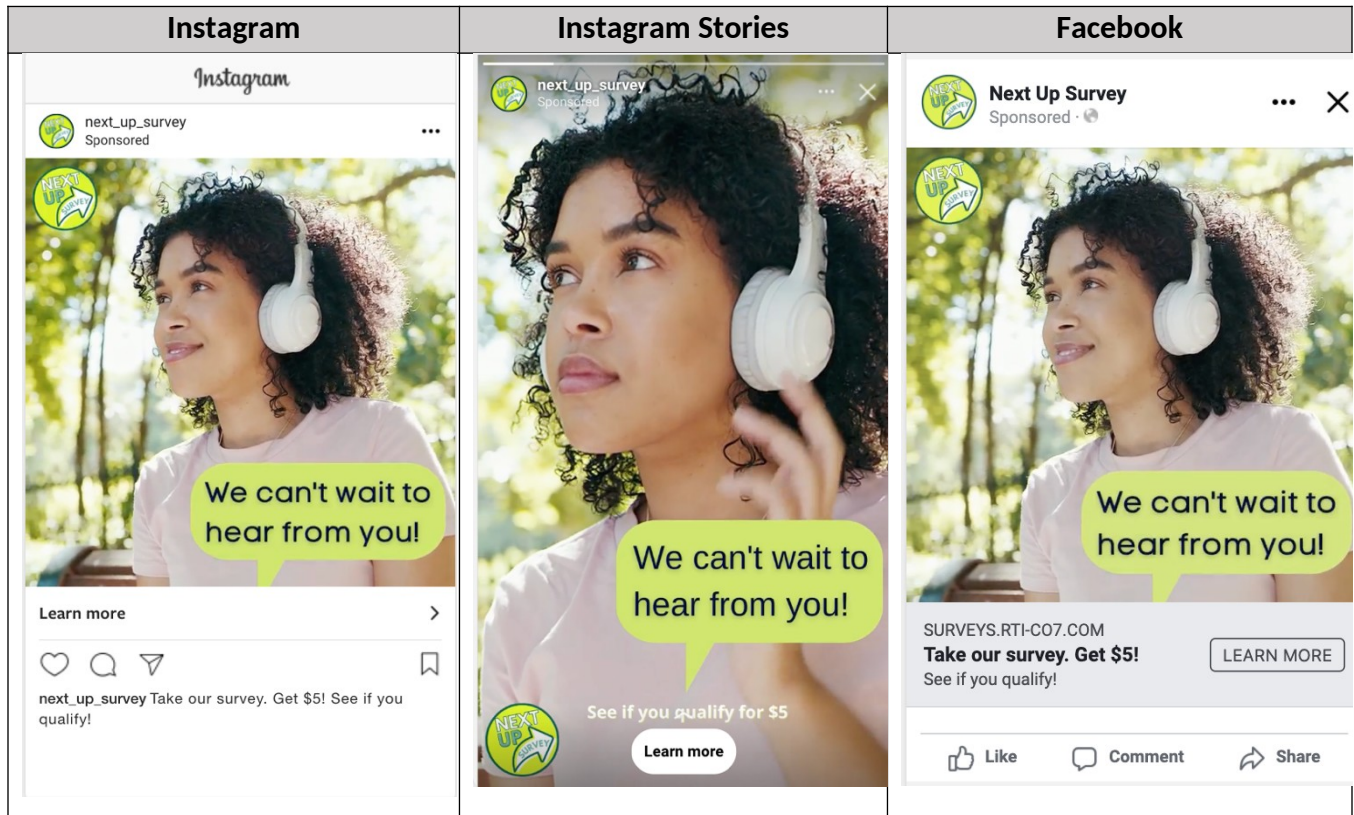
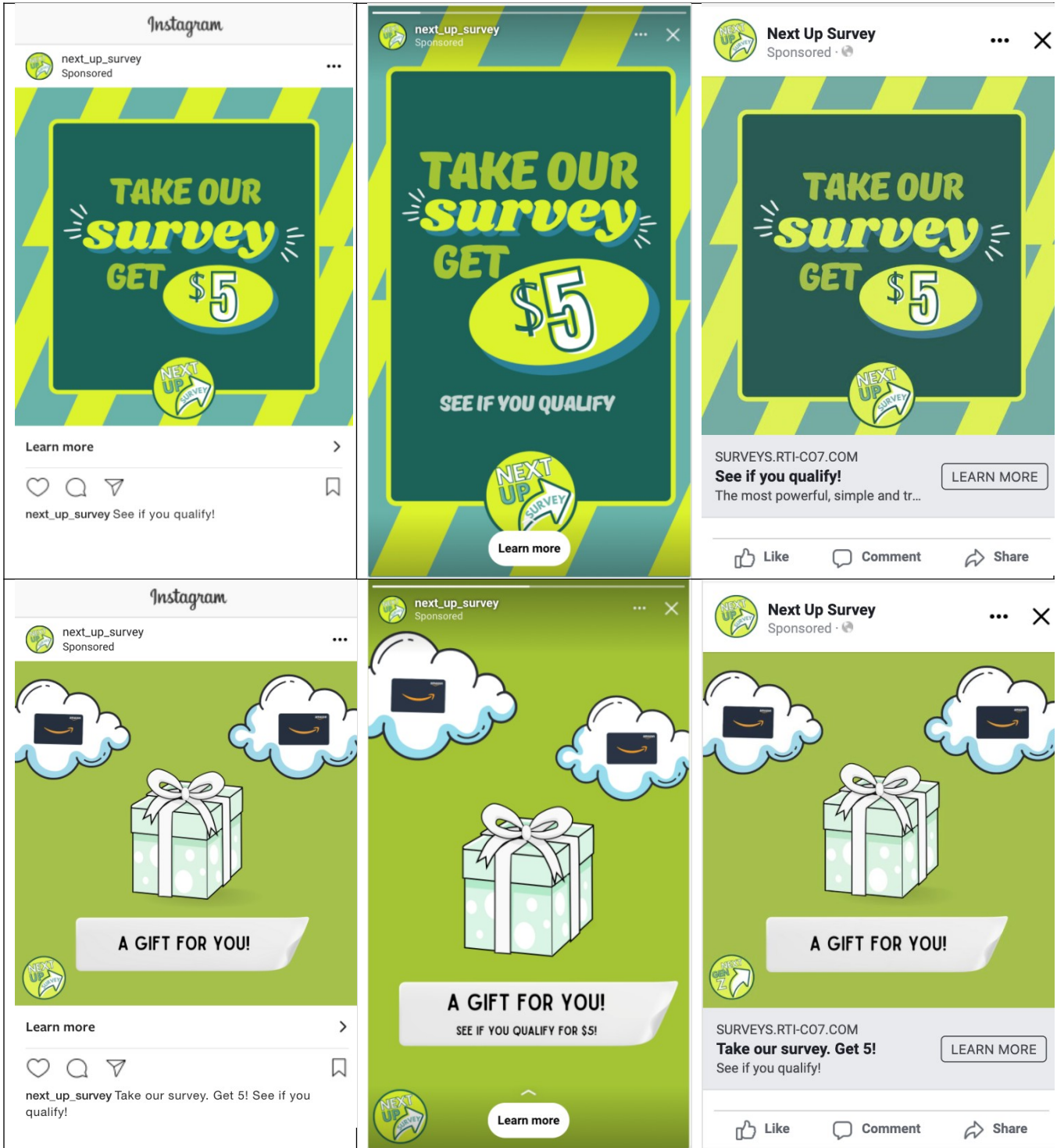


Study Name: Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension (ARC) Experiment  
RTI Principal Investigator: Jamie Guillory  
Version: 6/10/2022  
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RTI IRB No. 22310

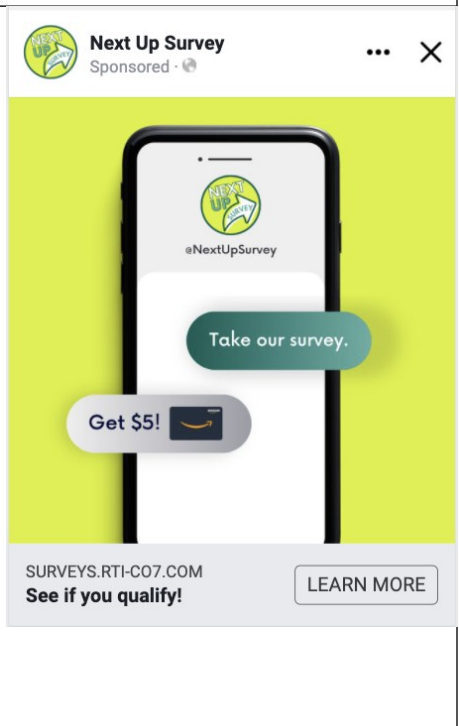
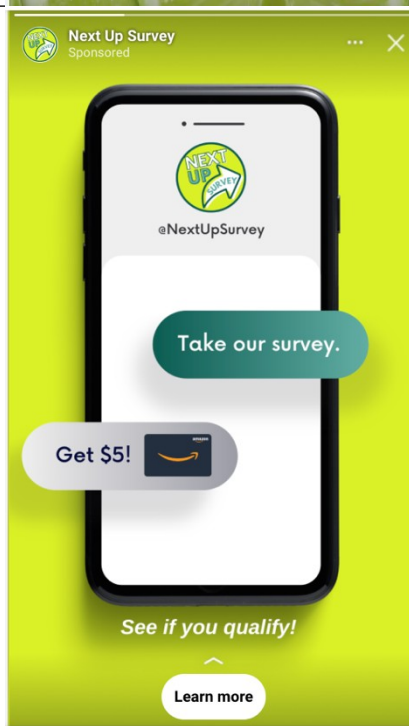
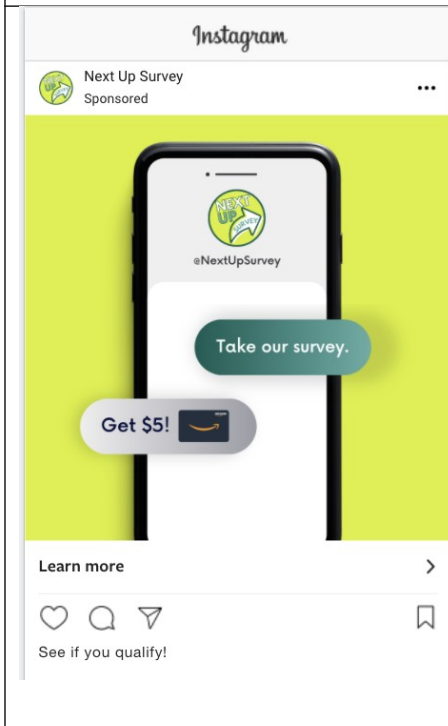
## Attachment D: Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension Experiment



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**AND THEN REALIZING I COULD'VE BEEN PAID**

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**AND THEN REALIZING I COULD'VE BEEN PAID**

**DON'T MISS OUT. TAKE OUR SURVEY. GET \$5!**

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**See if you qualify!** [LEARN MORE](#)

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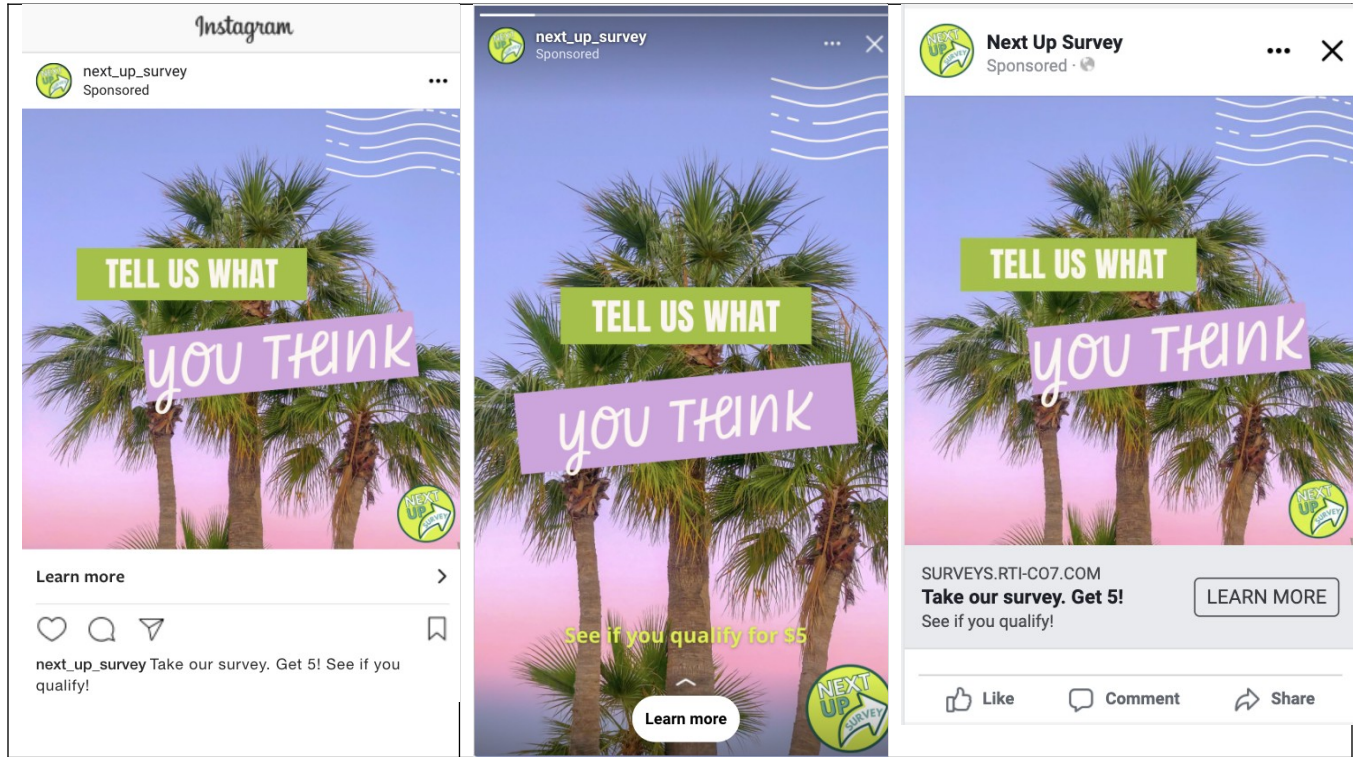
RTI Principal Investigator: Jamie Guillory

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<p>Instagram post from next_up_survey. The image features a green fern background with the text "fresh PERSPECTIVES WANTED" in white. A "Learn more" button is visible below the image.</p>	<p>Facebook ad for next_up_survey. The image features a green fern background with the text "fresh PERSPECTIVE" in white. Below the image, it says "See if you qualify for \$5" and includes a "Learn more" button.</p>	<p>Facebook ad for Next Up Survey. The image features a green fern background with the text "fresh PERSPECTIVES WANTED" in white. Below the image, it says "SURVEYS.RTI-CO7.COM Take our survey. Get 5! See if you qualify!" and includes a "LEARN MORE" button.</p>
<p>Instagram post from next_up_survey. The image features a white background with four donuts and the text "TREAT YOURSELF" in blue. Below the donuts, it says "\$5 just for you!".</p>	<p>Facebook ad for next_up_survey. The image features a white background with four donuts and the text "TREAT YOURSELF" in blue. Below the donuts, it says "\$5 just for you! See if you qualify" and includes a "Learn more" button.</p>	<p>Facebook ad for Next Up Survey. The image features a white background with four donuts and the text "TREAT YOURSELF" in blue. Below the donuts, it says "\$5 just for you!". Below the image, it says "SURVEYS.RTI-CO7.COM See if you qualify! The most powerful, simple and tr..." and includes a "LEARN MORE" button.</p>



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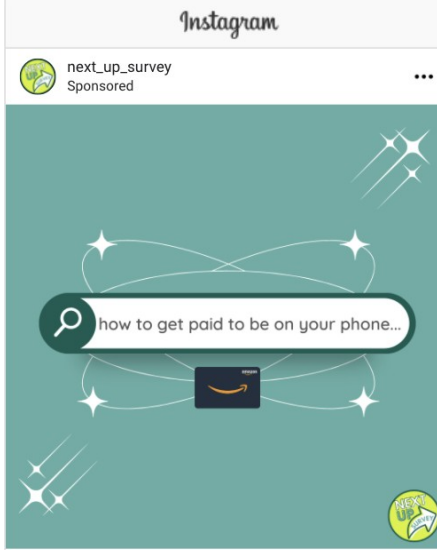
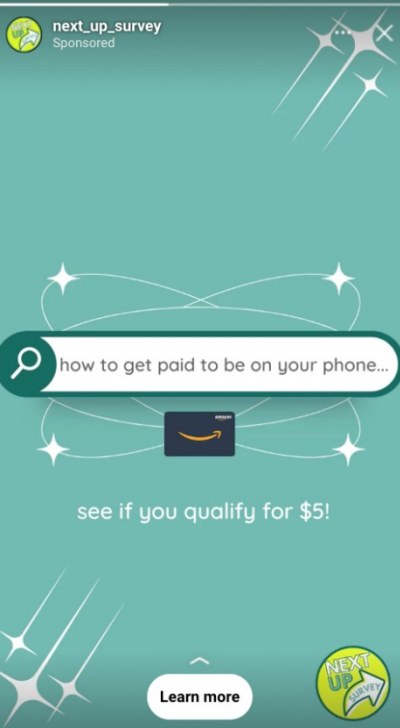
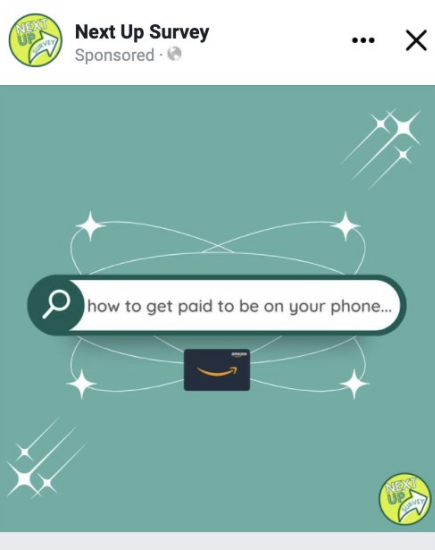
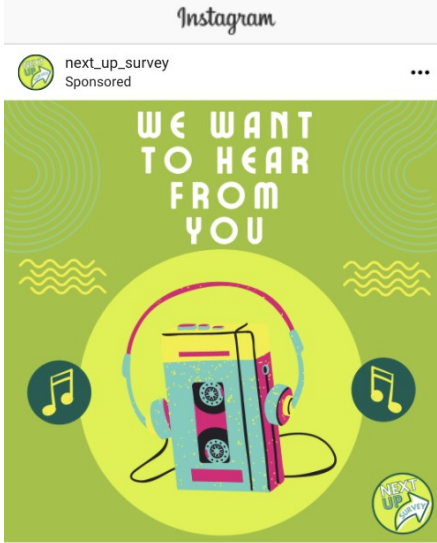

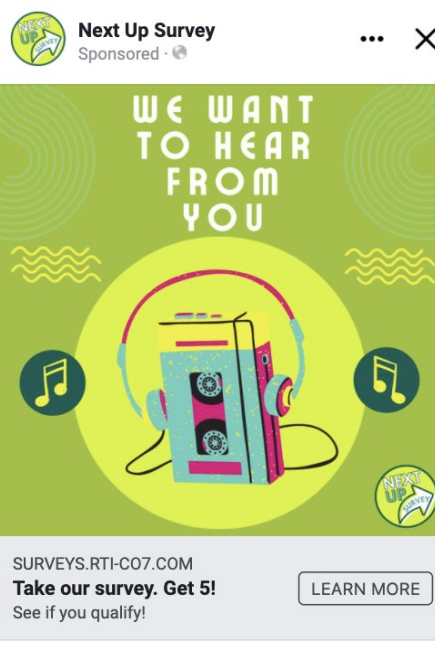
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