

■ Activity/Task Questions

Form
Approved OMB
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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. Did you notice the [PHOTOS/IMAGES/COLORS/ETC]? Which ones and what are your reactions? Why?
- 2e. What [PHOTOS/IMAGES/COLORS/ETC] would make this [CONTENT TYPE] more [ADJECTIVE] to you?
- 3e. Looking at the [PHOTOS/IMAGES/COLORS/ETC], would you say it fits in with what they are trying to convey?
- 4e. What is the main message of this [PHOTO/IMAGE/ILLUSTRATION/ETC]? What does it tell you?
- 5e. Picturing this [PHOTO/IMAGE/ILLUSTRATION/ETC] on a poster, social media, ad, or other material, how likely is it that this will help draw your attention and curiosity - that's you personally, no one else?
- 6e. For you, are there other this [PHOTO/IMAGE/ILLUSTRATION/ETC] that might convey this idea better?
- 7e. How do you feel about the [PHOTOS/IMAGES/COLORS/ETC] used in this [CONTENT TYPE]. Are they helpful/engaging? Why/why not?
- 8e. How appealing is this [PHOTO/IMAGE/ILLUSTRATION/ETC] to you personally?
- 9e. How do you feel about the colors and graphics? What do you like/dislike about them?
- 10e. Would [CONTENT TYPE] catch your attention if you saw it somewhere?
- 11e. Are there things about the [PHOTOS/IMAGES/COLORS/ETC] that you think are particularly ATTENTION-GETTING? APPEALING?
- 12e. Are there things about the [PHOTOS/IMAGES/COLORS/ETC] 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 font style/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/Hashtags

- 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 [CONTENT TYPE]?
- 22e. How about having the logo of a charitable organization such as [INSERT organization name] on these [CONTENT TYPE]?
- 23e. Of all these different sponsors we've discussed, to you, which logo would be best to put on materials?
- 24e. Which logo would make the information most believable?
- 25e. Which would logo make the information most motivating/inspiring/trustworthy?
- 26e. Did you notice the hashtags? Which ones and what are your reactions? Why?
- 27e. Do you think there should be a hashtag on this [CONTENT TYPE]?
- 28e. What other hashtags, if any, would you prefer?
- 29e. Which of the following hashtags best fits the [CONTENT TYPE] you've seen?
- [INSERT SAMPLE HASHTAG A]
 - [INSERT SAMPLE HASHTAG B]
 - [INSERT SAMPLE HASHTAG ETC.]
 - Don't know

Testing Media Messages/Materials

- 30d. 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 [CONTENT TYPE].

Overall, I liked this [CONTENT TYPE]	1	2	3	4	5
I liked the people in this [CONTENT TYPE]	1	2	3	4	5
I liked the voices in this [CONTENT TYPE]	1	2	3	4	5
This [CONTENT TYPE] was easy to listen to (to read)	1	2	3	4	5
I learned something new by listening (by reading) this [CONTENT TYPE]	1	2	3	4	5
I was interested in listening to (reading) this [CONTENT TYPE]	1	2	3	4	5
This [CONTENT TYPE] was made (written) for a person like me	1	2	3	4	5
This [CONTENT TYPE] was easy to understand	1	2	3	4	5
I liked the sound effects in this [CONTENT TYPE]	1	2	3	4	5
I would look at (read) this [CONTENT TYPE] if I saw it	1	2	3	4	5
I am interested in this [CONTENT TYPE]'s topic	1	2	3	4	5

I like the way this [CONTENT TYPE] looks	1	2	3	4	5
I liked the colors in this [CONTENT TYPE]	1	2	3	4	5
I trust the information in this [CONTENT TYPE]	1	2	3	4	5
I can do what this [CONTENT TYPE] suggests	1	2	3	4	5
I will do what this [CONTENT TYPE] suggests	1	2	3	4	5
I trust the information in this [CONTENT TYPE]	1	2	3	4	5

31e. What other comments would you like to make about this [CONTENT TYPE] ?

32e. What was the main message of this [CONTENT TYPE] ?

33e. Is there anything you especially liked about this [CONTENT TYPE] ?

34e. Is there anything you would change about this [CONTENT TYPE] ?

35e. Where would you want to see an [CONTENT TYPE] such as this one

36d. 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
This [CONTENT TYPE] was convincing.	1	2	3	4	5
This [CONTENT TYPE] said something important to me.	1	2	3	4	5
I liked this [CONTENT TYPE] overall.	1	2	3	4	5
This [CONTENT TYPE] grabbed my attention.	1	2	3	4	5
This [CONTENT TYPE] told me something I didn't already know.	1	2	3	4	5
This [CONTENT TYPE] gave me good reasons to [INSERT ACTION] for [TOPIC]	1	2	3	4	5
This [CONTENT TYPE] was confusing.	1	2	3	4	5
This [CONTENT TYPE] spoke to me.	1	2	3	4	5
I do not like this [CONTENT TYPE].	1	2	3	4	5

Persuasiveness

37d. First, please rate the persuasiveness of the [CONTENT TYPE] 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
The message that I saw about [TOPIC] was compelling.	1	2	3	4	5
The message about [TOPIC] was persuasive.	1	2	3	4	5
The message was dumb.	1	2	3	4	5
The message was weak.	1	2	3	4	5

Perceived Effectiveness

38d. Please select how much you disagree or agree with each of the following statements. **[Randomize order]**

	1	2	3	4	5
	Strongly disagree				Strongly agree
This [CONTENT TYPE] was worth remembering.					
This [CONTENT TYPE] grabbed my attention.					
This [CONTENT TYPE] was powerful.					
This [CONTENT TYPE] was informative.					
This [CONTENT TYPE] was meaningful.					
This [CONTENT TYPE] was convincing.					

