

Appendix D: Email invitation to participate in research

Cognitive Interview Only

<Date>

Subject: Invitation to participate in a research study

Hi <name>,

I am contacting you to invite you to participate in a research study on graphical symbols. A graphical symbol is a visible figure with a particular meaning used to transmit information independently of language. Graphical symbols are often used to convey important messages about product features, directions, or safety. If you decide to participate, you will be asked to evaluate a set of 10 graphical symbols intended to communicate non-obvious hazards associated with some consumer products.

The session will take place virtually on <date> at <time> using <video conferencing tool> at <video conference meeting link>. To thank you for your participation, you will receive \$45. If you choose to leave the study before completing the task, you will be paid on a pro-rata basis for the work completed.

Please fill out this brief survey <link to screener>, and we will get back to you soon. We are looking forward to speaking with you, and we appreciate your participation!

Sincerely,

<Name>

<Title>

[Note: the language will be changed appropriately for the small number of participants who may fill out a paper-and-pencil booklet]

Cognitive Interview and Focus Group

<Date>

Subject: Invitation to participate in a research study

Hi <name>,

I am contacting you to invite you to participate in a research study on graphical symbols. A graphical symbol is a visible figure with a particular meaning used to transmit information independently of language. Graphical symbols are often used to convey important messages about product features, directions, or safety. If you decide to participate, you will be asked to

evaluate a set of graphical symbols intended to communicate non-obvious hazards associated with some consumer products and then participate in a focus group discussion of the symbols afterward. In exchange, you will receive \$45 for evaluating the symbols, and \$45 for your participation in the focus group, for a total of \$90. If you choose to leave the study before completing both tasks, you will be paid on a pro-rata basis for the work completed.

Please fill out this brief survey <link to screener>, and we will get back to you soon. We are looking forward to speaking with you, and we appreciate your participation!

Sincerely,

<Name>

<Title>

[Note: the language will be changed appropriately for the small number of participants who may fill out a paper-and-pencil booklet]

Appendix E: Screener survey

Please answer the following questions about yourself:

Age: ____ Sex: ____ Male ____ Female ____ Prefer not to answer

Education: (check the option that best describes the highest level of education you have attained)

____ Some high school ____ High school degree ____ Some college

____ 2-year college degree ____ 4-year college degree ____ Master's degree

____ Doctoral or professional degree

____ Other (please specify): _____

Marital Status:

____ Single ____ Married ____ Legally Separated ____ Divorced

Children: ____ Yes ____ No

(If yes: Please indicate in the space provided the number of children who live in your home, either full-time or part-time, and their ages):

Ethnicity:

____ Hispanic or Latino ____ Not Hispanic or Latino

____ Prefer not to answer

Race: (select one or more)

____ American Indian or Alaska Native ____ Asian

____ Black or African American ____ Native Hawaiian or Other Pacific Islander

____ White

____ Prefer not to answer

Current occupation: _____

Appendix F: Research session confirmation email

Cognitive Interview Only

<Date>

Subject: Your research participation on <date>

Hi <name>,

Thank you so much for agreeing to participate in a research study on graphical symbols. A graphical symbol is a visible figure with a particular meaning used to transmit information independently of language. Graphical symbols are often used to convey important messages about product features, directions, or safety. We greatly appreciate your assistance in helping us assess a set of graphical safety symbols intended to communicate non-obvious hazards associated with some consumer products. The session will take place virtually on <date> at <time> using <video conferencing tool> at <video conference meeting link>. The session will take about 1 hour.

As a reminder, you will be evaluating a set of 10 graphical symbols. To thank you for your participation, you will receive \$45. If you choose to leave the study before completing the evaluation task, you will be paid on a pro-rata basis for the work completed.

If you have any questions, please call <Name> at <number>. We are looking forward to your participation!

Thank you,

<Name>

<Title>

[Note: the language will be changed appropriately for the small number of participants who may fill out a paper-and-pencil booklet]

Cognitive Interview and Focus Group

<Date>

Subject: Your research participation on <date>

Hi <name>,

Thank you so much for agreeing to participate in a research study on graphical symbols. A graphical symbol is a visible figure with a particular meaning used to transmit information

independently of language. Graphical symbols are often used to convey important messages about product features, directions, or safety. We greatly appreciate your assistance in helping us assess and refine graphical safety symbols intended to communicate non-obvious hazards associated with some consumer products. The session will take place virtually on <date> at <time> using <video conferencing tool> at <video conference meeting link>. The session will take about 2 hours.

As a reminder, you will be evaluating a set of graphical symbols and then participating in a focus group in which we will discuss the symbols in greater detail. To thank you for your participation, you will receive \$45 per completed research activity, for a possible total of \$90. If you choose to leave the study before completing the tasks, you will be paid on a pro-rata basis for the work completed.

If you have any questions, please call <Name> at <number>. We are looking forward to your participation!

Thank you,

<Name>

<Title>

[Note: the language will be changed appropriately for the small number of participants who may fill out a paper-and-pencil booklet]