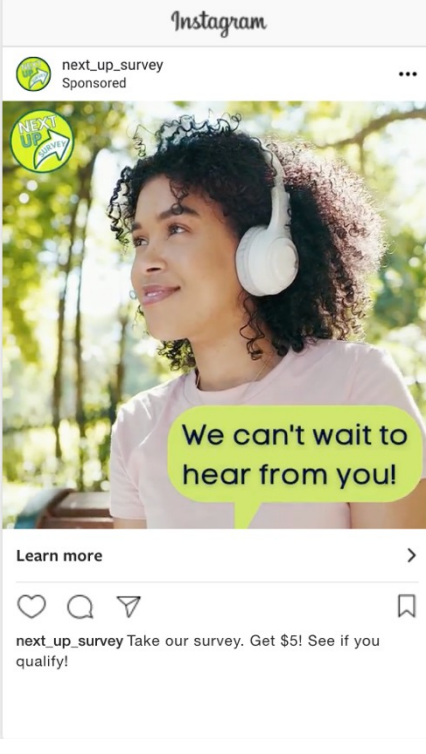
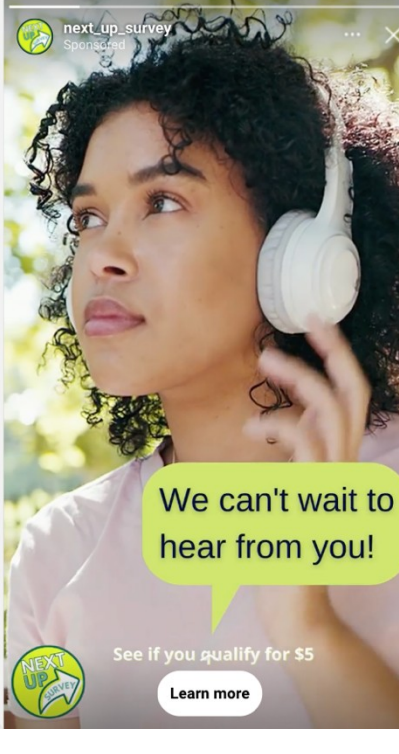
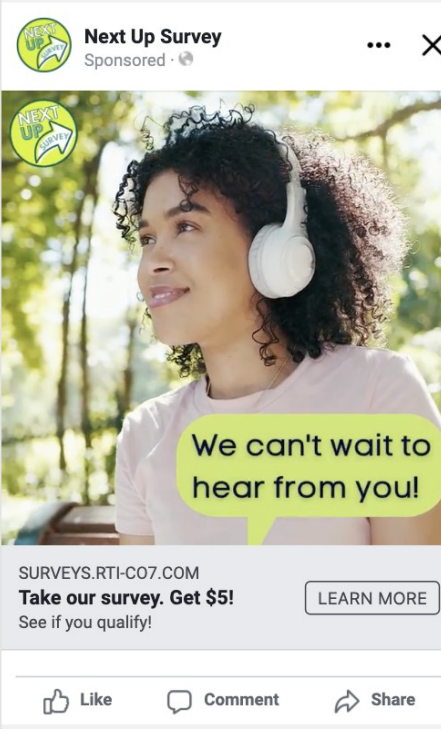


Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey
RTI Principal Investigator: Matthew Farrelly
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OMB No. 0910-0810
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Attachment B: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

Instagram	Instagram Stories	Facebook
 <p>Instagram post from next_up_survey (Sponsored). The image shows a woman with curly hair wearing white headphones, looking to the side. A green speech bubble contains the text "We can't wait to hear from you!". Below the image is a "Learn more" link with a right-pointing arrow. At the bottom, there are icons for heart, comment, share, and bookmark, followed by the text "next_up_survey Take our survey. Get \$5! See if you qualify!".</p>	 <p>Instagram Story from next_up_survey (Sponsored). The image shows the same woman with headphones. A green speech bubble contains the text "We can't wait to hear from you!". At the bottom, it says "See if you qualify for \$5" with a "Learn more" button.</p>	 <p>Facebook post for Next Up Survey (Sponsored). The image shows the same woman with headphones. A green speech bubble contains the text "We can't wait to hear from you!". Below the image, it says "SURVEYS.RTI-CO7.COM Take our survey. Get \$5! See if you qualify!" with a "LEARN MORE" button. At the bottom are "Like", "Comment", and "Share" buttons.</p>

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The image displays four screenshots of Instagram sponsored posts for 'Next Up Survey'. The posts are arranged in a 2x2 grid. Each post features a green and yellow striped background and a central graphic with the text 'TAKE OUR survey GET \$5'. The top-left screenshot shows the post in a standard Instagram feed view with a 'Learn more' button and a 'next_up_survey See if you qualify!' caption. The top-right screenshot shows the post in a full-screen view with a 'Learn more' button and a 'SURVEYS.RTI-C07.COM See if you qualify!' link. The bottom-left screenshot shows a different ad design with a green background, a gift box, and the text 'A GIFT FOR YOU!'. The bottom-right screenshot shows the same ad design in a full-screen view with a 'Learn more' button and a 'SURVEYS.RTI-C07.COM Take our survey. Get 5! See if you qualify!' link. All screenshots include the 'Next Up Survey' logo and a 'Sponsored' label.

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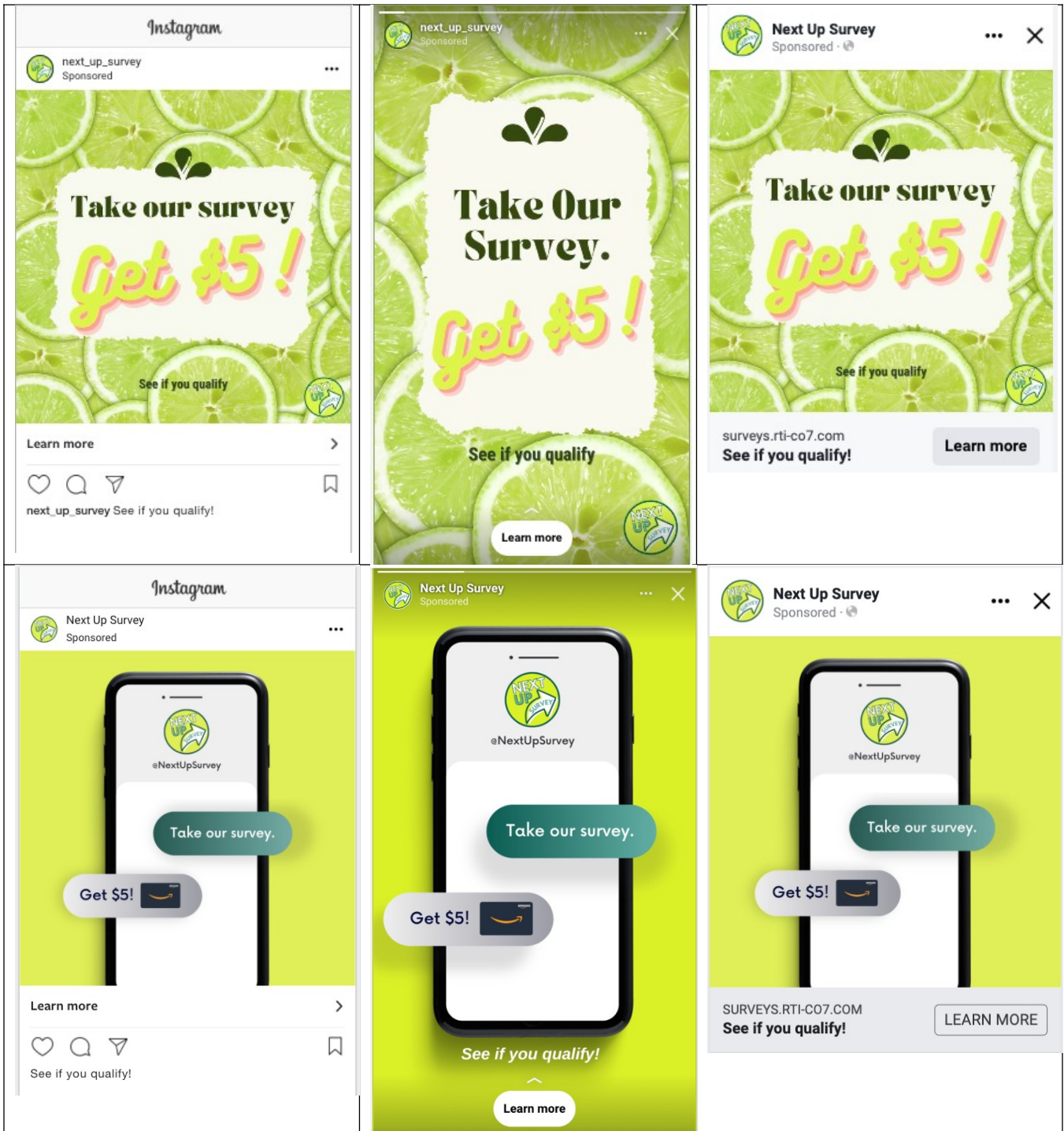
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The image displays six screenshots of social media advertisements for 'Next Up Survey' arranged in a 2x3 grid. The top row shows two Instagram posts and one Facebook post, all featuring a smartphone with the Amazon logo on a green screen. The text on these ads includes 'TAKE OUR SURVEY. GET \$5!' and 'What are you waiting for?'. The bottom row shows two Instagram posts and one Facebook post, all featuring a sloth with the text 'ME SWIPING PAST THIS AD AND THEN REALIZING I COULD'VE BEEN PAID' and 'DON'T MISS OUT. TAKE OUR SURVEY - GET \$5!'. The Facebook post also includes the URL 'SURVEYS.RTI-C07.COM' and a 'See if you qualify!' button. All ads include a 'Learn more' button and social media interaction icons like 'Like', 'Comment', and 'Share'.

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The image displays four screenshots of social media advertisements for 'Next Up Survey' arranged in a 2x2 grid. Each screenshot shows a different ad design and its corresponding interface elements.

- Top-Left:** An Instagram post from 'Next Up Survey' (Sponsored). The ad features a person with a blue backpack in a forest. A smartphone screen in the foreground shows a reminder: 'Reminder Follow the link to a \$5 gift card' with an Amazon logo. Below the ad is a 'Learn more' link and a 'See if you qualify!' button.
- Top-Right:** A Facebook ad from 'Next Up Survey' (Sponsored). It uses the same forest background and smartphone reminder as the top-left ad. Below the ad is the URL 'SURVEYS.RTI-C07.COM', the text 'See if you qualify!', and a 'LEARN MORE' button.
- Bottom-Left:** An Instagram post from 'next_up_survey' (Sponsored). The ad has a green background with a party theme, including balloons and gift boxes. The text reads 'a small gift FROM US ❤️ TO YOU'. Below the ad is a 'Learn more' link and a 'next_up_survey Take our survey. Get 5! See if you qualify!' button.
- Bottom-Right:** A Facebook ad from 'Next Up Survey' (Sponsored). It features the same party-themed background and text as the bottom-left ad. Below the ad is the URL 'SURVEYS.RTI-C07.COM', the text 'Take our survey. Get 5! See if you qualify!', and a 'LEARN MORE' button. At the bottom of the ad are 'Like', 'Comment', and 'Share' icons.

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The image displays six screenshots of social media advertisements arranged in a 2x3 grid. The top row features three screenshots of an Instagram post from 'next_up_survey' (Sponsored) with a background of palm trees. The text on these ads reads 'TELL US WHAT you THINK' and 'See if you qualify for \$5'. The bottom row features three screenshots of an Instagram post from 'Next Up Survey' (Sponsored) with a background of green ferns. The text on these ads reads 'fresh PERSPECTIVES WANTED' and 'See if you qualify for \$5'. Each screenshot includes a 'Learn more' button and a 'NEXT UP SURVEY' logo. The rightmost column shows the full ad interface with a 'SURVEYS.RTI-C07.COM' URL, a 'Take our survey. Get 5!' call to action, and a 'LEARN MORE' button. The bottom row also shows 'Like', 'Comment', and 'Share' interaction options.

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The image displays six screenshots of Instagram advertisements arranged in a 2x3 grid. Each screenshot shows a different ad design for the 'next_up_survey' account, which is a sponsored post. The top row features ads with a light green and white background and a central image of four donuts. The bottom row features ads with a teal background and a search bar graphic. Each ad includes a 'Learn more' button and a 'NEXT UP SURVEY' logo.

Top Row Ad 1 (Left): The ad has a light green and white background with abstract shapes. It features the text "TREAT YOURSELF" in large, bold, dark blue letters. Below the text are four donuts: one with colorful sprinkles, one plain, one pink, and one chocolate. At the bottom, it says "\$5 just for you!". The ad is sponsored by 'next_up_survey'.

Top Row Ad 2 (Middle): Similar to the first ad, but with a slightly different layout. It includes the text "TREAT YOURSELF" and the donut image. Below the donuts, it says "\$5 just for you! See if you qualify". There is an Amazon logo and a "Learn more" button at the bottom.

Top Row Ad 3 (Right): This is a mobile view of the ad. It includes the text "TREAT YOURSELF" and the donut image. Below the donuts, it says "\$5 just for you!". The ad is sponsored by 'Next Up Survey'. Below the ad, there is a grey bar with the text "SURVEYS.RTI-C07.COM See if you qualify! The most powerful, simple and tr..." and a "LEARN MORE" button. At the bottom, there are icons for Like, Comment, and Share.

Bottom Row Ad 1 (Left): The ad has a teal background with white starburst graphics and a search bar graphic containing the text "how to get paid to be on your phone...". Below the search bar is an Amazon logo. At the bottom, it says "see if you qualify for \$5!". The ad is sponsored by 'next_up_survey'.

Bottom Row Ad 2 (Middle): Similar to the first ad in the bottom row, but with a slightly different layout. It includes the text "see if you qualify for \$5!". There is an Amazon logo and a "Learn more" button at the bottom.

Bottom Row Ad 3 (Right): This is a mobile view of the ad. It includes the text "how to get paid to be on your phone..." and the search bar graphic. Below the search bar, it says "see if you qualify for \$5!". The ad is sponsored by 'Next Up Survey'. Below the ad, there is a grey bar with the text "SURVEYS.RTI-C07.COM Take our survey. Get \$5! See if you qualify!" and a "LEARN MORE" button. At the bottom, there are icons for Like, Comment, and Share.

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The image displays three panels of an Instagram sponsored post. The central panel is a full-screen view of the advertisement, which has a green background with a yellow circle in the center. Inside the circle is a stylized illustration of a cassette player with headphones. The text 'WE WANT TO HEAR FROM YOU' is written in white, bold, uppercase letters at the top. At the bottom, it says 'SEE IF YOU QUALIFY FOR \$5' and includes a 'Learn more' button and a 'NEXT UP SURVEY' logo. The left panel shows the post as it appears in an Instagram feed, with the 'next_up_survey' profile name and 'Sponsored' label at the top. The right panel shows the post in a 'Next Up Survey' sponsored ad format, featuring the URL 'SURVEYS.RTI-CO7.COM', the text 'Take our survey. Get 5! See if you qualify!', and a 'LEARN MORE' button. The bottom of the right panel shows the standard Instagram interaction buttons: Like, Comment, and Share.