

Appendix D - Recruitment Email (Pretest and Main Studies)

[Any text in angle brackets "< >" indicates part of the script that will change based on the participant, or situation.]

Subject: Study about medication advertising

Hi <**First Name**>

You have an opportunity waiting!

Topic: Health products

Incentive: \$4.00 in e-Rewards(R) Currency

Length: 20 minutes

LET'S BEGIN

We value your opinions!

- Your e-Rewards Team

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