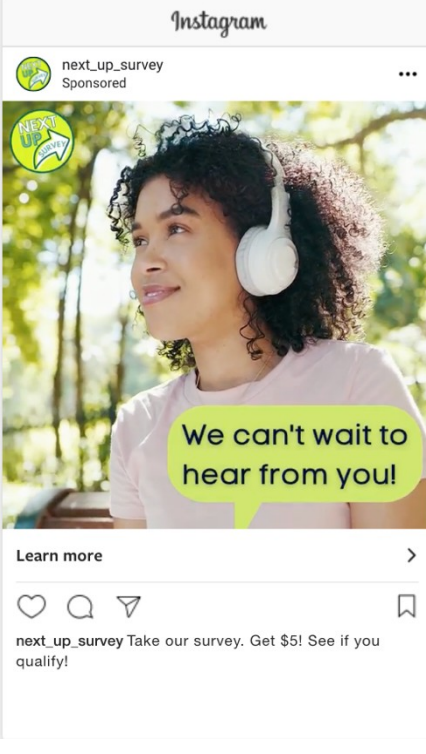
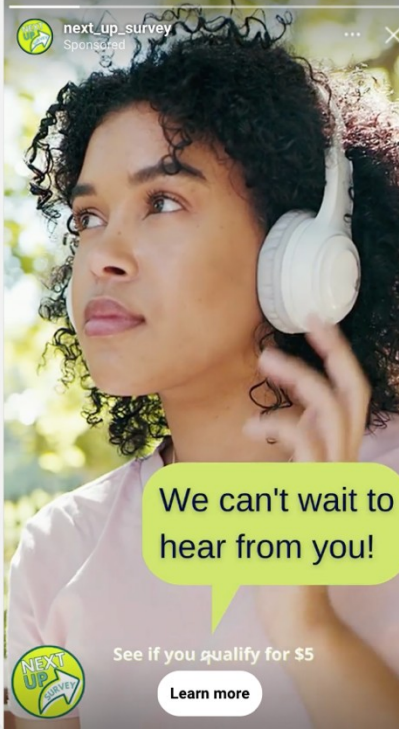
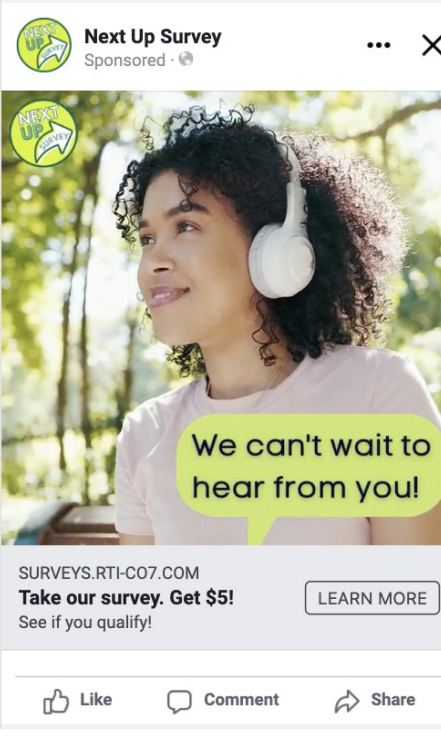


Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey  
RTI Principal Investigator: Matthew Farrelly  
Version: 6/10/22  
OMB No. 0910-0810  
Exp. Date 12/31/2024  
RTI IRB No. 22093

## 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>

Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093

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' link 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 at the bottom and a 'SURVEYS.RTI-C07.COM See if you qualify!' call to action. 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 full-screen view of this second ad design, including a 'Learn more' button and a 'SURVEYS.RTI-C07.COM Take our survey. Get 5! See if you qualify!' call to action.

Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

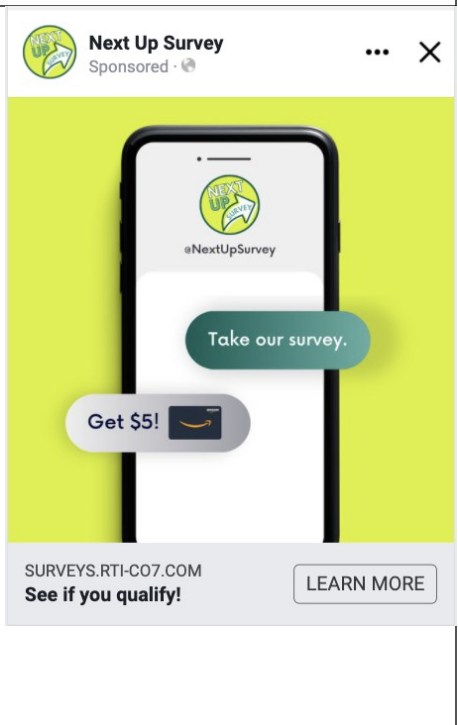
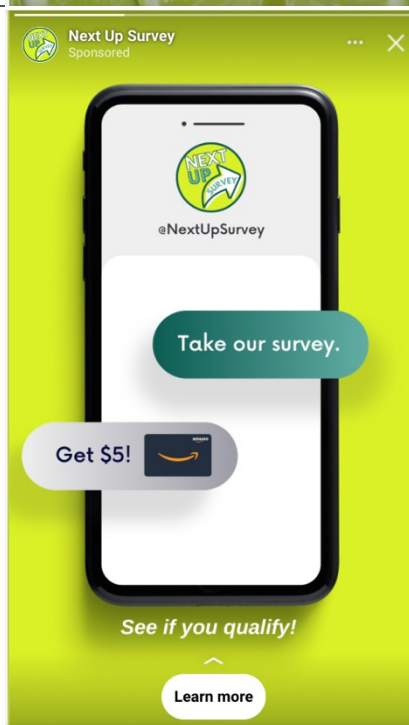
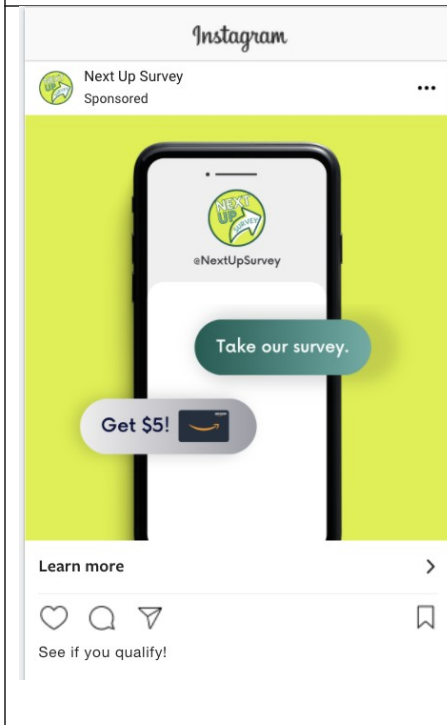
RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093





Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093

The image displays six screenshots of social media advertisements for 'Next Up Survey' arranged in a 2x3 grid. Each ad features a smartphone displaying the Amazon logo on a yellow background, set against a snowy mountain backdrop. The top-left screenshot shows an Instagram post with the text 'TAKE OUR SURVEY. GET \$5!' and a 'Learn more' button. The top-middle screenshot is a full-screen ad with the same text and a 'See if you qualify!' button. The top-right screenshot is a Facebook ad with the text 'TAKE OUR SURVEY. GET \$5!', a 'Learn more' button, and a 'See if you qualify!' link. The bottom-left screenshot shows an Instagram post with a sloth image and the text 'ME SWIPING PAST THIS AD AND THEN REALIZING I COULD'VE BEEN PAID DON'T MISS OUT. TAKE OUR SURVEY. GET \$5!'. The bottom-middle screenshot is a full-screen ad with the same sloth image and text, including a 'See if you qualify!' button. The bottom-right screenshot is a Facebook ad with the same sloth image and text, including a 'Learn more' button and a 'See if you qualify!' link.

Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093

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 social media interface.

- Top-Left:** An Instagram post from 'Next Up Survey' (Sponsored). The ad features a person with a blue backpack in a forest, with a smartphone overlay showing a reminder: "Reminder Follow the link to a \$5 gift card" with an Amazon logo. The phone screen also shows the time 11:11. The Instagram interface includes a "Learn more" link, a "See if you qualify!" prompt, and standard engagement icons.
- Top-Right:** A Facebook ad from 'Next Up Survey' (Sponsored). It uses the same forest background and smartphone overlay as the top-left ad. The Facebook interface includes the URL "SURVEYS.RTI-C07.COM", a "See if you qualify!" prompt, a "LEARN MORE" button, and engagement icons.
- Bottom-Left:** An Instagram post from 'next\_up\_survey' (Sponsored). The ad has a green and blue festive background with balloons and presents. The text reads "a small gift FROM US ❤️ TO YOU". The Instagram interface includes a "Learn more" link, a "next\_up\_survey Take our survey. Get \$5! See if you qualify!" prompt, and engagement icons.
- Bottom-Right:** A Facebook ad from 'Next Up Survey' (Sponsored). It features the same festive background and text as the bottom-left ad. The Facebook interface includes the URL "SURVEYS.RTI-C07.COM", a "Take our survey. Get 5! See if you qualify!" prompt, a "LEARN MORE" button, and engagement icons.



Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093

The image displays six screenshots of social media advertisements arranged in a 2x3 grid. The top row shows three versions of an ad with a palm tree background. The text on these ads reads "TELL US WHAT you THINK". The middle row shows three versions of an ad with a green fern background. The text on these ads reads "fresh PERSPECTIVES WANTED". Each ad includes a "Learn more" button and a "NEXT UP SURVEY" logo. The ads are sponsored by "next\_up\_survey".

**Top Row Ad 1 (Left):** Instagram post from "next\_up\_survey" (Sponsored). Text: "TELL US WHAT you THINK". Includes "Learn more" link and "next\_up\_survey Take our survey. Get 5! See if you qualify!"

**Top Row Ad 2 (Middle):** Sponsored ad with palm tree background. Text: "TELL US WHAT you THINK". Includes "See if you qualify for \$5" and "Learn more" button.

**Top Row Ad 3 (Right):** Sponsored ad with palm tree background. Text: "TELL US WHAT you THINK". Includes "SURVEYS.RTI-C07.COM", "Take our survey. Get 5! See if you qualify!", and "LEARN MORE" button.

**Bottom Row Ad 1 (Left):** Instagram post from "next\_up\_survey" (Sponsored). Text: "fresh PERSPECTIVES WANTED". Includes "Learn more" link and "next\_up\_survey Take our survey. Get 5! See if you qualify!"

**Bottom Row Ad 2 (Middle):** Sponsored ad with fern background. Text: "fresh PERSPECTIVES WANTED". Includes "SHARE YOUR" at the top, "See if you qualify for \$5", and "Learn more" button.

**Bottom Row Ad 3 (Right):** Sponsored ad with fern background. Text: "fresh PERSPECTIVES WANTED". Includes "SURVEYS.RTI-C07.COM", "Take our survey. Get 5! See if you qualify!", and "LEARN MORE" button.

Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093

The image displays six screenshots of Instagram advertisements arranged in a 2x3 grid. The top row features three variations of an ad with a light green and white background and a donut graphic. The bottom row features three variations of an ad with a teal background and a search bar graphic. Each ad includes a 'Learn more' button and a 'NEXT UP SURVEY' logo.

**Top Row: Donut Ad**

- Left:** Instagram post from 'next\_up\_survey' (Sponsored). Text: "TREAT YOURSELF", "\$5 just for you!".
- Middle:** Ad with text: "TREAT YOURSELF", "\$5 just for you! See if you qualify".
- Right:** Ad with text: "TREAT YOURSELF", "\$5 just for you!". Includes a 'LEARN MORE' button and engagement icons (Like, Comment, Share).

**Bottom Row: Search Bar Ad**

- Left:** Instagram post from 'next\_up\_survey' (Sponsored). Text: "how to get paid to be on your phone...", "Take our survey. Get \$5! See if you qualify!".
- Middle:** Ad with text: "how to get paid to be on your phone...", "see if you qualify for \$5!".
- Right:** Ad with text: "how to get paid to be on your phone...", "Take our survey. Get \$5! See if you qualify!". Includes a 'LEARN MORE' button and engagement icons (Like, Comment, Share).

Study Name: Increasing Understanding of Digital Advertising: Hookah Beliefs Survey

RTI Principal Investigator: Matthew Farrelly

Version: 6/10/22

OMB No. 0910-0810

Exp. Date 12/31/2024

RTI IRB No. 22093

The image displays three panels of a sponsored Instagram post for 'Next Up Survey'. The central panel is a full-screen advertisement with a green background. It features the text 'WE WANT TO HEAR FROM YOU' in large white letters at the top. Below the text is an illustration of a cassette player with headphones, surrounded by musical notes and wavy lines. 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 in the Instagram app interface, with the 'next\_up\_survey' profile name and 'Sponsored' label at the top. Below the ad, there is a 'Learn more' link and a caption: 'next\_up\_survey Take our survey. Get 5! See if you qualify!'. The right panel shows the post in a Facebook-style interface, with the 'Next Up Survey' profile name and 'Sponsored' label at the top. Below the ad, there is a 'SURVEYS.RTI-CO7.COM' link, the text 'Take our survey. Get 5! See if you qualify!', and a 'LEARN MORE' button. At the bottom, there are 'Like', 'Comment', and 'Share' options.