

Development of CDC's Let's Stop HIV Together Social Marketing Campaign for Consumers

Attachment 3g: Consumer Concept Testing In-Depth Interview Guide

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I. Welcome

Thank you for coming here today. Your participation is very important. I'm _____ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about 1hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain secure to the extent allowable by law. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview will last no more than 1 hour.
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Do you have any questions before we begin?

II. Warm-up

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell me your first name and an interesting fact about yourself.

III. Opinions about HIV Testing Concepts

The goal of this next task is to determine which of several ways is best to present ideas and information about HIV to different types of groups. The various statements and images I am going to show you are called "creative concepts."

The concepts may be used in promotional materials such as advertising, brochures, pamphlets, etc., to convey an idea and to encourage you to take an action. Each one takes a slightly different approach for talking to you about [*insert topic*]. I would like you to focus on the general idea that is being communicated and not the specific wording or details of the design.

I am going to show you each concept one at a time and we are not going to compare them. So, after we see one, I will put it aside and you will think about the next one as if you didn't see the first one and so on.

For each concept, I will read all the information. We'll then discuss your thoughts and reactions to it. To ensure that we can discuss the concepts in detail, I will read all the information and then you tell me when you're ready to talk about it. Do you have any questions before we begin?

Interviewer will repeat questions 2-15 for each concept.

2. What do you think about this ad?

Relevance to You Personally

- What does it mean to you?
- Is it important to you?
- How does it make you feel?
- Do you feel that it speaks to you? Tell me a little more about that.
- Can you relate to it?

Credibility

- Do you believe what it is saying? If so, what makes you believe it? If not, what makes you not believe it?
- Do you trust the information?

Clarity/Impact

- Do you find this clear or easy to understand?
- Would your [*friends, family, coworkers, etc.*] understand it?
- Does it make you want to do anything?

- o **[If yes]** What does it make you want to do?
 - o **[If no]** Why?
3. Let's pretend for a moment that we weren't all in this room looking at this concept together. Imagine that you saw this concept somewhere else. Would this concept stand out to you? What makes you say that?
 4. What did you learn from the words in the concept?
 5. How would you sum up in just a few words your first impression of this ad?
 - Do you like it? Do you dislike it? What makes you say that?
 6. Focusing just on the words here **[point to ad]**, what is the main idea that this ad is trying to get across, in your own words?
 - Was this a new idea or something you've heard before?
 - What feelings do you have in reaction to this ad?
 7. Are there any words or phrases that bother you or that you think should be said differently? If yes, how could it be said differently?
 8. Is there anything in the message that you strongly disagree with? What?
 9. Which words or phrases do you think are especially attention-getting or appealing?
 - What do you think about the **[insert part of the ad]**, in particular?
 - What would you think about it as the name for a campaign?
 10. What do you think about the way the ad is written? What do you like/dislike? **[Probe for tone, language, style, etc.]**
 11. How could this ad be improved?
 - What else would you add?
 - What would you want to know that this ad does not tell you?
 - What aspects of this ad get your attention? Why do you say that?
 - How could this ad be said differently that would make you personally more likely to notice and think about the ad?
 12. **[Underline/circle/highlight/cross out]** phrases, sentences or images that you think are **[important/confusing/unclear/inappropriate/offensive/should be deleted]**. What did you indicate as **[important/confusing/unclear/inappropriate/offensive/to be deleted]**?
 13. How much of the **[add]** would you read? Please choose all that apply.
 - I would only read the headline
 - I would only look at the image/s

- I would only read the headline and look at the image/s
- I would read the whole thing
- I wouldn't read any of it

14. How do you feel about the images used in this ad? Are they **[helpful/engaging/etc.]**? What makes you say that?

- What is your general reaction to the way these look?
- How appealing is this image to you personally?

15. How do you feel about the colors and pictures and/or graphics? What do you like/dislike about them?

- Would it catch your attention if you saw it somewhere?
- Would you take the **[insert material type]** to view additional information? Why or why not?
- Is there anything that you would say should be changed about the way this looks that would help make someone like you think about this after you looked at it?
- Are there things about the **[colors, pictures, and/or graphics]** that you think are particularly attention-getting? Appealing?
- Are there things about the **[colors, pictures, and/or graphics]** that bother you in any way?
- What visual aspects makes the ad stand out?

16. Are you able to see the headline and text easily?

- Is the font/type easy or difficult to read? **[Probe for font size (e.g., too big/small), density, etc.]**
- What do you think about the font/type color?
- What do you think about the length of the piece?

17. Who would you say the ad's trying to reach?

- Does it seem like this message is talking to you and people like you? Or someone else?
- What in the message suggested it was talking to you and people like you or someone else?

18. Does this ad make you want to do anything? What?

- Do you think it would motivate others to do **[insert response]**?
- Do you think it would make you or others want to **[insert response]**? What makes you say that?

19. Do you see yourself **[insert preventions strategy]** or something like it? What

makes you say that?

20. Who do you believe would benefit most from doing *[insert prevention strategy]*?

21. Now, I am going to ask you to compare the ads I have shown you. Please select the top *[insert number]* that would encourage you to *[insert prevention strategy]*. There is a paper in front of you, please write the letters of your top *[insert number]* ads on the paper. What are those?

22. Now, out of the top *[insert number]* you selected, choose the one ad that would most encourage you to *[insert prevention strategy]*. Circle this one on your piece of paper.

- What made you choose this one?

23. Ok, now take a look at the rest of the ads. Are there any that you do not think will work?

- *[If yes]* Which ones? For each one, tell me what it is that you don't like. Please mark those down on your sheet.

24. Are there any that you strongly dislike?

- *[If yes]* Which ones? For each one, tell me what it is about it that you don't like. Please mark those down on your sheet.

25. Can you think of an idea or ad that we did not present that might motivate you to *[insert prevention strategy]*? What is it?

Testing Media Messages

Please tell me the extent to which you agree or disagree with the following statements.

26. Overall, I liked this ad

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

27. I liked the people in this ad

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

28. I liked the voices in this ad

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

29. This ad was easy to read

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

30. I learned something new by looking at this ad
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

31. The information in this ad would make HIV-negative people *[insert prevention strategy]*.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

32. The information in this ad would make me less willing to *[insert risk behavior]*.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

33. Because of *[insert prevention strategy]* described in this ad, HIV negative people would do/take *[insert risk behavior]*.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

34. Because of *[insert prevention strategy]* described in this ad, I'm less willing to *[insert risk behavior]*.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

35. I was interested in reading this ad
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

36. This ad was written for a person like me
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

37. This ad was easy to understand
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

38. I liked the *[insert ad feature]* in this ad
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

39. I would look at (read) this ad if I saw it
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

40. I am interested in this ad's topic
Strongly Disagree -----> Strongly Agree

1 2 3 4 5 6 7

41. I like the way this ad looks

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

42. I liked the colors in this ad

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

43. I can do what this ad suggests

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

44. This ad grabbed my attention.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

45. I trust the information in this ad

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

46. This ad said something important to me.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

47. This ad was convincing

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

48. This ad was believable

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

49. I liked this ad overall

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

50. This ad told me something I didn't already know

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

51. This ad would be helpful in convincing my [*friends, family, coworkers, etc.*] to do the behavior it suggests

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

52. This ad gave me good reasons to do the behavior it suggests
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

53. This ad made me feel confident that I could do the behavior it suggests
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

54. This ad's format was confusing
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

55. This ad spoke to me
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

56. Real people would talk/look the way the persons in this ad talk/look
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

57. The person(s) in this ad were more similar to me than different
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

58. I could relate to what the person(s) in this ad were going through
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

59. I felt [*insert emotion*] while viewing/listening to this ad
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

60. I do not like this ad
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

61. The ad was dumb
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Persuasiveness

62. This ad was compelling
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

63. The ad was persuasive

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

64. The ad was weak

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

65. **[Visiting the website, calling the number, etc.]** listed in the ad is a good start to change my behavior

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

66. By doing the behaviors suggested by the ad, I can protect myself from HIV

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

67. Generally speaking, it is possible to change my behavior to protect myself from HIV

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

68. There are many things I can do to protect myself from HIV

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Informed Decision Making

69. Did the ad....

....help you recognize that a decision needs to be made about your **[sexual health/drug use]** issue?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

....prepare you to make a better decision about your **[sexual health/drug use]** issue?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

....help you think about the pros and cons of each option?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

....help you think about which pros and cons are most important?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

...help you know that the decision you make depends on what matters most to you?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

.... Help you organize your own thoughts about the decision?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

.... help you think about how involved you want to be in this decision?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

.... help you identify the questions you want to ask **[your doctor, partner, etc.]**?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Prepare you to take to **[your doctor, partner, etc.]** about what matters most to you?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Prepare you for a follow-up **[visit, conversation, etc.]** with **[your doctor, partner, etc.]**?

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Comparison of Concepts

70. Now, I am going to ask you to rank the **[insert number]** ads we discussed. On your same sheet of paper, please rank the **[insert number]** ads from 1 (your favorite) to **[insert number]** (your least favorite).

71. If you had to choose one, which one of the ads would most inspire or motivate you to **[insert prevention strategy]**? What made you choose that one?

[MODERATOR: Show all the concepts remaining quickly (about 2 minutes each)]

72. What's your first reaction to this? Why do you like/dislike it?

[MODERATOR: Give participant the ranking sheet that has thumbnails of all ads]

73. Like earlier, I'm going to ask you to rate the ad on a scale from 1-10, with 1 being terrible and 10 being fantastic, how would you rate this ad? Please mark your rating on your paper. Be sure to write your seat (name tent) number in the blank at the bottom.

74. Now just focus on the headline or potential campaign name for each of the ads. On the scoring sheet we have been using, please rate each of the potential campaign names from 1-10, where 1 is terrible and 10 is fantastic.

IV. Closing

After all that we have talked about today, I have one final question.

Do you have any closing thoughts or opinions you would like to share? Any questions?

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.