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| **About the Measure** | |
| **Protocol Id** | 750701 |
| **Domain:** | Tobacco Regulatory Research: Environment |
| **Measure:** | Media Use |
| **Definition:** | Instrument used to assess general media use. |
| **Purpose:** | The purpose of this measure is to assess a respondent’s average time using different types of media. |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** | Sitting-Sedentary Behavior - Adult [150601] Sitting-Sedentary Behavior - Adolescent [150602] Exposure to Tobacco Marketing through Internet and Social Media Use [740101] |
| **Measure Release Date:** | June 24, 2015 |

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| **About the Protocol** | |
| **Protocol Release Date:** | June 24, 2015 |
| **Protocol Review Date:** | June 24, 2015 |
| **PhenX Protocol Name:** | Media Use |
| **Protocol Name From Source:** | American Legacy Foundations Connecting Health and Technology Survey, 2014 |
| **Protocol Availability:** | Available |
| **Keywords:** | media; media use; media consumption; social media; legacy truth campaign; LTC; Facebook; Twitter; YouTube; Pinterest; Snapchat; television; TV; movies; Netflix; Xbox; Roku; DVR; smart TV; video games; desktop computer; laptop computer; screen; screen time |
| **Description:** | This protocol uses two questions from the American Legacy Foundation’s Connecting Health and Technology Survey to assess the average amount of time spent using different types of media and viewing various social media sites. |
| **Specific Instructions:** | None |
| **Protocol:** | 1. On an **average day**, how much time do you spend …  *If none (no hours or minutes), please enter 0 (zero).*   1. **[NUMBER BOX; RANGE 0-24]** \_\_\_\_\_ Hours **[NUMBER BOX; RANGE 0-59]** \_\_\_\_\_ Minutes   On a TV set (such as watching live TV or TV, movies, or other video (such as Netflix) through Xbox, Roku, DVR, Smart TV; playing video games)   1. **[NUMBER BOX; RANGE 0-24]** \_\_\_\_\_ Hours **[NUMBER BOX; RANGE 0-59]** \_\_\_\_\_ Minutes   On a Desktop or Laptop Computer (such as spending time online, playing games, watching video)   1. **[NUMBER BOX; RANGE 0-24]** \_\_\_\_\_ Hours **[NUMBER BOX; RANGE 0-59]** \_\_\_\_\_ Minutes   On Your Smartphone or Tablet (such as spending time on apps, spending time online, playing games, watching video, etc.)  2. On an average day, how much time do you spend on any social media site (ex: Facebook, Twitter, YouTube, Pinterest, Snapchat)?  [ ] None  [ ] less than 1 hour  [ ] 1 hour to less than 3 hours  [ ] 3 hours to less than 6 hours  [ ] 6 hours or more |
| **Selection Rationale:** | Having measures of media use can be an important covariate in analyses assessing anti-tobacco advertising exposure and other areas of research. |
| **Source:** | American Legacy Foundation. (2014). Connecting Health and Technology Survey. Items 510 and 520. |
| **Language** | English Other languages available at source |
| **Participant:** | Youth and adults |
| **Personnel and Training Required:** | None |
| **Equipment Needs:** | None |
| **Standards** |  |
| **General References:** | None |
| **Mode of Administration:** | Self-administered questionnaire |
| **Derived Variables:** | None |
| **Requirements:** | |  |  | | --- | --- | | **Requirement Category** | **Required (Yes/No)** | | **Major equipment** | No | | **Specialized training** | No | | **Specialized requirements for biospecimen collection** | No | | **Average time of greater than 15 minutes in an unaffected individual** | No | |
| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable. |