

# Oncology Indications Study

## Cognitive Testing – Telephone Recruitment Screener

[Ask to speak to an adult age 18 or older living in the household.]

Hello, my name is \_\_\_\_\_ and I'm from [name of company]. I'm calling on behalf of RTI International, a non-profit research organization, about a study being sponsored by a public health agency. We're calling to recruit people to take part in a research study about medication advertising. We are not selling or promoting any product. The study involves watching an ad and then taking a survey on a computer to answer some questions about what you saw.

RTI will be conducting online interviews with several people, and we would like to see if you are eligible. We have various time slots available and will work with you to find a time that fits your schedule. The interview will last up to 60 minutes. For your participation, you will be given a token of appreciation.

To see if you are eligible for this study, I need to ask you a few questions. All of your responses will be kept private. My questions will only take a few minutes. May I proceed?

Yes → CONTINUE

No → [Thank respondent and end call.]

1. How old are you? \_\_\_\_\_ (try for mix of ranges below)

[ASSIGN RESPONSE TO AGE RANGE BELOW]

17 or younger	<input type="checkbox"/>	→ TERMINATE
18-20	<input type="checkbox"/>	→ CONTINUE
21-29	<input type="checkbox"/>	→ CONTINUE
30-39	<input type="checkbox"/>	→ CONTINUE
40-49	<input type="checkbox"/>	→ CONTINUE
50-59	<input type="checkbox"/>	→ CONTINUE
60 or older	<input type="checkbox"/>	→ CONTINUE

[ATTEMPT MIX]

2. What is the highest level of education you have completed? (try for lower education levels as below)

\_\_\_\_\_ Degree

[ASSIGN RESPONSE TO EDUCATION LEVEL BELOW]

Less than high school	<input type="checkbox"/>	→ CONTINUE (aim for 2)
High school graduate—high school diploma or the equivalent (for example: GED)	<input type="checkbox"/>	→ CONTINUE (aim for 3)
Some college but no degree	<input type="checkbox"/>	→ CONTINUE
Associate degree in college	<input type="checkbox"/>	→ CONTINUE
Bachelor's degree (for example: BA, AB, BS)	<input type="checkbox"/>	→ CONTINUE (no more than 3)
Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)	<input type="checkbox"/>	→ CONTINUE (no more than 2)

[AIM FOR AT LEAST 5 PARTICIPANTS WITH SOME COLLEGE OR LESS]

3. Are you Hispanic or Latino/a?

No	<input type="checkbox"/>	→ CONTINUE
Yes	<input type="checkbox"/>	→ CONTINUE (recruit at least 3)

4. What is your race? (Select one or more. Recruit mix) \_\_\_\_\_

[DO NOT READ LIST. ASSIGN RESPONSE TO CATEGORY BELOW. IF PARTICIPANT SAYS MORE THAN ONE RACE, CHECK OFF ALL RACES MENTIONED BY PARTICIPANT AND TREAT THEM AS A UNIQUE GROUP OF "MORE THAN ONE RACE" WHEN RECRUITING A MIX OF RACES]

American Indian / Alaskan Native	<input type="checkbox"/>	→ CONTINUE
Asian	<input type="checkbox"/>	→ CONTINUE
Black or African American	<input type="checkbox"/>	→ CONTINUE
Native Hawaiian or other Pacific Islander	<input type="checkbox"/>	→ CONTINUE
White	<input type="checkbox"/>	→ CONTINUE

[NO MORE THAN FIVE PARTICIPANTS OF A SINGLE RACE]

5. What is your sex?

Male	<input type="checkbox"/>	→ CONTINUE
Female	<input type="checkbox"/>	→ CONTINUE

[ATTEMPT 6/5 SPLIT]

6. What is your current occupation? \_\_\_\_\_

[ASSIGN RESPONSE TO CATEGORY BELOW]

Market research employee or advertising employee	<input type="checkbox"/>	→ TERMINATE
Employee of the Department of Health and Human Services	<input type="checkbox"/>	→ TERMINATE
Pharmaceutical employee (e.g., as a pharmaceutical rep)	<input type="checkbox"/>	→ TERMINATE
A healthcare professional (e.g., physician, nurse, counselor, physical therapist)	<input type="checkbox"/>	→ TERMINATE
All other occupations	<input type="checkbox"/>	→ CONTINUE

7. How confident are you filling out medical forms by yourself?

[Include at least 3 participants with a score of 3 or lower]

1. Not at all	<input type="checkbox"/>	→ CONTINUE
2. A little bit	<input type="checkbox"/>	→ CONTINUE
3. Somewhat	<input type="checkbox"/>	→ CONTINUE
4. Quite a bit	<input type="checkbox"/>	→ CONTINUE
5. Extremely	<input type="checkbox"/>	→ CONTINUE

8. When was the last time you participated in an interview or focus group? [READ LIST]

Never	<input type="checkbox"/>	→ CONTINUE
More than 6 months ago	<input type="checkbox"/>	→ CONTINUE
In the past 6 months	<input type="checkbox"/>	→ TERMINATE

The discussion we would like you to participate in will take place online. The next few questions will involve technology – please answer these questions considering the location and computer you will be joining the interview from.

9. Do you currently have access to the internet – again considering the location and computer you will be joining the interview from?

Yes	<input type="checkbox"/>	→ CONTINUE
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No		➔ TERMINATE
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10. Do you currently have high speed internet access (i.e., DSL or broadband) at this location?

Yes		➔ CONTINUE
No		➔ TERMINATE

11. Considering the location and computer you will be joining the interview from, what type of computer will you be using?

PC Laptop/desktop		➔ CONTINUE
MAC Laptop/desktop		➔ CONTINUE
Tablet/mobile device		➔ TERMINATE

12. Do you have a webcam installed in or connected to your PC/MAC laptop or desktop?

Yes		➔ CONTINUE
No		➔ TERMINATE

**Invitation for Eligible Participants:**

Thank you for answering all of my questions. We would like to invite you to take part in a one-on-one interview. The interviews are being scheduled on [DATES]. The discussion will last up to 60 minutes. No one will attempt to sell you anything, and no one will call you for other studies as a result of your participation in this study. In appreciation for your time and effort, you will receive a \$75 check in the mail. This is an important research effort, and we hope that you will be part of it. I also want to let you know that the interviews will be audio recorded. They will only be listened to by project staff and will be deleted at the end of the project.

Can we schedule you now?

Yes ➔ CONTINUE TO SCHEDULING

No ➔ TERMINATE

## Closing Scripts

### SCHEDULING

[IF ELIGIBLE AND AVAILABLE, SCHEDULE INTERVIEW]

During the interview, we will ask you to review an advertisement on a computer and answer some questions about what you saw. **If you wear reading glasses, please remember to wear them during the interview.**

**During the interview, you must be indoors in a quiet location without any noise that would be disruptive to the discussion. For example, we can't have loud machinery, dogs barking or children crying in the background.**

### Closing for Ineligible Participants:

Thank you for answering our questions. At this time, you are not eligible to be in this study. However, we appreciate your willingness to help us. Have a good day.

**\*\*NOTE\*\* THIS PAGE MUST BE STORED SEPARATELY FROM THE  
SCREENER AND COGNITIVE INTERVIEW DATA. PLEASE DESTROY UPON  
COMPLETION OF COGNITIVE INTERVIEW.**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

E-MAIL \_\_\_\_\_

What is the best time to reach you? What is the best telephone number to reach you at that time?

BEST TIME TO BE REACHED: \_\_\_\_\_

BEST PHONE NUMBER: \_\_\_\_\_

Is there another time and number we can try if we miss you?

ALTERNATE TIME: \_\_\_\_\_

ALTERNATE PHONE NUMBER: \_\_\_\_\_

Thank you. That's all the questions I have today. Please try to find a quiet place with no distraction at least 15 minutes before the starting time. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].

***Read if necessary:***

If you have any questions about the study, you may contact Vanessa Boudewyns of RTI at 1-800-334-8571, extension 22092. If you have concerns about how participants are being treated in the study, you may contact RTI's Office of Research Protection toll-free at 1-866-214-2043.