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| **About the Measure** |
| **Protocol Id** | 750901 |
| **Domain:** | Tobacco Regulatory Research: Environment  |
| **Measure:** | Perceived Effectiveness of Anti-Tobacco Advertising  |
| **Definition:** | This measure assesses the perceived effectiveness for multiple types of anti-tobacco advertisements to determine whether perceived effectiveness is predictive of changes in tobacco-related behaviors.  |
| **Purpose:** | The purpose of this measure is to evaluate respondents’ reactions to anti-tobacco advertisements by using a multi-item scale. Understanding the perceived effectiveness of specific types of anti-tobacco advertisements can help identify message strategies that are most effective for improving anti-tobacco-related behaviors and outcomes.  |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** |  |
| **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:** | Perceived Effectiveness of Anti-Tobacco Advertising  |
| **Protocol Name From Source:** | Perceived Effectiveness of Cessation Advertisements study  |
| **Protocol Availability:** | Available  |
| **Keywords:** | Perceived effectiveness; anti-tobacco; anti-smoking; cessation; advertising; Advertisements; mass media; campaign; receptivity  |
| **Description:** | This protocol includes six questions of perceived effectiveness from the Perceived Effectiveness of Cessation Advertisements study to assess whether perceived effectiveness for anti-tobacco ads are causally related to tobacco-related behaviors and outcomes. Participants of the study are asked to provide their appraisals of ad effectiveness after viewing an ad. |
| **Specific Instructions:** | The WG recommends that after showing respondents the selected ad(s), the investigator ask the following question prior to administering the protocol:How much do you agree or disagree with each the following statements? In addition, the WG recommends that investigators consider *clearly* defining "tobacco products" *by noting whether that definition includes or excludes* certain types of related products *based on these criteria*: products that are intended for human consumption; made or derived from tobacco; typically contain nicotine, but sometimes do not; and are not Food and Drug Administration-approved tobacco-cessation products. |
| **Protocol:** | 1. These ads are worth remembering[ ] 1 Strongly disagree[ ] 2 Disagree[ ] 3 Neither agree nor disagree[ ] 4 Agree[ ] 5 Strongly agree2. These ads grabbed my attention[ ] 1 Strongly disagree[ ] 2 Disagree[ ] 3 Neither agree nor disagree[ ] 4 Agree[ ] 5 Strongly agree3. These ads are powerful[ ] 1 Strongly disagree[ ] 2 Disagree[ ] 3 Neither agree nor disagree[ ] 4 Agree[ ] 5 Strongly agree4. These ads are informative[ ] 1 Strongly disagree[ ] 2 Disagree[ ] 3 Neither agree nor disagree[ ] 4 Agree[ ] 5 Strongly agree5. These ads are meaningful[ ] 1 Strongly disagree[ ] 2 Disagree[ ] 3 Neither agree nor disagree[ ] 4 Agree[ ] 5 Strongly agree6. These ads are convincing[ ] 1 Strongly disagree[ ] 2 Disagree[ ] 3 Neither agree nor disagree[ ] 4 Agree[ ] 5 Strongly agree |
| **Selection Rationale:** | Each item reflects established characteristics of persuasive cessation messages, such as attention, recall, novelty, relevance, and credibility. These measures can be used to compare cessation ads while also serving as proxy measures of campaign impact when it is not possible to assess longitudinal changes in campaign-targeted attitudes, beliefs, and behaviors. |
| **Source:** | Davis, K. C., Nonnemaker, J., Duke, J., & Farrelly, M. C. (2013). Perceived effectiveness of cessation advertisements: The importance of audience reactions and practical implications for media campaign planning. *Health Communication, 28*(5), 461-472. |
| **Language** | English  |
| **Participant:** | Adults |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None |
| **Standards** |  |
| **General References:** | Davis, K. C., Nonnemaker, J., Duke, J., & Farrelly, M. C. (2013). Perceived effectiveness of cessation advertisements and the importance of audience reactions and practical implications for media campaign planning. *Health Communication, 28*(5), 461-472. |
| **Mode of Administration:** | Self-administered or interviewer-administered questionnaire  |
| **Derived Variables:** | None. |
| **Requirements:** |

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| **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 |

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| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable.  |