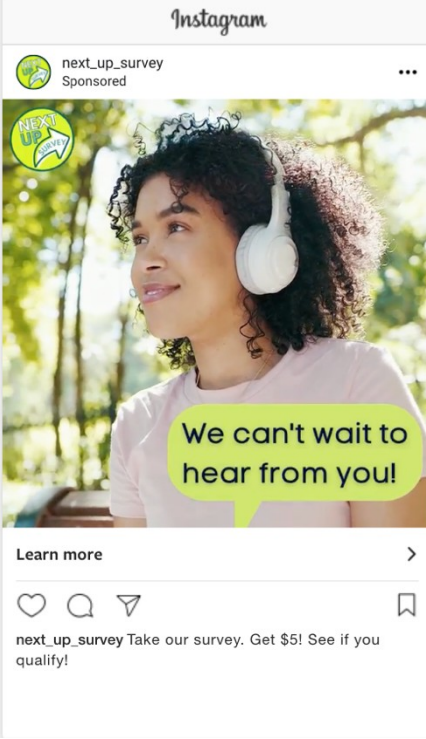
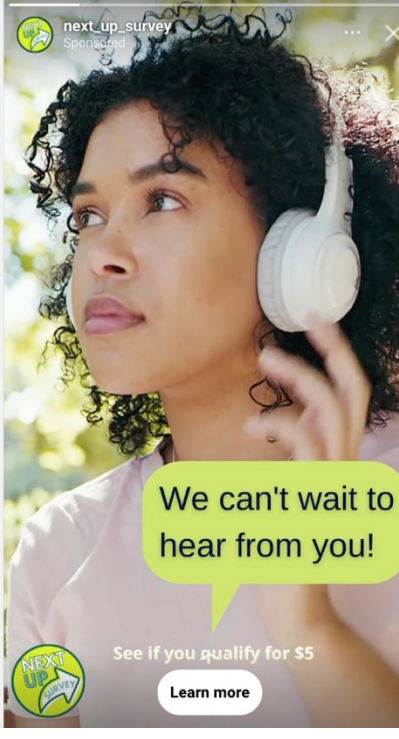
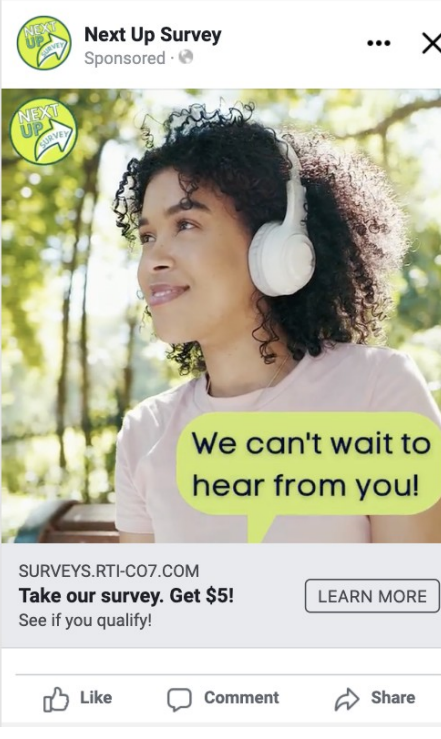


Study Name: Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension (ARC) Experiment
RTI Principal Investigator: Jamie Guillory
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OMB No. 0910-0810
Exp. Date 12/31/2024
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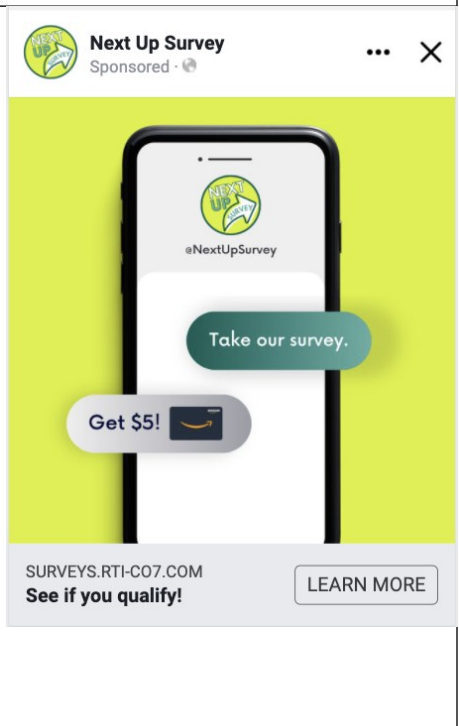
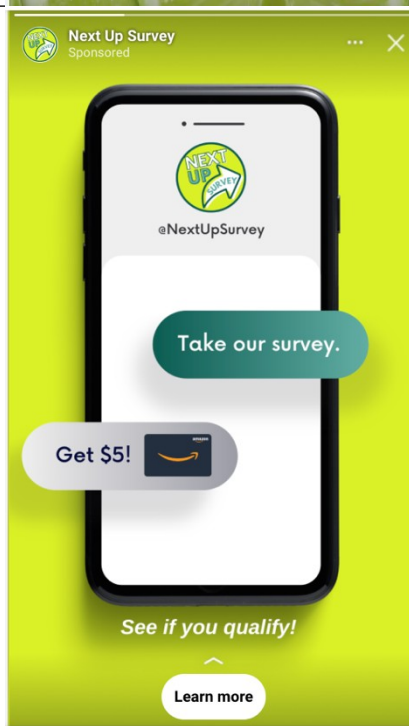
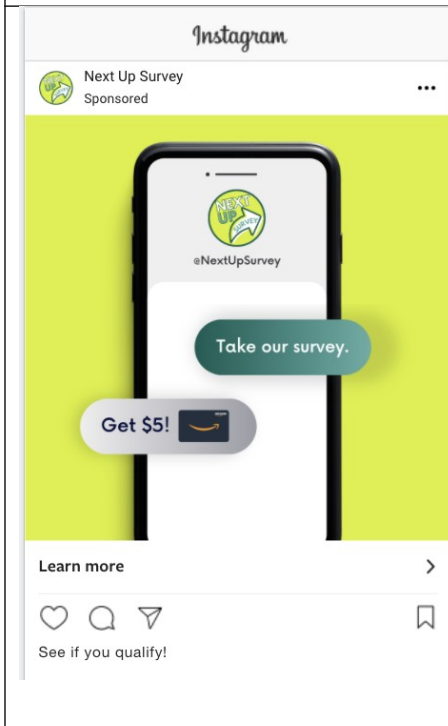
Attachment D: Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension Experiment

Instagram	Instagram Stories	Facebook
 <p>Instagram post for 'next_up_survey' (Sponsored). The image shows a woman with headphones and a speech bubble that says "We can't wait to hear from you!". Below the image is a "Learn more" link and a caption: "next_up_survey Take our survey. Get \$5! See if you qualify!".</p>	 <p>Instagram Story for 'next_up_survey' (Sponsored). The image shows a woman with headphones and a speech bubble that says "We can't wait to hear from you!". At the bottom, it says "See if you qualify for \$5" and includes a "Learn more" button.</p>	 <p>Facebook post for "Next Up Survey" (Sponsored). The image shows a woman with headphones and a speech bubble that says "We can't wait to hear from you!". Below the image is the URL "SURVEYS.RTI-CO7.COM", the text "Take our survey. Get \$5! See if you qualify!", and a "LEARN MORE" button. At the bottom are "Like", "Comment", and "Share" options.</p>

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<p>Instagram next_up_survey Sponsored TAKE OUR SURVEY. GET \$5! What are you waiting for? Learn more next_up_survey See if you qualify!</p>	<p>next_up_survey Sponsored TAKE OUR SURVEY. GET \$5! See if you qualify! Learn more</p>	<p>Next Up Survey Sponsored TAKE OUR SURVEY. GET \$5! What are you waiting for? SURVEYS.RTI-CO7.COM See if you qualify! The most powerful, simple and tr... Like Comment Share LEARN MORE</p>
<p>Instagram Next Up Survey Sponsored ME SWIPING PAST THIS AD AND THEN REALIZING I COULD'VE BEEN PAID DON'T MISS OUT. TAKE OUR SURVEY. GET \$5! Learn more See if you qualify!</p>	<p>Next Up Survey Sponsored ME SWIPING PAST THIS AD AND THEN REALIZING I COULD'VE BEEN PAID DON'T MISS OUT. TAKE OUR SURVEY - GET \$5! SEE IF YOU QUALIFY! Learn more</p>	<p>Next Up Survey Sponsored ME SWIPING PAST THIS AD AND THEN REALIZING I COULD'VE BEEN PAID DON'T MISS OUT. TAKE OUR SURVEY. GET \$5! SURVEYS.RTI-CO7.COM See if you qualify! LEARN MORE</p>

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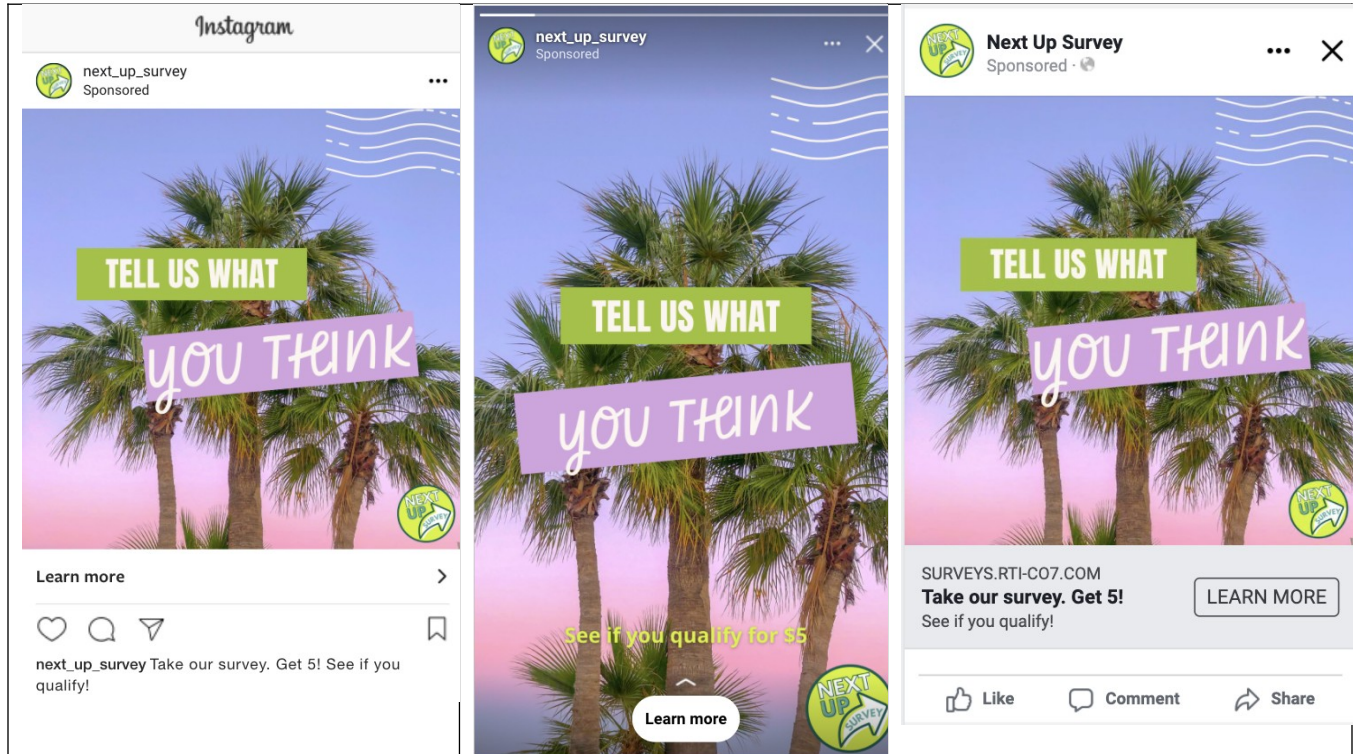
RTI Principal Investigator: Jamie Guillory

Version: 6/10/2022

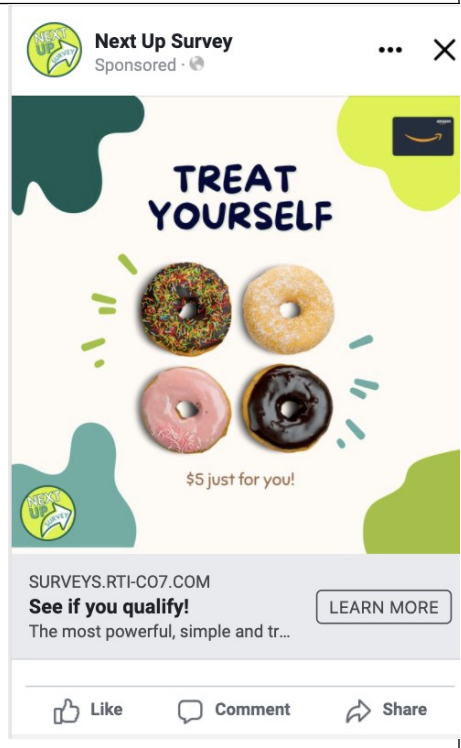
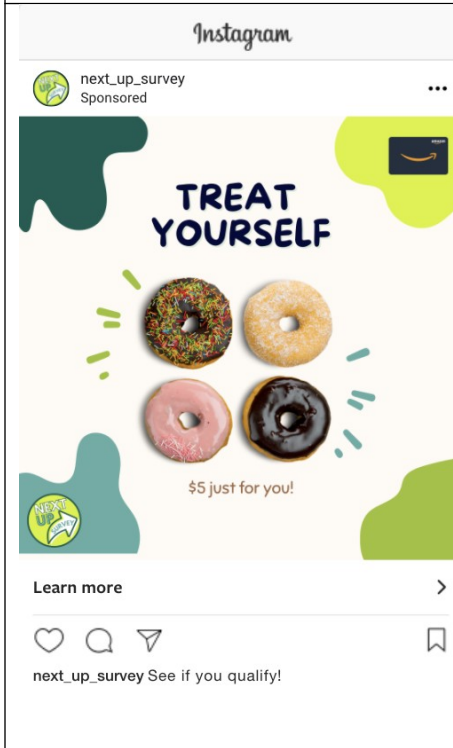
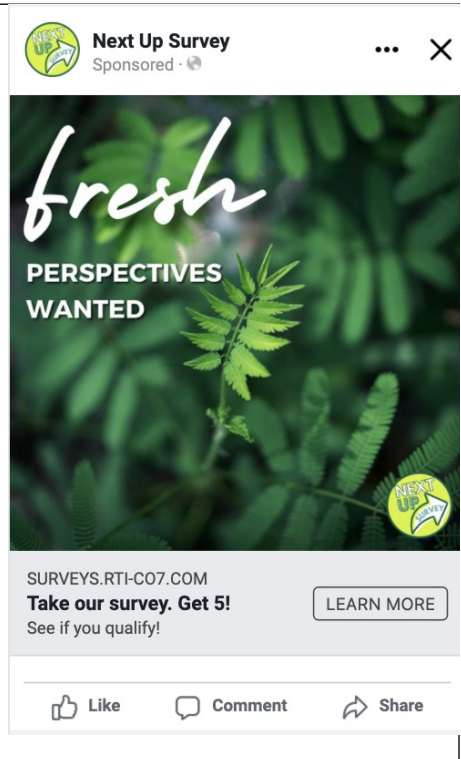
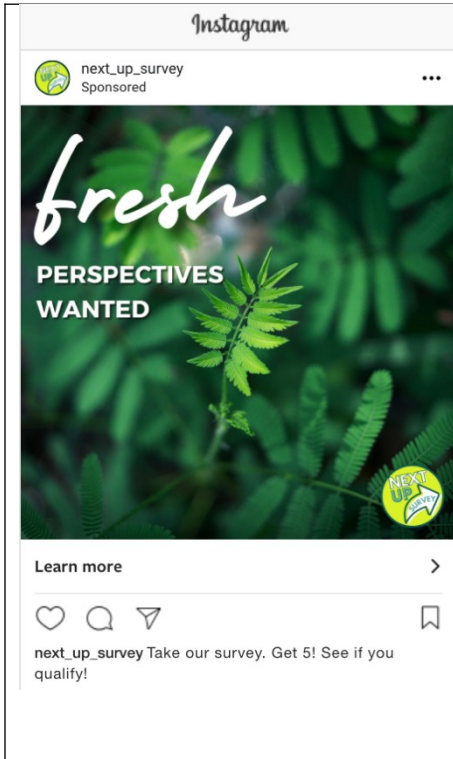
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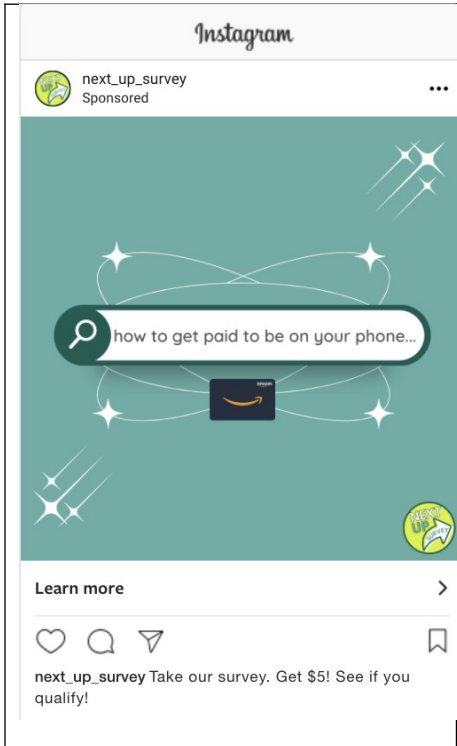
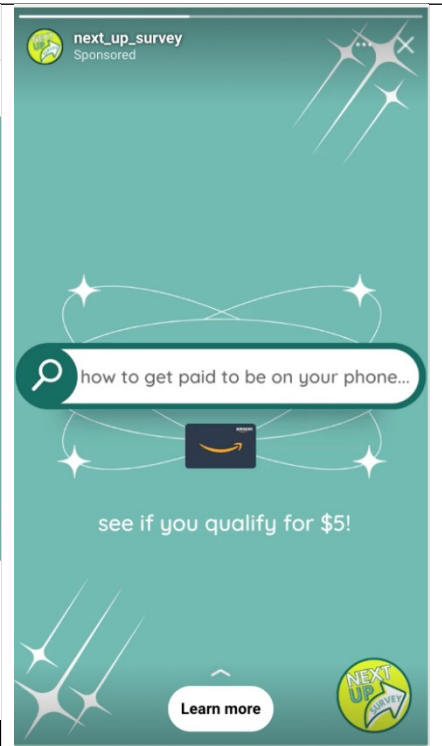
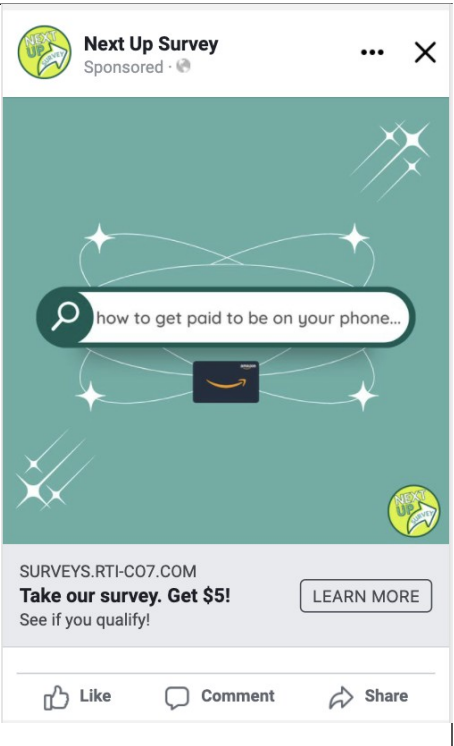
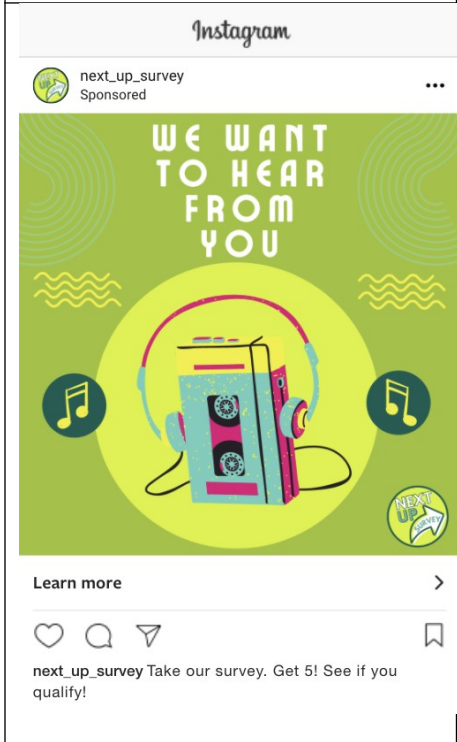
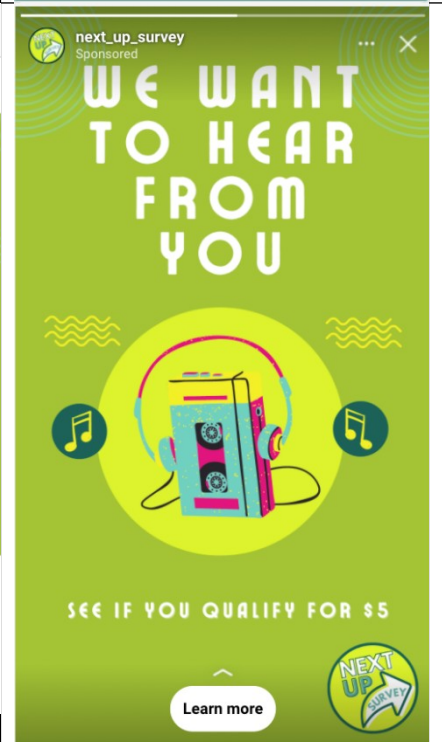
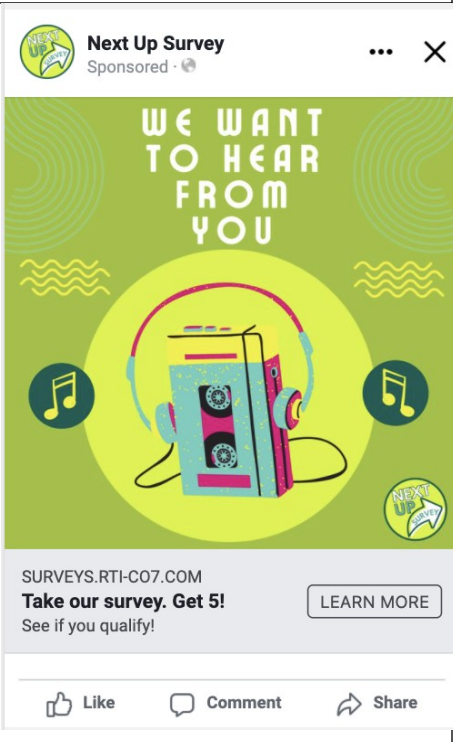
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 <p>Instagram</p> <p>next_up_survey Sponsored</p> <p>how to get paid to be on your phone...</p> <p>Learn more</p> <p>next_up_survey Take our survey. Get \$5! See if you qualify!</p>	 <p>next_up_survey Sponsored</p> <p>how to get paid to be on your phone...</p> <p>see if you qualify for \$5!</p> <p>Learn more</p>	 <p>Next Up Survey Sponsored</p> <p>how to get paid to be on your phone...</p> <p>SURVEYS.RTI-C07.COM</p> <p>Take our survey. Get \$5! See if you qualify!</p> <p>LEARN MORE</p> <p>Like Comment Share</p>
 <p>Instagram</p> <p>next_up_survey Sponsored</p> <p>WE WANT TO HEAR FROM YOU</p> <p>Learn more</p> <p>next_up_survey Take our survey. Get 5! See if you qualify!</p>	 <p>next_up_survey Sponsored</p> <p>WE WANT TO HEAR FROM YOU</p> <p>SEE IF YOU QUALIFY FOR \$5</p> <p>Learn more</p>	 <p>Next Up Survey Sponsored</p> <p>WE WANT TO HEAR FROM YOU</p> <p>SURVEYS.RTI-C07.COM</p> <p>Take our survey. Get 5! See if you qualify!</p> <p>LEARN MORE</p> <p>Like Comment Share</p>

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