Attachment 8: Activity/Task Questions

■ Activity/Task Questions

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E. Activity/Task Questions

(Questions can be used for Central Location Intercept Interviews, Telephone Interviews, Individual In-depth Interviews [Cognitive Interviews], Focus Group Screeners, and Focus Groups.)

Testing Images/Visuals/Illustrations

1e. Looking at the image, would you say it fits in with what they are trying to convey?

2e. What is the main message of this illustration? What does it tell you?

3e. Picturing this image on a poster, brochure, print ad, or other material, how likely is it that an image like this will help draw your attention and curiosity - that's you personally, no one else.

4e. For you, are there other images that might convey this idea better?

5e. How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not?

6e. What is your general reaction to the way these look?

7e. How appealing is this image to you personally?

8e. How do you feel about the colors and graphics? What do you like/dislike about them?

9e. Would it catch your attention if you saw it somewhere?

10e. Would you take the brochure (print ad, etc.) to view the additional information? Why/why not? Is there anything that you would say should be changed about the way this looks that would help make someone like you think about this after you've looked at it?

11e. Are there things about the pictures that you think are particularly ATTENTION-GETTING? APPEALING?

12e. Are there things about the pictures that BOTHER you in any way?

13e. What makes it stand out?

14e. Are you able to see the headline and text easily?

15e. What do you think about the type?

16e. Is it easy or difficult to read? [Probe: Font too big? Too small? Too dense?]

17e. Is the color appropriate?

18e. What do you think about the length of the piece?

Testing Logos

19e. If you had to give this image a grade, like in school, where "A" is the best and "F" is a failing grade, what grade would you give this logo as a choice for a health education campaign?

20e. Would you think of having the logo of a governmental organization, such as the Centers for Disease Control and Prevention or CDC, on them? Have you ever heard of the CDC?

21e. What would you think of having the logo of the [INSERT organization name] on these concepts?

22e. How about having the logo of a charitable organization such as [INSERT organization name] on these concepts?

23e. Of all these different sponsors we've discussed, to you, which would be best to put on materials?

24e. Which would make the information most believable?

25e. Which would make the information most motivating?

Testing Media Messages

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with this advertisement.

		Strongly Disagree				**Strongly Agree**
1e.	Overall, I liked this ad	1	2	3	4	5
2e.	I liked the people in this ad	1	2	3	4	5
3e.	I liked the voices in this ad	1	2	3	4	5
4e.	This ad was easy to listen to (to read)	1	2	3	4	5
5e.	I learned something new by listening (by reading) this ad	1	2	3	4	5
6e.	I was interested in listening to (reading) this ad	1	2	3	4	5
7e.	This ad was made (written) for a person like me	1	2	3	4	5
8e.	This ad was easy to understand	1	2	3	4	5
9e.	I liked the sound effects in this ad	1	2	3	4	5
10e.	I would look at (read) this ad if I saw it	1	2	3	4	5
11e.	I am interested in this ad's topic	1	2	3	4	5

12e.	I like the way this ad looks	1	2	3	4	5
13e.	I liked the colors in this ad	1	2	3	4	5
14e.	I trust the information in this ad	1	2	3	4	5
15e.	I can do what this ad suggests	1	2	3	4	5
16e.	I will do what this ad suggests	1	2	3	4	5
17e.	I trust the information in this ad	1	2	3	4	5

26e. What other comments would you like to make about this ad?

27e. What was the main message of this ad?

28e. Is there anything you especially liked about this ad?

29e. Is there anything you would change about this ad?

30e. Where would you want to see an ad such as this one?

Testing Brochures/Booklets

<u>First look (without reading)</u>. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				**Strongly Agree**
31e.	I would pick up this brochure if I saw it	1	2	3	4	5
32e.	I would read this brochure if I saw it	1	2	3	4	5
33e.	I am interested in this brochure's topic	1	2	3	4	5
34e.	I like the way this brochure looks	1	2	3	4	5

<u>Second look (after reading)</u>. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				**Strongly Agree**
35e.	Overall, I liked this brochure	1	2	3	4	5
36e.	I liked the pictures in this brochure	1	2	3	4	5
37e.	This brochure was easy to read	1	2	3	4	5

38e.	I learned something new by reading this	1	2	3	4	5
39e.	I was interested in reading this	1	2	3	4	5
40e.	This was written for women/men/adolescents/children like me	1	2	3	4	5
41e.	This brochure was easy to understand	1	2	3	4	5
42e.	I liked the colors in this brochure	1	2	3	4	5
43e.	I trust the information in this brochure	1	2	3	4	5
44e.	I can do what this brochure suggests	1	2	3	4	5
45e.	I will do what this brochure suggests	1	2	3	4	5

46e. What other comments would you like to make about this brochure?

47e. What was the main message of this brochure?

48e. Is there anything you especially liked about this brochure?

49e. Is there anything you would change about this brochure?

50e. Where would you want to see a brochure such as this one?

Please indicate how much you agree or disagree with the following statements about the health messaging included in the (INSERT format - print ad, brochure, video, etc.).

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				**Strongly Agree**
51e.	This [INSERT format] was convincing.	1	2	3	4	5
52e.	This [INSERT format] said something important to me.	1	2	3	4	5
53e.	I liked this [INSERT format] overall.	1	2	3	4	5
54e.	This [INSERT format] grabbed my attention.	1	2	3	4	5
55e.	This [INSERT format] told me something I didn't already know.	1	2	3	4	5
56e.	This [INSERT format] gave me good reasons to get a test for (INSERT health condition/disease/syndrome/injury/disability)	1 1 1 1	2 2 2 2	3 3 3 3	4 4 4 4	5 5 5 5
57e.	This [INSERT format] was confusing.	1	2	3	4	5
58e.	This [INSERT format] spoke to me.	1	2	3	4	5
59e.	I do not like this [INSERT format].					

Persuasiveness

First, please rate the persuasiveness of the [INSERT format – print ad, video, etc.] you just saw. Be honest, how persuasive was it?

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				**Strongly Agree**
60e.	The message that I saw about [INSERT health condition/behavior/disease/syndrome/injury/ disability] was compelling.	1	2	3	4	5
61e.	The message about [INSERT health condition/behavior/ disease/syndrome/injury/disability] was persuasive.	1	2	3	4	5
62e.	The message was dumb.	1	2	3	4	5
63e.	The message was weak.	1	2	3	4	5