

# ■ Introductory Questions

Form Approved  
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## A. Introductory Questions

*Purpose: to learn about respondents' information consumption habits and their previous experiences with a specific topic. Questions can be used for Central Location Intercept Interviews, Telephone Interviews, Individual In-depth Interviews [Cognitive Interviews], Focus Group Screeners, and Focus Groups.*

- 1c. Have you ever looked for health information about [TOPIC] from any source?
- Yes
  - No
- 2c. When you looked for health information about [TOPIC], where did you go?
- A specific website **SPECIFY**
  - Books
  - Brochures, pamphlets, etc.
  - Complementary or alternative practitioner
  - Co-worker or colleague
  - Family
  - Friend
  - Health care provider
  - Library
  - Magazines
  - Online search
  - Social Media **SPECIFY**
  - Telephone information number (1-800-Number, etc.)
  - Television
  - Other: \_\_\_\_\_
  - Do not look or go anywhere
- 3c. The most recent time you looked for information about [TOPIC] was it for...?
- Yourself
  - Someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend
  - Both
- 4c. In general, how much would you trust information about health or medical topics from a doctor or health care professional? Would you say a lot, some, a little, or not at all?
- A lot
  - Some
  - A little
  - Not at all
- 5c. In general, how much would you trust information about health or medical topics? Would you say a lot, some, a little, or not at all?
- How about from family and friends?

- How about in newspapers or magazines?
- How about on the radio?
- How about on the Internet?
- How about on television?
- How about from social media?
- How about from charitable organizations?
- How about religious organizations and leaders?
- How about from government health agencies?

**[IF NEEDED:** Government health agencies include the National Institutes of Health, the Centers for Disease Control and Prevention, and state and local health departments.]

6c. In general, how much would you trust information you receive on [TOPIC] from the following sources?

- A lot
- Somewhat
- A little
- Not at all
- Don't know

Items

- Doctor or health care professional
- Family
- Federal government health agencies
- Friends
- Health websites
- Local or state government health agencies
- Newspapers or magazines
- Non-profit or charitable organizations
- Online forums or chatrooms
- Podcasts
- Political leaders
- Radio
- Religious organizations or leaders
- Social media personalities
- Television

**[IF NEEDED:** Government health agencies include the National Institutes of Health, the Centers for Disease Control and Prevention, and state and local health departments.]

7c. In general, how much do you trust information you see, read, or hear about [TOPIC]?

- A lot
- Somewhat
- A little
- Not at all

8c. In general, how much would you trust information about health or medical topics? Would you say a lot, some, a little, or not at all? GRID FORMAT, ROTATE A-D.

	A lot 1	Some 2	A little 3	Not at all 4
A. Family and friends				
B. Charitable organizations				
C. Religious organizations and leaders				
D. Government health agencies				

9c. Think about the most recent time you looked up information on [TOPIC] from any source. About how long ago was that?

- Days ago
- Weeks ago
- Months ago
- Years ago
- Never

10c. What type of information related to [TOPIC] were you looking for in your most recent search? Select all that apply

- Organizations that focus on [TOPIC]
- Causes or risk factors
- Coping or dealing with [TOPIC]
- Diagnosis
- General information on [TOPIC] Paying for medical care/insurance
- Medication for [TOPIC]
- Paying for medical care/insurance
- Prognosis/recovery
- Screening/testing/early detection
- Symptoms
- Treatment/cures
- Where to get medical care for [TOPIC]
- Information on complementary alternative or unconventional treatments for [TOPIC]
- Other: \_\_\_\_\_

- 11c. What type of information were you looking for in your most recent search? *Please check all that apply.*  
MULTIPLE MENTION, ROTATE 1-4.
1. Information on [INSERT health topic/behavior/condition/disease/syndrome/injury/disability]
  2. Help for [INSERT health condition/disease/syndrome/injury/disability]
  3. Where to get medical care for [INSERT health condition/disease/syndrome/injury/disability]
  4. Medication for [INSERT health condition/disease/syndrome/injury/disability]
  5. Information on complementary alternative or unconventional treatments for [INSERT health condition/disease/syndrome/injury/disability]
  6. Other (Please specify): \_\_\_\_\_

The next few questions are about various ways you might get health information.

- 12c. Some newspapers or general magazines publish a special section that focuses on health. In **TIMEFRAME**, have you read health sections of the newspaper or of a general magazine?
- Yes
  - No
- 13c. Some local television and radio news programs include special segments of the newscasts that focus on health issues. In **TIMEFRAME**, have you watched or listened to health segments on the local news?
- Yes
  - No
- 14c. Some people notice information about health on the internet and social media, even when they are not trying to find out about a health concern they have or someone in the family may have. Have you read such health information on the Internet in **TIMEFRAME** ?
- Yes
  - No
- 15c. Here are some ways people use the internet or digital sources for health information. Some people have done these things, but other people have not. In **TIMEFRAME**, have you done the following things?
- Bought medicine or vitamins online
  - Participated in an online support group for people with a similar health or medical issue
  - Used email or the internet to communicate with a doctor or a doctor's office
  - Used a website to help you with your diet, weight, or physical activity
  - Looked for a healthcare provider on the internet
  - Downloaded or saved health information from the intranet
  - Looked for health information on a social media platform like Facebook, Instagram, or TikTok
  - Posted in a web forum or chat about health-related questions
  - Listened to a podcast about health information

16c. About how often do you use the internet?

- Several times a day
- About once a day
- 3-5 days a week
- 1-2 days a week
- Every few weeks
- Less often
- Never
- Don't know/refused

17c. About how often do you use social media?

- Several times a day
- About once a day
- 3-5 days a week
- 1-2 days a week
- Every few weeks
- Less often
- Never
- Don't know/refused

18c. Please select all the items you own or have regular access to from this list. Select all that apply.

- A desktop computer
- A laptop computer
- A tablet computer
- A smartphone
- A cell phone that is not a smartphone
- A smartwatch
- A smart speaker or device in your home
- None of these

19c. Have you heard about [TOPIC]?

20c. What can you tell me about [TOPIC]?