

## **Formative Research Support: Awareness and Outcomes Assessment Screener and Survey Instrument: Wave 2**

PROGRAMMER: PASS THROUGH THE FOLLOWING VARIABLES FROM THE  
WAVE 1 SURVEY:

- P\_BMONTH
- P\_BDAY
- P\_BYEAR
- Y\_BMONTH
- Y\_BDAY
- Y\_BYEAR
- EXPOSURE
- MODULE

### **SECTION 1: SCREENER**

Thank you for your interest in this survey. To get started, we first need to know a little more about you to see if you are eligible to take the survey.

What is your date of birth?

**[Y\_BMONTH2] Month: \_\_ [Y\_BDAY2] Day: \_\_ [Y\_BYEAR2] Year: \_\_\_\_**

**[VALIDATE CORRECT FORMAT. TERMINATE IF Y\_BMONTH ≠ Y\_BMONTH2 OR  
Y\_BDAY ≠ Y\_BDAY2 OR Y\_BYEAR ≠ Y\_BYEAR2]**

Thank you for providing that information.

## **SECTION 2: EXPERIMENT 2**

### STUDY PROTOCOL:

RANDOMIZE RESPONDENTS TO 1 OF 3 CONDITIONS ACCORDING TO TABLE 1 BELOW. USE LEAST FILL QUOTAS TO ACHIEVE APPROXIMATELY EQUIVALENT DISTRIBUTION ACROSS GROUPS. GENERATE VARIABLE FOR EXPERIMENT 2 STUDY CONDITION [CONDITION\_2] WITH VALUES A1, B1, ETC. ACCORDING TO VALUES BELOW.

RANDOMIZE RESPONDENTS TO 1 OF 2 CONDITIONS ACCORDING TO TABLE 1 BELOW. USE LEAST FILL QUOTAS TO ACHIEVE APPROXIMATELY EQUIVALENT DISTRIBUTION ACROSS GROUPS. GENERATE VARIABLE FOR EXPERIMENT 2 STUDY CONDITION [CONDITION\_2] ACCORDING TO VALUES BELOW.

**TABLE 1. EXPERIMENT 2 STUDY CONDITIONS**

<b>FACTOR 1: EXPOSED VS UNEXPOSED [DERIVED FROM 'EXPOSURE' VARIABLE FROM WAVE 1]</b>	<b>FACTOR 2: AD FORMAT</b>		
	<b>1 (6 SECOND)</b>	<b>2 (15 SECOND)</b>	<b>3 (COLLAGE)</b>
<b>A (EXPOSED)</b>	A1 (N~1/6 TOTAL SAMPLE)	A2 (N~1/6 TOTAL SAMPLE)	A3 (N~1/6 TOTAL SAMPLE)
<b>B (UNEXPOSED)</b>	B1 (N~1/6 TOTAL SAMPLE)	B2 (N~1/6 TOTAL SAMPLE)	B3 (N~1/6 TOTAL SAMPLE)

EACH RESPONDENT WILL BE SHOWN 3 ADS OF THE SAME FORMAT, WITH VARIATION IN FORMAT ACCORDING TO THE CRITERIA IN TABLE 2. LOOP THROUGH THIS SECTION FOR EACH OF ADS 2\_X\_1, 2\_X\_2, AND 2\_X\_3.

**TABLE 2. AD ASSIGNMENT**

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<b>CRITERIA</b>	<b>AD</b>
CONDITION = A1 OR B1	AD 2_1_1 (6 second); AD 2_1_2 (6 second); AD 2_1_3 (6 second)
CONDITION = A2 OR B2	AD 2_2_1 (15 second); AD 2_2_2 (15 second); AD 2_2_3 (15 second)
CONDITION = A3 OR B3	AD 2_3_1 (Collage); AD 2_3_2 (Collage); AD 2_3_3 (Collage)

First, we'd like to show you a few ads and ask you some questions about them.

[SHOW AD X ACCORDING TO STUDY CONDITION. RANDOMIZE ORDER OF ADS.]

[ASK ALL]

**[RECALL]** In the past week or so, have you seen this ad anywhere?

1. Yes
2. No

### **SECTION 3: OUTCOME MEASURES**

Next, we'd like to ask you some questions about your thoughts on vaping nicotine.

[ADMINISTER MODULE 1 IF MODULE = 1]

#### ***OUTCOME MEASURES – MODULE 1***

Please indicate how much you agree or disagree with the following statements.

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS WITHIN EACH "BLOCK" OF ITEMS. FOR EXAMPLE, PERCEIVED SEVERITY: METALS IS ONE BLOCK OF ITEMS. DO NOT RANDOMIZE ITEM BLOCKS.]

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

[PERCEIVED SEVERITY: METALS]

**[PS\_MET\_DEST]** When people vape, the metals they inhale will destroy their lungs.

**[PS\_MET\_TOX]** When people vape, the metal particles they inhale will be toxic to their bodies.

**[PS\_MET\_DAM]** The metals in vapes will cause permanent damage to one's lungs.

**[PS\_MET\_HARM]** The metal particles in vapes are extremely harmful to one's body.

**[PS\_MET\_ORG]** The metals in vapes will cause organ damage.

**[PS\_MET\_POIS]** The metals in vapes poisons one's body.

[PERCEIVED SEVERITY: CHEMICALS]

**[PS\_CHEM\_HURT]** When people vape, the chemicals they inhale will hurt their lungs.

**[PS\_CHEM\_HARM]** When people vape, the chemicals they inhale will harm their bodies.

**[PS\_CHEM\_DNA]** When people vape, the chemicals they inhale will severely damage their DNA.

**[PS\_CHEM\_DAM]** The chemicals in vapes will cause permanent damage to people's bodies.

**[PS\_CHEM\_BOD]** The chemicals in vapes are extremely harmful to one's body.

[PERCEIVED SEVERITY: PHYSICAL FITNESS]

**[PS\_PF\_HURT]** Vaping will hurt one's physical fitness.

**[PS\_PF\_RUIN]** Vaping will ruin people's chances of achieving their fitness goals.

**[PS\_PF\_TIRE]** Vaping will make people get tired much more easily when they exercise.

**[PS\_PF\_DIFF]** Vaping will make exercising much more difficult.

**[PS\_PF\_IMP]** Vaping makes it impossible for people to perform physical activities.

**[PS\_PF\_BRE]** Vaping will make people get out of breath more easily when exercising.

**[PS\_PF\_STR]** Vaping will prevent people from being able to have strong bodies.

**[PS\_PF\_HOLD]** Vaping will hold people back from being physically in-shape.

[PERCEIVED SEVERITY: ANXIETY (WORSENING ANXIETY SYMPTOMS)]

**[PS\_ANX\_WORS]** Vaping will make anxious feelings worse.

**[PS\_ANX\_PAN]** Vaping will make anxious feelings so bad that it will lead to a panic attack.

**[PS\_ANX\_WORR]** Vaping will make people feel worried more often.

**[PS\_ANX\_STR]** Vaping will make people feel more stressed.

**[PS\_ANX\_NERV]** Vaping will make nervous feelings stronger.

**[PS\_ANX\_BRE]** Vaping will make anxious feelings so bad that it would be hard to breathe.

**[PS\_ANX\_CHE]** Vaping will make anxious feelings so bad that it would cause chest tightness.

[PERCEIVED SEVERITY: ANXIETY (CAUSING MENTAL ILLNESS)]

**[PS\_MILL\_SEVA]** Vaping will give people severe anxiety.

**[PS\_MILL\_ADIS]** Vaping will cause people to have anxiety disorders.

**[PS\_MILL\_MH]** Vaping will cause people to develop a mental health condition.

**[PS\_MILL\_PRO]** Vaping will make people so stressed out that they would need help from a professional.

[PERCEIVED SEVERITY: ANXIETY (EFFECT ON MOOD)]

**[PS\_MOOD\_BAD]** Vaping will make someone more likely to be in a bad mood.

**[PS\_MOOD\_GRUM]** Vaping will make people grumpy more often.

**[PS\_MOOD\_CRAN]** Vaping makes people cranky.

**[PS\_MOOD\_AROU]** Vaping will cause a person's mood to become so bad that others won't want to be around them.

[PERCEIVED SEVERITY: ANXIETY (SOCIAL ANXIETY)]

**[PS\_SA\_TALK]** Vaping will cause people to feel nervous just talking to others.

**[PS\_SA\_CARE]** Vaping will make people feel anxious around people they care about.

**[PS\_SA\_SOC]** Vaping will make people feel scared to socialize.

**[PS\_SA\_UNC]** Vaping will make people feel more uncomfortable around others.

[ADDICTION SEVERITY]

**[ASV\_PRO]** A vaping addiction is something people would need professional help to deal with.

**[ASV\_SER]** A vaping addiction is something people should take seriously.

**[ASV\_PROB]** A vaping addiction could cause major problems for people.

**[ASV\_CRV]** A vaping addiction would make the person crave their vape all the time.

**[ASV\_NORM]** A vaping addiction would mean a person has to keep vaping more just to feel normal.

**[ASV\_ANX]** A vaping addiction would mean people would get anxious if they can't vape when they want to.

**[ASV\_MORE]** A vaping addiction means a person always wants to vape more.

If you were to vape every day, how likely is it that you personally would...

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS WITHIN EACH "BLOCK" OF ITEMS. FOR EXAMPLE, PERCEIVED SUSCEPTIBILITY: METALS IS ONE BLOCK OF ITEMS. DO NOT RANDOMIZE ITEM BLOCKS.]

1. Not at all likely
2. A little likely
3. Somewhat likely
4. Very likely
5. Extremely likely

[PERCEIVED SUSCEPTIBILITY: METALS]

**[PSU\_MET\_POIS]** ...poison your body from inhaling metals in vapes.

**[PSU\_MET\_DEST]** ...have your lungs destroyed from inhaling metal particles.

**[PSU\_MET\_TOX]** ...inhale metals that are toxic to your body.

**[PSU\_MET\_DAM]** ...permanently damage your lungs by inhaling metal particles.

**[PSU\_MET\_BOD]** ...expose your body to extremely harmful metal particles.

**[PSU\_MET\_ORG]** ...inhale metals that will cause you organ damage.

[PERCEIVED SUSCEPTIBILITY: CHEMICALS]

**[PSU\_CHEM\_HURT]** ...inhale chemicals that hurt your lungs.

**[PSU\_CHEM\_HARM]** ...inhale chemicals that harm your body.

**[PSU\_CHEM\_DNA]** ...inhale chemicals that will severely damage your DNA.

**[PSU\_CHEM\_DAM]** ...inhale chemicals that will cause permanent damage to your body.

**[PSU\_CHEM\_BOD]** ...inhale chemicals that cause extreme damage to your body.

[PERCEIVED SUSCEPTIBILITY: PHYSICAL FITNESS]

[PSU\_PF\_HURT] ...hurt your physical fitness.

[PSU\_PF\_RUIN] ...ruin your chances of achieving your fitness goals.

[PSU\_PF\_TIRE] ...get tired more quickly when exercising.

[PSU\_PF\_EX] ...have a hard time exercising.

[PSU\_PF\_PA] ...have a hard time performing physical activities.

[PSU\_PF\_BRE] ...have a hard time breathing when exercising.

[PSU\_PF\_RUN] ...run out of breath more easily when exercising.

[PSU\_PF\_STR] ...be prevented from having a strong body.

[PSU\_PF\_SHA] ...be prevented from getting physically in-shape.

[PERCEIVED SUSCEPTIBILITY: ANXIETY (WORSENING ANXIETY SYMPTOMS)]

[PSU\_ANX\_WORS] ...have worse feelings of anxiety.

[PSU\_ANX\_PAN] ...have anxious feelings that are so bad you get panic attacks.

[PSU\_ANX\_WOR] ...feel more worried.

[PSU\_ANX\_BRE] ...have anxious feelings that are so bad it is hard to breathe.

[PSU\_ANX\_CHE] ...have anxious feelings that are so bad your chest feels tight.

[PSU\_ANX\_NERV] ...have stronger feelings of nervousness.

[PSU\_ANX\_STR] ...feel more stressed.

[PERCEIVED SUSCEPTIBILITY: ANXIETY (CAUSING MENTAL ILLNESS)]

[PSU\_MILL\_SEVA] ...get severe anxiety.

[PSU\_MILL\_ANX] ...get an anxiety disorder you did not have before.

[PSU\_MILL\_MH] ...develop a mental health condition.

[PSU\_MILL\_PRO] ...get so stressed out that you need to get help from a professional.

[PERCEIVED SUSCEPTIBILITY: ANXIETY (EFFECT ON MOOD)]

[PSU\_MOOD\_BAD] ...be in a bad mood more often.

[PSU\_MOOD\_AROU] ...be in such a bad mood that others don't want to be around you.

[PSU\_MOOD\_GRUM] ...feel grumpy for no good reason more often.

[PSU\_MOOD\_CRAN] ...feel cranky more often.

[PERCEIVED SUSCEPTIBILITY: ANXIETY (SOCIAL ANXIETY)]

**[PSU\_SA\_NERV]** ...feel nervous just talking to others.

**[PSU\_SA\_ANX]** ...feel anxious around people you care about.

**[PSU\_SA\_SOC]** ...feel scared to socialize.

**[PSU\_SA\_UNC]** ...feel uncomfortable around others.

[ADDICTION SUSCEPTIBILITY]

**[ASU\_MORE]** ...want to vape more often to get the same effect.

**[ASU\_CRV]** ...crave vaping all the time.

**[ASU\_NOT]** ...not be able to stop vaping even if you wanted to.

**[ASU\_NORM]** ...feel like you need to vape just to feel normal.

**[ASU\_ANX]** ...feel anxious if you can't vape when you want to.

**[ASU\_PRO]** ...need professional help to stop vaping.

**[ASU\_HOOK]** ...get hooked on vaping.

**[ASU\_ADD]** ...get addicted to vaping.

[ANTICIPATORY SOCIALIZATION]

Please indicate how much you agree or disagree with the following statements.

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS.]

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

**[AS\_FIT]** Vaping will help me fit in.

**[AS\_FRND]** Vaping will help me make friends.

**[AS\_POP]** Vaping will make me more popular.

**[AS\_SOC]** Vaping will help me feel more comfortable in social situations.

**[AS\_AROU]** Vaping will make others want to be around me.

**[AS\_POS]** Vaping will make my peers think more positively of me.

**[AS\_IMP]** To me, vaping is an important part of being with friends.



**[AS\_MFR]** I think vaping allows people my age to make friends.

**[AS\_TEEN]** I think vaping is part of the teenage experience.

**[AS\_ISOC]** To me, vaping is an important part of one's social life.

[ADMINISTER MODULE 2 IF MODULE = 2]

**OUTCOME MEASURES – MODULE 2**

Please indicate how much you agree or disagree with the following statements.

[USE SCROLLING LIST. RANDOMIZE ORDER OF ITEMS WITHIN EACH “BLOCK” OF ITEMS. FOR EXAMPLE, *OUGHT SELF-DISCREPANCY: FAMILY* IS ONE BLOCK OF ITEMS. DO NOT RANDOMIZE ITEM BLOCKS.]

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

[OUGHT SELF-DISCREPANCY: FAMILY]

**[OSD\_FAM\_DOWN]** If I vape, I will let my family down.

**[OSD\_FAM\_POOR]** If I vape, I will treat my family poorly.

**[OSD\_FAM\_HURT]** If I vape, I will do things that hurt my family.

**[OSD\_FAM\_DIS]** If I vape, my family will be disappointed.

**[OSD\_FAM\_REL]** If I vape, I will do things that harm my relationship with my family.

**[OSD\_FAM\_TRU]** If I vape, I will do things that break my family's trust.

**[OSD\_FAM\_FAIL]** If I vape, I will fail to live up to the person my family thinks I should be.

**[OSD\_FAM\_EXP]** If I vape, I will be unable to live up to my family's expectations.

[OUGHT SELF-DISCREPANCY: FRIENDS/PEERS]

**[OSD\_FRND\_DOWN]** If I vape, I will let my friends down when they are counting on me.

**[OSD\_FRND\_DIS]** If I vape, my friends will be disappointed.

**[OSD\_FRND\_EXP]** If I vape, I will fail to live up to my friends' expectations.

**[OSD\_FRND\_FAIL]** If I vape, I will fail to live up to the person my friends think I should be.

**[OSD\_FRND\_REL]** If I vape, I will do things that negatively affect my friendships.

**[OSD\_FRND\_NEG]** If I vape, my friends will look at me negatively.

**[OSD\_FRND\_SUPP]** If I vape, it could get in the way of me supporting my friends.

**[IDEAL SELF-DISCREPANCY]**

**[ISD\_BEC]** If I vape, I will become someone I don't want to be.

**[ISD\_GIVE]** If I vape, I will give up things that are important to me.

**[ISD\_BEST]** If I vape, I can't be my best self.

**[ISD\_UND]** If I vape, I will underperform at things that are important to me.

**[ISD\_IDEA]** If I vape, I can't be who I would ideally like to be.

**[ISD\_POT]** If I vape, I can't live up to my potential.

**[ISD\_FALL]** If I vape, I will fall behind on my goals.

**[ISD\_MISS]** If I vape, I will miss out on important opportunities.

**[ISD\_DOWN]** If I vape, I'll be letting myself down.

**[ANTICIPATED GUILT (SCALE)]**

If I vape, I will feel...

**[AG\_BAD]** ...bad about it.

**[AG\_TENS]** ...tension about it.

**[AG\_REGR]** ...regretful.

**[AG\_WRON]** ...like I did something wrong.

**[AG\_SHLD]** ...like I did something that I shouldn't have.

**[AG\_WORR]** ...worried about hurting myself

**[AG\_RESP]** ...responsible if anything bad happens.

**[AG\_IMP]** ...like I am being improper.

**[AG\_RECK]** ...like I am acting recklessly.

**[AG\_INA]** ...like I am doing something inappropriate.

**[ANTICIPATED GUILT (SINGLE ITEM)]**

**[AG\_GUIL]** If I vape, I will feel guilty.

### [ANTICIPATED SHAME (EXTERNAL SHAME)]

If I vape, I feel that...

**[ASH\_EX\_STAN]** ...others will see me as not being up to their standards.

**[ASH\_EX\_UND]** ...others will not understand me.

**[ASH\_EX\_JUDG]** ...others will judge me.

**[ASH\_EX\_CRIT]** ...others will criticize me.

**[ASH\_EX\_UNIN]** ...other people will see me as uninteresting.

**[ASH\_EX\_MESS]** ...other people will think I messed up. [NEW ITEM]

**[ASH\_EX\_GOOD]** ...other people will think I am not good enough. [NEW ITEM]

**[ASH\_EX\_DIS]** ...other people will be disappointed in me.

**[ASH\_EX\_GRO]** ...other people will think I am gross.

**[ASH\_EX\_NEG]** ...other people will see me negatively.

### [ANTICIPATED SHAME (INTERNAL SHAME - SCALE)]

If I vape, I feel that ...

**[ASH\_INT\_IS]** ...I will be isolated.

**[ASH\_INT\_INF]** ...I will be inferior to others.

**[ASH\_INT\_UNW]** ...I will be unworthy as a person.

**[ASH\_INT\_JUDG]** ...I will be judgmental of myself.

**[ASH\_INT\_CRIT]** ...I will criticize myself.

**[ASH\_INT\_CRIN]** ...I will cringe when I think of what I did. [NEW ITEM]

**[ASH\_INT\_DIS]** ...I will be disappointed in myself. [NEW ITEM]

**[ASH\_INT\_GRO]** ...I will feel gross about myself. [NEW ITEM]

**[ASH\_INT\_EMB]** ...I will be embarrassed.

**[ASH\_INT\_HYP]** ...I will feel like a hypocrite.

**[ASH\_INT\_FOOL]** ...I will feel foolish.

**[ASH\_INT\_HELP]** ...I will feel helpless.

**[ASH\_INT\_SILL]** ...I will feel silly.

### [ANTICIPATED SHAME (INTERNAL SHAME – SINGLE ITEM)]

**[AS\_INT\_ASH]** If I vape, I will feel ashamed.

[ANTICIPATED REGRET]

If I vape I will...

[AR\_SBV] ...experience self-blame about deciding to vape.

[AR\_SORR] ...feel sorry.

[AR\_SB] ...experience self-blame.

[AR\_GUIL] ...feel guilty.

[AR\_CONF] ...feel conflicted

[AR\_KICK] ...feel like kicking myself.

[AR\_BETT] ...think things would have gone better if I had decided not to vape.

[AR\_DEC] ...wish I had decided not to vape.

[AR\_TDEC] ...think I should have decided not to vape.

[AR\_TBET] ...think it would have been better off had I decided not to vape.

[AR\_TCHO] ...think I should have chosen not to vape.

[AR\_REG] ...feel a sense of regret.

[AR\_UPS] ...feel upset with myself.

END

You've reached the end of the survey.

*If you are a tobacco user or have a friend or family member who is a tobacco user, and you would like information on how to quit, please visit <https://smokefree.gov/>.*

OMB No: 0910-0810

Expiration Date:12/31/2024

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 15 minutes per response. Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to [PRASStaff@fda.hhs.gov](mailto:PRASStaff@fda.hhs.gov).