

## Attachment 1. Social Norms Quiz

**Note to OMB:** We have developed our first educational product that solicits responses from users: an online quiz on social norms using the platform Riddle. The information collected from web users (e.g., responses to educational quiz questions) will be analyzed at an aggregate level and included as part of our comprehensive campaign metrics reports. Individuals' responses will not be used for statistical analysis purposes or to make statements about the general campaign audience or population.

We also do not intend to publicly disclose users' responses or publish the metrics publicly. Rather, we will use the web metrics internally to assess the reach and engagement with the campaign content and products. As new products and content are developed, we will submit them as amendments to this package, if OMB deems them to qualify as information collection requiring OMB clearance.

Should OMB require that we include the OMB number, expiration date, and the Paperwork Reduction Act language (e.g., burden of time, optional responses), we will include a link to a "Disclaimer" page on the website that will include this information.

The web-based, interactive quiz is available here: <https://www.riddle.com/showcase/151511/quiz>. The full text is also below. The correct answers are underlined.

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Public reporting burden for this collection of information is estimated to average less than 5 minutes, 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.

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[Opening screen/text] Your future is your own. You want it to be awesome. And having sex, drinking, and doing drugs can get in the way of all that awesomeness you really want. But it's hard. Peer pressure is real, especially when it seems like **everyone is doing it**, right?

Before you decide to have sex, drink, or take drugs, **check your reality**. Find out what your friends are **really** doing.

1. Yeah, the legal drinking age is 21. But most high school students drink, right?
  - everyone drinks, like 10 out of 10
  - probably like 7 out of 10 teens drink
  - most teens don't drink
  
2. How many high school students are currently having sex?
  - most, like 9 out of 10
  - about half, or 5 out of 10
  - not very many, maybe 3 out of 10
  
3. How do most teens say they feel about NOT having sex yet?
  - happy and proud
  - bummed out and sad

- impatient and embarrassed
4. Are cigarettes cool?
    - not really, 3 out of 10 teens smoke
    - nope, only like 1 out of 10 teens smoke
    - sort of, about half of teens smoke
  5. Okay, most teens don't smoke cigarettes. What about weed?
    - 6 out of 10 teens smoke weed, a little over half
    - 8 out of 10 teens smoke weed, almost everyone
    - 2 out of 10 teens smoke weed, not many
  6. How many teens have tried a prescription drug without a prescription? (Think drugs like Vicodin, Oxycontin, Percocet, Xanax, Adderall, Ritalin, or codeine.)
    - about 3 out of 10 teens
    - about 2 out of 10 teens
    - about half of teens, 5 out of 10
  7. What portion of new STD infections are among people ages 14-25?
    - 1 out of 2
    - 1 out of 20
    - 1 out of 200
  8. How many teens think it's a good thing NOT to have sex in high school?
    - almost none, 1 out of 10
    - more than half, about 7 out of 10
    - almost all, more than 9 out of 10