2B]

___

[Programmer: Add page break]

The next questions ask for your opinions based on reading the post for Cerenys.

20. **The Instagram post was advertising.** [REC_AD_2]

    o   Yes
    o   No
    o   Don't know

21. **[INFLUENCER NAME/PATIENT NAME] was paid for this Instagram post.** [REC_END_PD]

    o   Yes
    o   No
    o   Don't know

    [Programmer: Add page break]

    [Programmer: Show thumbnail image of post below question text, with disclosure statement marked off in a box with a red arrow pointing to it.]

22. **[ASK IF IN DISCLOSURE PRESENT CONDITIONS] Refer to the area marked on the image below. Do you remember seeing this statement?** [AID_DC2]

    o   Yes
    o   No

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    │   **THUMBNAIL IMAGE GOES HERE**   │
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    [Programmer: Add page break]

23. [ASK IN PRETEST, THEN DETERMINE IF IT SHOULD BE RETAINED OR CUT FOR MAIN STUDY] **[ASK IF IN DISCLOSURE PRESENT CONDITIONS]**
What does [MATCH FILL BY CONDITION: #sp / #sponsored] mean to you?
[DS_PROBE_2A]

<div style="border:1px solid black; height:200px;"></div>

[Programmer: Add page break]

24. Based strictly on the information in the post, please indicate whether any of the following were mentioned in the post as a <u>benefit</u> of taking Cerenys.
[Programmer: Randomize]

a. Cerenys can lead to lighter and shorter periods [BEN_RX_2A]

- o   Mentioned in the ad
- o   Not mentioned in the ad

b. Cerenys treats moderate-to-severe pelvic pain associated with endometriosis [BEN_RX_2B]

- o   Mentioned in the ad
- o   Not mentioned in the ad

c. Cerenys can help manage hormonal acne [BEN_RX_2C]

- o   Mentioned in the ad
- o   Not mentioned in the ad

d. Cerenys relieves painful periods [BEN_RX_2D]

- o   Mentioned in the ad
- o   Not mentioned in the ad

e. Cerenys relieves pelvic pain in between periods [BEN_RX_2E]

- o Mentioned in the ad
- o Not mentioned in the ad

f. Cerenys can reduce your chances of developing an iron deficiency (anemia) [BEN_RX_2F]

- o Mentioned in the ad
- o Not mentioned in the ad

g. Cerenys can help reduce bloating during your period [BEN_RX_2G]

- o Mentioned in the ad
- o Not mentioned in the ad

h. Cerenys relieves pain with sex [BEN_RX_2H]

- o Mentioned in the ad
- o Not mentioned in the ad

[Programmer: Add page break]

25. **Based strictly on the information in the post, please indicate whether any of the following were mentioned in the post as a <u>risk</u> of taking Cerenys.**
[Programmer: Randomize]

a. Cerenys can cause blood clots [RISK_RX_2A]

- o Mentioned in the ad
- o Not mentioned in the ad

b. Cerenys may decrease the density of your bones [RISK_RX_2B]

- o Mentioned in the ad
- o Not mentioned in the ad

c. Cerenys can cause sleepiness [RISK_RX_2C]

    o Mentioned in the ad
    o Not mentioned in the ad

d. Cerenys can cause diarrhea [RISK_RX_2D]

    o Mentioned in the ad
    o Not mentioned in the ad

e. Cerenys may increase your cholesterol [RISK_RX_2E]

    o Mentioned in the ad
    o Not mentioned in the ad

f. Cerenys may cause changes in mood or depression [RISK_RX_2F]

    o Mentioned in the ad
    o Not mentioned in the ad

g. Cerenys can increase the risk of endometrial cancer [RISK_RX_2G]

    o Mentioned in the ad
    o Not mentioned in the ad

h. Cerenys may cause weight gain [RISK_RX_2H]

    o Mentioned in the ad
    o Not mentioned in the ad

[Programmer: Add page break]

[Programmer: Show thumbnail image of post below question text, with risk information marked off in a box and a red arrow pointing to it. Thumbnail image should match the participant's randomized experimental condition.]

26. Refer to the area marked on the image below. How much, if any, of that risk information did you read? [RET_RISK2] *[Programmer: Make sure the phrase "risk information" appears on the same line together.]*

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

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[Programmer: Add page break]

27. To me, this <u>post</u> for Cerenys is: *[Programmer: Randomize]*

a. [DSI_2A]

1	2	3
Unimportant	**Neither unimportant nor important**	**Important**
○	○	○

b. [DSI_2B]

1	2	3
Unexciting	**Neither unexciting nor exciting**	**Exciting**
○	○	○

c. [DSI_2C]

1	2	3
Unappealing	**Neither unappealing nor appealing**	**Appealing**
○	○	○

d. [DSI_2D]

1	2	3
Irrelevant	**Neither irrelevant nor relevant**	**Relevant**
○	○	○

e. [DSI_2E]

1	2	3
Not needed	**Neither not needed nor needed**	**Needed**
○	○	○

[Programmer: Add page break]

28. I think this Instagram post is worth sharing with others. [EWOM_2A]

- o   Disagree
- o   Neither disagree nor agree
- o   Agree

29. I will recommend this Instagram post to others. [EWOM_2B]

- o   Disagree
- o   Neither disagree nor agree
- o   Agree

30. I would 'like' this Instagram post. [EWOM_2C]

- o   Disagree
- o   Neither disagree nor agree
- o   Agree

31. I would comment on this Instagram post. [EWOM_2D]

- o   Disagree
- o   Neither disagree nor agree
- o   Agree

[Programmer: Add page break]

32. I think the <u>post</u> was… *[Programmer: Randomize]*

a. Honest [ATT_AD_2A]

1	2	3
Disagree	**Neither disagree nor agree**	**Agree**
○	○	○

b. Trustworthy [ATT_AD_2B]

1	2	3
Disagree	**Neither disagree nor agree**	**Agree**
○	○	○

c. Convincing [ATT_AD_2C]

1	2	3
Disagree	**Neither disagree nor agree**	**Agree**
○	○	○

d. Biased [ATT_AD_2D]

1	2	3
Disagree	**Neither disagree nor agree**	**Agree**
○	○	○

e. Credible [ATT_AD_2E]

1	2	3
Disagree	**Neither disagree nor agree**	**Agree**
○	○	○

[Programmer: Add page break]

Now we are going to ask you some questions about your attitudes and opinions regarding the drug product, Cerenys.

33. How well would Cerenys reduce the symptoms of endometriosis? [WELLRED2]

- o Not well
- o Neither not well nor well
- o Well

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

- o Not at all likely
- o Somewhat likely
- **o** Extremely likely

35. To what extent do you think Cerenys' side effects would affect your physical health? [SE_HLTH2]

- o Not at all likely
- o Somewhat likely
- o Extremely likely

[Programmer: Add page break]

36. [ASK IN PRETEST, THEN DETERMINE IF IT SHOULD BE RETAINED OR CUT FOR MAIN STUDY] In addition to treating endometriosis, there are other advantages to taking Cerenys. [OTH_ADV2]

- o Disagree
- o Neither disagree nor agree
- o Agree

[Programmer: Add page break]

37. How likely is it that taking Cerenys would improve your quality of life? [IMP_QOL2]

- o Not at all likely
- o Somewhat likely
- o Extremely likely

38. The benefits of Cerenys outweigh any side effects it may have. [BENES2]

    o Disagree
    o Neither disagree nor agree
    o Agree

[Programmer: Add page break]

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

    a. Talk with friends and relatives about Cerenys. [DTC_BI_2A]

        o Yes
        o No

    b. Learn about the risks and benefits of Cerenys. [DTC_BI_2B]

        o Yes
        o No

    c. Talk with my doctor about Cerenys. [DTC_BI_2C]

        o Yes
        o No

    d. Talk with my pharmacist about Cerenys. [DTC_BI_2D]

        o Yes
        o No

    e. Ask my doctor to prescribe Cerenys. [DTC_BI_2E]

        o Yes
        o No

[Programmer: Add page break]

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

40. Please rate your attitude towards [INFLUENCER NAME/PATIENT NAME], the person pictured in the post, using the following scales below: [Attitudes toward endorser] *[Programmer: Randomize]*

a. [ATT_END_2A]

1	2	3
Bad	**Neither bad nor good**	**Good**
○	○	○

b. [ATT_END_2B]

1	2	3
Unpleasant	**Neither unpleasant nor pleasant**	**Pleasant**
○	○	○

c. [ATT_END_2C]

1	2	3
Unfavorable	**Neither unfavorable nor favorable**	**Favorable**
○	○	○

d. [ATT_END_2D]

1	2	3
Unconvincing	**Neither unconvincing nor convincing**	**Convincing**
○	○	○

e. [ATT_END_2E]

1	2	3
Unbelievable	**Neither unbelievable nor believable**	**Believable**
○	○	○

f. [ATT_END_2F]

1	2	3
Biased	**Neither biased nor unbiased**	**Unbiased**
○	○	○

[Programmer: Add page break]

41. To me, [INFLUENCER NAME/PATIENT NAME], the person pictured in the post, is…
[Programmer: Randomize]

a. [CRED_END_2A] *[Analyze item alone and as part of composite]*

1	2	3
Unattractive	**Neither unattractive nor attractive**	**Attractive**
○	○	○

b. [CRED_END_2B]

1	2	3
Not classy	**Neither not classy nor classy**	**Classy**
○	○	○

c. [CRED_END_2C]

1	2	3
Plain	**Neither plain nor elegant**	**Elegant**
○	○	○

d. [CRED_END_2D] *[Analyze item alone and as part of composite]*

1	2	3
Not an expert	**Neither not an expert nor an expert**	**Expert**
○	○	○

e. [CRED_END_2E]

1	2	3
Inexperienced	**Neither inexperienced nor experienced**	**Experienced**
○	○	○

f. [CRED_END_2F]

1	2	3
Unknowledgeable	**Neither unknowledgeable nor knowledgeable**	**Knowledgeable**
○	○	○

g. [CRED_END_2G]

1	2	3
Unqualified	**Neither unqualified nor qualified**	**Qualified**
○	○	○

h. [CRED_END_2H]

1	2	3
Undependable	**Neither undependable nor dependable**	**Dependable**
○	○	○

i. [CRED_END_2I]

1	2	3
Dishonest	**Neither dishonest nor honest**	**Honest**
○	○	○

j. [CRED_END_2J]

1	2	3
Unreliable	**Neither unreliable nor reliable**	**Reliable**
○	○	○

k. [CRED_END_2K]

1	2	3
Insincere	**Neither insincere nor sincere**	**Sincere**
○	○	○

l. [CRED_END_2L]

1	2	3
Untrustworthy	**Neither untrustworthy nor trustworthy**	**Trustworthy**
○	○	○

[Programmer: Add page break]

42. I think the combination of Cerenys and [INFLUENCER NAME/PATIENT NAME] … [END_CONG2]

- o Does not go together
- o Neutral
- o Goes together

[Programmer: Add page break]

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

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

[Programmer: Add page break]

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

- o Disagree
- o Neither disagree nor agree
- o Agree

47. **[INFLUENCER NAME/PATIENT NAME] makes me feel like I know her well.** [PS_INVOL_2A]

   o   Disagree
   o   Neither disagree nor agree
   o   Agree

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

   o   Disagree
   o   Neither disagree nor agree
   o   Agree

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

   o   Disagree
   o   Neither disagree nor agree
   o   Agree

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

   o   Disagree
   o   Neither disagree nor agree
   o   Agree

51. **I would like to meet [INFLUENCER NAME/PATIENT NAME] in person.** [PS_INVOL_2E]

   o   Disagree
   o   Neither disagree nor agree
   o   Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

[Programmer: Add page break]

55. [ASK IF IN INFLUENCER CONDITION] Sometimes I feel like engaging [INFLUENCER NAME] on social media (such as Twitter or Instagram). [[PS_INVOL_2I]

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

[Programmer: Add page break]

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

- o Disagree
- o Neither disagree nor agree
- o Agree

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

- o Disagree
- o Neither disagree nor agree
- o Agree

[Programmer: Add page break]

Finally, a few questions about you.

60. What is the highest level of school you have completed or the highest degree you have received? (Select one.) [EDUC]

- o Less than high school
- **o** High school graduate – high school diploma or equivalent (for example: GED)
- **o** Some college, but no degree
- **o** Associate or two-year college degree
- **o** Bachelor's degree (for example: BA, AB, BS)
- **o** Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

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

O   Yes
O   No

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

O   Yes
O   No

[Programmer: Add page break]

63. 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]

O   Yes → Continue
O   No → Skip to Q65

[Programmer: Add page break]

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

O   Yes
O   No

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

O   Excellent
O   Good
O   Fair
O   Poor

[Programmer: Add page break]

[DEBRIEFING] Cerenys is not a real product and it is not available for sale. The person depicted in this post did not endorse this fictitious product and was not paid for this advertisement. The purpose of this research is to understand how people think about information in prescription drug advertisements. In order to get an unbiased reaction to this information, we created a brand for this study. Please see your healthcare provider for questions about endometriosis.

[Programmer: Add page break]

66. 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]

- o   1 - Completely negative
- o   2 - Somewhat negative
- o   3 - Neither negative nor positive
- o   4 - Somewhat positive
- o   5 - Completely positive

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

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[Programmer: Add page break]

Thank you for completing the survey!

Please click the submit button to complete the survey.

[Programmer: Add page break]