Health Cognition & Behavior Lab

Pictorial Warnings RCT: Adolescent Quantitative Survey (2015)

The survey was designed by Noel Brewer, Kathryn Peebles, Jessica Pepper, Justin Byron, and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred over the phone with adolescent children of adult RCT participants in North Carolina and California. Data collection took place from September 2014 through August 2015.

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[…] Brackets indicate text that participants did not see, including source of item, instructions to the programmer or response scale options not seen by participants.

Item #	Construct	Item	Response scale	Source
A100	Participant ID	[Enter ID of participant]	OE	
A101	Participant consent to record	[Did participant consent to be recorded for qualitative interview?]	[1=Yes] [0=No]	
A105	RCT participant	[DO NOT READ] [In which condition was the RCT participant?]	GWLT=Teeth/diseased gums GWLN=Tracheotomy GWLL=Lungs GWLW=Cancerous woman SGLL=Cancer, other illnesses SGLP=Pregnancy/LBW SGLC=Carbon monoxide SGLQ=Quitting smoking	
A110	RCT participant	[Enter PIRE ID of RCT participant]	OE	
A111	RCT participant	[Confirm PIRE ID of RCT participant]	OE	
A115	RCT participant	[Enter RCT participant's relationship to adolescent in format "your [relationship to adolescent]" or "Name" so that it autopopulates correctly in the rest of the survey]		
A130	RCT participant	[Enter date that RCT participant entered the study]	OE	
A140	RCT participant	[Enter date that RCT participant terminated the study]	OE	
B100	Prompt	[If A100=GWLL, GWLN, GWLT, GWLW] Recently, [RCT participant] was in our study where we put a health warning on [his/her] cigarette packs. The warning was a picture with some words, and it was on the front of [his/her] pack from [date] to [date]. I'll use the term "warning label" in this survey to refer to this warning.		

Item #	Construct	Item	Response scale	Source
B101	Prompt	[If A100= SGLL or SGLP or SGLC or SGLQ] Recently, [RCT participant] was in our study where we put a health warning on [his/her] cigarette packs. The warning was on the side of [his/her] pack from [date] to [date]. I'll use the term "warning label" in this survey to refer to this warning.		
B109	Cigarette pack exposure frequency	When [RCT participant] was in the study, about how many times did you see [his/her] cigarette packs? Would you say…	1=Never 2=Once 3=Twice 4=Three times, or 5=More than that [777=Don't remember]	
B110	Exposure	When [RCT participant] was in the study, did you ever see the <u>warning label</u> on [his/her] cigarette packs?	[1=Yes] [0=No] [777=Don't remember]	
B115	Exposure frequency	[Skip if B110=0] About how many times did you see the warning label on [RCT participant]'s cigarette packs? Would you say…	1=Once 2=Twice 3=Three times, or 4=More than that [777=Don't remember]	
B120	General impressions	[Skip if B110=0] What do you remember about the warning label that we put on [RCT participant]'s cigarette packs? PROBE: If you're not sure, please tell me whatever you remember about it. PROBE: That's great, what else do you remember?	OE	
B130	Recall	[Skip if B110=0] [If A100=GWLL, GWLN, GWLT, GWLW] Can you describe the warning label to me? [Use probe #1 unless they specifically describe words on the pack] PROBE #1: What words do you remember being on the label? [Use probe #2 unless they specifically describe picture on the pack] PROBE #2: What picture do you remember being on the label?	OE	
B140	Recognition	[Skip if B110=0] [If A100=GWLL, GWLN, GWLT, GWLW] [Randomize order of response options.] [Interviewer note: Read number (one, two, three, or four) instead of [###]]	1=[###] Lips with a sore 2=[###] A man smoking through a hole in his neck 3=[###] Diseased and healthy lungs 4=[###] A thin woman in a hospital gown [999=Don't know]	

Item #	Construct	Item	Response scale	Source
		Please tell me which picture was on the warning label. Was it…		
B150	Recognition	[Skip if B110=0] [If A100=GWLL, GWLN, GWLT, GWLW] [Randomize order of response options.] [Interviewer note: Read number (one, two, three, or four) instead of [###]] Which of these sentences was on [RCT participant]'s cigarette packs? Was it…	1=[###]Cigarettes cause cancer 2=[###] Cigarettes are addictive 3=[###] Cigarettes cause fatal lung disease 4=[###] Smoking can kill you [999=Don't know]	
B160	Recall	[Skip if B110=0] [If A100= SGLL or SGLP or SGLC or SGLQ] Can you describe the warning label to me? [Use probe unless they specifically describe words on the pack] PROBE: What words do you remember being on the label?	[OE]	
B170	Recognition	[Skip if B110=0] [If A100= SGLL or SGLP or SGLC or SGLQ] [Randomize order of response options] [Interviewer note: Read number (one, two, three, or four) instead of [###]] Which of these warning labels was on [RCT participant]'s cigarette packs? Was it… [Interviewer note: Say "or was it…" before reading Label 4]	1=Label [###] Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy. 2=Label [###] Quitting Smoking Now Greatly Reduces Serious Risks to Your Health. 3=Label [###] Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight. 4=Label [###] Cigarette Smoke Contains Carbon Monoxide. [999=Don't know]	
C100	Prompt	[Skip if B110=0] The next questions are still about the warning label on [RCT participant]'s cigarette packs.		
C101	Emotional reactions	[Skip if B110=0] How scared did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very scared	Adapted from Nonnemaker, Farrelly, Kamyab, Busey, and Mann (2010) and Watson, Clark, and Tellegen (1988)
C102	Emotional reactions	[If C101=1] Can you tell me a bit about why you didn't feel scared?	[OE]	
C103	Emotional reactions	[If C101=2 or 3]	[OE]	

Item #	Construct	Item	Response scale	Source
		Can you tell me a bit about why you felt that way?		
C110	Emotional reactions	[Skip if B110=0] How <u>anxious</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very anxious	Adapted from Nonnemaker et al. (2010)
C120	Emotional reactions	[Skip if B110=0] How <u>grossed out</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very grossed out	Adapted from Nonnemaker et al. (2010) and Leshner et al. (2011)
C130	Emotional reactions	[Skip if B110=0] How <u>ashamed</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very ashamed	Adapted from Nonnemaker 2010 and Keller and Block (1996)
C140	Emotional reactions	[Skip if B110=0] How <u>sad</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very sad	Watson (1988)
C150	Perceived understandability	[Skip if B110=0] How easy was the warning label to understand? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very easy to understand	Adapted from Cameron, Pepper, and Brewer (2013)
C160	Attention/ noticing	[Skip if B110=0] Would you say the warning label grabbed your attention…?	1=Not at all, 2=A little, 3=Somewhat, or 4=A lot	Adapted from Nonnemaker et al. (2010)
C170	Attention/ noticing	[Skip if B110=0] How often did you read or look closely at the warning label? Would you say…	1=Never, 2=Sometimes, or 3=Often	Adapted from Fathelrahman et al. (2010)
C180	Cognitive elaboration	[Skip if B110=0] How much did the warning label make you think about the harms of smoking cigarettes? Would you say…	1=Not at all, 2=A little 3=Somewhat, or 4=A lot	
C185	Cognitive elaboration	[Skip if B110=0] How much did the warning label make you think about the harms of being around secondhand smoke? Would you say…	1=Not at all, 2=A little 3=Somewhat, or 4=A lot	
C190	Avoidance	[Skip if B110=0] Did you ever try to avoid looking at the warning label?	[1=Yes] [0=No]	Adapted from Population Assessment of Tobacco and Health Study (2014)
C200	Prompt	[Skip if B110=0] For the next questions, think about the warning label that we put on [RCT participant]'s cigarette packs. Say whether you agree or disagree with each statement.		
C210	Reactance - anger	[Skip if B110=0]	[1=Strongly disagree]	

Item #	Construct	Item	Response scale	Source
		[Randomize order of C210-C320] The warning made me feel aggravated. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C215	Reactance - anger	[Skip if B110=0] [Randomize order of C210-C320] The warning made me feel angry. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C220	Reactance - anger	[Skip if B110=0] [Randomize order of C210-C320] The warning annoyed me. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C230	Reactance - anger	[Skip if B110=0] [Randomize order of C210-C320] The warning irritated me. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C240	Reactance - lies	[Skip if B110=0] [Randomize order of C210-C320] The health effect on the warning was overblown. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C250	Reactance - lies	[Skip if B110=0] [Randomize order of C210-C320] The warning exaggerated the health effects of smoking.	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	

Item #	Construct	Item	Response scale	Source
		Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?		
C260	Reactance - lies	[Skip if B110=0] [Randomize order of C210-C320] The warning was misleading. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C270	Reactance - government	[Skip if B110=0] [Randomize order of C210-C320] Smoking is legal, so the government should stop interfering with smokers' freedom. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C280	Reactance - government	[Skip if B110=0] [Randomize order of C210-C320] The government shouldn't require warnings like that on cigarette packs. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C290	Reactance - government	[Skip if B110=0] [Randomize order of C210-C320] It's not the government's job to warn me about the risks of smoking. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C300	Reactance - manipulation	[Skip if B110=0] [Randomize order of C210-C320] The warning was trying to manipulate me. Would you say you disagree, agree, or neither?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	

Item #	Construct	Item	Response scale	Source
		PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?		
C310	Reactance - manipulation	[Skip if B110=0] [Randomize order of C210-C320] The warning was manipulating smokers. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C320	Reactance - manipulation	[Skip if B110=0] [Randomize order of C210-C320] The warning was trying to boss me around. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
C330	State empathy	[Skip if B110=0] I wish there was something I could do to solve the health problem on the warning label. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	Adapted from Campbell, 2004
D100	Perceived effectiveness	[Skip if B110=0] How much did the warning label make you want to tell [RCT participant] that [he/she] should quit smoking? Would you say…	1=Not at all 2=A little 3=Somewhat, or 4=A lot	
D110	Perceived effectiveness	[Skip if B110=0] How much did the warning label on [RCT participant]'s cigarette packs discourage you from wanting to smoke? Would you say…	1=Not at all 2=A little 3=Somewhat, or 4=A lot	
D115	Perceived effectiveness	[Skip if B110=0] How much would having this warning label on all cigarette packs discourage other teenagers from wanting to smoke? Would you say…	1=Not at all 2=A little 3=Somewhat, or 4=A lot	
D120	Policy support	Some countries require that cigarette packs have large health warnings with pictures showing the harms of smoking.	[1=Yes] [0=No]	

Item #	Construct	Item	Response scale	Source
		Do you think the U.S. should require picture warnings like these on cigarette packs?		
E100	Prompt	[If B110=1] For the next questions, we'll keep talking about the warning label on [RCT participant]'s cigarette packs.		
E101	Prompt	[If B110=0] For the next questions, we'll talk about the warning label on [RCT participant]'s cigarette packs.		
E102	Social interactions	Did you talk about the warning label with [RCT participant]?	[1=Yes] [0=No]	
E103	Social interactions	Did you talk to anyone else about the warning label?	[1=Yes] [0=No]	
E104	Social interactions	[Skip if E102=0] Who did you talk to?	[RCT participant] [Other parent or guardian] [Sibling] [Other family member] [Boyfriend or girlfriend] [Friend] [Doctor or nurse] [Other: OE]	
E105	Prompt	[Skip if E101=0 and E102=0] Think about all the conversations you've had with people about the warning label.		
E110	Social interactions	[Skip if E101=0 and E102=0] How many times did you talk about the warning label? Would you say…	1=Once 2=Twice 3=Three times, or 4=More than that	
E120	Social interactions	[Skip if E101=0 and E102=0] Did you talk about whether the warning label would encourage [RCT participant] to quit smoking?	[1=Yes] [0=No] [999=Don't know]	
E140	Social interactions	[Skip if E101=0 and E102=0] What else did you talk about?	OE	
E150	Social interactions	[Skip if B110=0] Did you post anything online about the warning label?	[1=Yes] [0=No] [999=Don't know]	
E160	Social interactions	[If E150 = 1] Where did you post about it? PROBE: Was there anywhere else?	[1=Facebook] [2=Instagram] [3=Twitter] [4=Reddit] [5=Vine] [6=Other: OE]	
E170	Social interactions	[If E150 = 1] What did you post about the warning label?	OE	

Item #	Construct	Item	Response scale	Source
E180	Social interactions	How many times did you talk to people about the health risks of smoking in the last 4 weeks? Would you say…	1=Never 2=A few times, or 3=Many times	
E190	Social interactions	[If E180 = 2 or 3] Did you talk about the health risks of smoking with [RCT participant] in the last 4 weeks?	[1=Yes] [0=No] [999=Don't know]	
E200	Social interactions	[If E180 = 2 or 3] Did you talk about the health risks of smoking with another family member in the last 4 weeks?	[1=Yes] [0=No] [999=Don't know]	
E210	Social interactions	[If E180 = 2 or 3] Did you talk about the health risks of smoking with anyone else? [If yes] PROBE: Who else?	[Boyfriend or girlfriend] [Friend] [Doctor or nurse] [Someone you didn't know well] [Other: OE]	
F100	Prompt	The next questions are about the cigarette packs [RCT participant] has been using in the last 4 weeks, not just the warning label on the packs.		
F101	Pack attitudes	Do you think [RCT participant]'s cigarette packs looked….	1= Not at all cool 2=Somewhat cool, or 3= Very cool	Adapted from White, 2008
F102	Pack attitudes	Do you think [RCT participant]'s cigarette packs looked...	1= Not at all gross 2=Somewhat gross, or 3= Very gross	Adapted from White, 2008
F103	Pack attitudes	Do you think [RCT participant]'s cigarette packs looked…	1= Not at all ugly 2=Somewhat ugly, or 3= Very ugly	Adapted from White, 2008
F110	Worry	How worried are you about [RCT participant]'s health because of [his/her] smoking? Would you say…	1=Not at all, 2=A little 3=Somewhat, or 4=Very worried	Modified from Dijkstra (2003) and Ranby (2013)
F120	Worry	[Skip if B110=0] How worried are you that [RCT participant]'s smoking will cause [him/her] to have the health problem on the warning label? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very worried	
F130	Worry	How worried are you that being around secondhand smoke will harm your health? Would you say…	1=Not at all 2=A little, 3=Somewhat, or 4=Very worried	
F140	Knowledge	Based on what you know or believe, does smoking tobacco cause cancer?	[1=Yes] [0=No] [999=Don't know]	
F150	Knowledge	What about heart disease? PROBE: Based on what you know or believe, does smoking tobacco cause heart disease?	[1=Yes] [0=No] [999=Don't know]	

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Item #	Construct	Item	Response scale	Source
F160	Knowledge	What about wrinkled skin? PROBE: Based on what you know or believe, does smoking tobacco cause wrinkled skin?	[1=Yes] [0=No] [999=Don't know]	
F170	Perceived harm of cigarettes	How much do you think people harm themselves by smoking cigarettes?	1=Not at all 2=A little 3=Somewhat, or 4=A lot	Adapted from PATH Wave 1 Youth Extended Interview
F180	Perceived likelihood	What is the chance that you would one day get cancer if you regularly smoked cigarettes? Would your chance be… PROBE: If you're not sure, please give me your best guess.	1=Low 2=Medium, or 3=High	Adapted from Pepper (2013)
F190	Perceived likelihood	What is the chance that you would one day get heart disease if you regularly smoked cigarettes? Would your chance be… PROBE: If you're not sure, please give me your best guess.	1=Low 2=Medium, or 3=High	Adapted from Pepper (2013)
F200	Perceived likelihood	What is the chance that you would one day get wrinkled skin if you regularly smoked cigarettes? Would your chance be… PROBE: If you're not sure, please give me your best guess.	1=Low 2=Medium, or 3=High	Adapted from Pepper (2013)
F210	Prompt	Ok, now please tell me whether you agree or disagree with each statement.		
F220	Subjective norms	My parents or guardians think I should not smoke. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree, 2=Somewhat disagree 3=Neither agree or disagree 4 = Somewhat agree 5 = Strongly agree]	Adapted from Armitage, 2007
F230	Subjective norms	When it comes to not smoking, I want to do what my parents or guardians think I should do. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree, 2=Somewhat disagree 3=Neither agree or disagree 4 = Somewhat agree 5 = Strongly agree]	Adapted from Von Dras, 2004
F240	Subjective norms	My friends think I should not smoke. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree, 2=Somewhat disagree 3=Neither agree or disagree 4 = Somewhat agree 5 = Strongly agree]	Adapted from Armitage, 2007
F250	Subjective norms	When it comes to not smoking, I want to do what my friends think I should do. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree, 2=Somewhat disagree 3=Neither agree or disagree 4 = Somewhat agree 5 = Strongly agree]	Adapted from Von Dras, 2004

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F260	Global smoker prototypes	We'd like to know more about what you think of smokers in general. These questions are not about you. Picture a typical cigarette smoker your age. Is your opinion of this person…	1=Very negative 2=Somewhat negative 3=Neutral 4=Somewhat positive, or 5=Very positive	
F270	Smoker prototypes	[Randomize order of F270-F340] How much does the word "cool" describe a typical cigarette smoker your age? Would you say… PROBE: What about "cool"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
F280	Smoker prototypes	[Randomize order of F270-F340] How much does the word "disgusting" describe a typical cigarette smoker your age? Would you say… PROBE: What about "disgusting"? Would you say….	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
F290	Smoker prototypes	[Randomize order of F270-F340] How much does the word "healthy" describe a typical cigarette smoker your age? Would you say… PROBE: How about "healthy"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
F300	Smoker prototypes	[Randomize order of F270-F340] How much does the word "smart" describe a typical cigarette smoker your age? Would you say… PROBE: What about "smart"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
F310	Smoker prototypes	[Randomize order of F270-F340] How much does the word "sexy" describe a typical cigarette smoker your age? Would you say… PROBE: What about "sexy"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
F320	Smoker prototypes	[Randomize order of F270-F340] How much does the word "unattractive" describe a typical cigarette smoker your age? Would you say… PROBE: What about "unattractive"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
F330	Smoker prototypes	[Randomize order of F270-F340]	1=Not at all 2=Slightly 3=Somewhat	McCool, Cameron, et al., 2010

Item #	Construct	Item	Response scale	Source
		How much does the word "immature" describe a typical cigarette smoker your age? Would you say… PROBE: What about "immature"? Would you say…	4=Quite a bit 5=Very much	
F340	Smoker prototypes	[Randomize order of F270-F340] How much does the word "inconsiderate" describe a typical cigarette smoker your age? Would you say… PROBE: What about "inconsiderate"? Would you say….	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit 5=Very much	McCool, Cameron, et al., 2010
G100	Prompt	The next questions are about cigarettes and other tobacco products.		
G110	Parents' tobacco use	How many of your parents or guardians smoke cigarettes?	[0=0] [1=1] [2=2] [3=More than 2]	Adapted from Miller, 2006
G120	Friends' tobacco use	Think of your four closest friends. How many of them have ever tried cigarette smoking, even one or two puffs?	[0=0] [1=1] [2=2] [3=3] [4=4] [5=Not sure]	YTS, 2011
G121	Smoking curiosity	Have you ever been curious about smoking a cigarette?	[1=Yes] [0=No]	Pierce et al., 2005
G122	Smoking curiosity	[If G121 = 1] Would you say you were…	1=A little curious 2=Somewhat curious, or 3=Very curious [-8 Don't know] [-7 Refused]	
G130	Smoking status	Have you ever tried cigarette smoking, even one or two puffs?	[1=Yes] [0=No]	YTS, 2011
G131	Smoking reaction	[If G130 = 1] How did you feel after smoking a cigarette for the first time?	[OE]	
G132	Smoking reaction	[If G130=1] How did you feel physically after smoking a cigarette for the first time?	[OE]	
G133	Smoking reaction	[If G130=1] When you first smoked a cigarette, did it feel good or bad?	[1=Good] [2=Bad] [3=Don't remember]	Adapted from DiFranza, 2004
G134	Smoking reaction	[If G130=1] I am going to list some things that people experience with their first cigarette. Some people have coughing, pain in the chest, or irritated eyes. Did this happen to you?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
G135	Smoking reaction	[If G130=1]	[1=Yes] [0=No]	Adapted from DiFranza, 2004

Item #	Construct	Item	Response scale	Source
		What about a bad taste in the mouth? Did this happen to you?		
G136	Smoking reaction	[If G130=1] Some people have an upset stomach or feel like they are going to throw up. Did this happen to you?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
G137	Smoking reaction	[If G130=1] What about feeling dizzy or lightheaded?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
G138	Smoking reaction	[If G130=1] What about getting a rush or a buzz?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
G139	Smoking reaction	[If G130=1] What about feeling relaxed?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
G140	Smoking status	[If G130 = 1] In the past 30 days, on how many days did you smoke cigarettes?	[# of days] [88 = Refused to answer] [999 = Don't know]	PATH Wave 1 Youth Extended Interview
G150	Smoking quantity	[If G140 >= 1] In the past 30 days, on the days you smoked, how many cigarettes did you smoke per day? A pack usually has 20 cigarettes in it.	[# of cigarettes]	YTS, 2011
G160	Smoking susceptibility	[If G130=0 or (G130=1 and G140=0)] Do you think you will smoke a cigarette in the next year? Would you say …	1=Definitely yes 2=Probably yes 3=Probably not, or 4=Definitely not	YTS, 2011
G170	Smoking susceptibility	[If G130=0 or (G130=1 and G140=0)] If one of your best friends were to offer you a cigarette, would you smoke it? Would you say…	1=Definitely yes 2=Probably yes 3=Probably not, or 4=Definitely not	YTS, 2011
G180	Quit intentions	[If G140 >= 1] Do you want to completely stop smoking cigarettes?	[1=Yes] [0=No]	PATH
H100	Prompt	The next few questions are about e-cigarettes and other vaping devices. These include e-hookah and vape pens. Some popular brands are Blu, Vuse, NJOY, and flavor vapes. I'll use the word "e-cigarette" to mean any type of vaping device.		
H110	E-cig use	Have you ever used an e-cigarette, even one or two times?	[1=Yes] [0=No]	
H130	E-cig susceptibility	[If H110 = 0] If one of your best friends were to offer you an e-cigarette, would you try it? Would you say…	1=Definitely yes 2=Probably yes 3=Probably not, or 4=Definitely not	YTS, 2011
H122	E-cig use	[If H110 = 1] In the past 30 days, on how many days did you use an e-cigarette?	[# of days]	

Item #	Construct	Item	Response scale	Source
H111	E-cig use	[If H110=1] The first time you used an e-cigarette, why did you use it?	[OE]	
H112	E-cig reaction	[If H110 = 1] How did you feel after using an e-cigarette for the first time?	[OE]	
H113	E-cig reaction	[If H110=1] How did you feel physically after using an e-cigarette for the first time?	[OE]	
H114	E-cig reaction	[If H110=1] When you first used an e-cigarette, did it feel good or bad?	[1=Good] [2=Bad] [3=Don't remember]	Adapted from DiFranza, 2004
H115	E-cig reaction	[If H110=1] I am going to list some things that people experience with their first e-cigarette. Some people have coughing, pain in the chest, or irritated eyes. Did this happen to you?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
H116	E-cig reaction	[If H110=1] What about a bad taste in the mouth? Did this happen to you?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
H117	E-cig reaction	[If H110=1] Some people have an upset stomach or feel like they are going to throw up. Did this happen to you?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
H118	E-cig reaction	[If H110=1] What about feeling dizzy or lightheaded?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
H119	E-cig reaction	[If H110=1] What about getting a rush or a buzz?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
H120	E-cig reaction	[If H110=1] What about feeling relaxed?	[1=Yes] [0=No]	Adapted from DiFranza, 2004
H121	E-cig use	[If H110=1] What was the flavor of the first e-cigarette you tried?	[1=Tobacco or "regular"] [2=Mint or menthol] [3= Candy, like chocolate or vanilla] [4=Fruit] [5=Alcohol] [6=Other] [7=Not sure]	
H140	E-cig interactions	[If H110 = 1] The first time you used an e-cigarette, how did you get it?	1=You tried one that belonged to someone else 2=You bought it for yourself 3=Someone else bought it for you, or 4=You got a free sample [5=Other (please specify)]	Adult P30 survey
H150	E-cig interactions	[If H140 = 1]	1=A friend,	

Item #	Construct	Item	Response scale	Source
		Did it belong to…?	2=A family member, or 3=Someone you did not know well	
H160	E-cig interactions	[If H140 = 2] Did you buy it…?	1=In a store, or 2=Online	
H170	E-cig interactions	[If F140 = 5] Can you please tell me how you got the e-cigarette the first time you used it?	[OE]	
H180	E-cig interactions	In the last month, did you talk to anyone about e-cigarettes?	[1=Yes] [0=No]	Adapted from adult P30 survey
H190	E-cig interactions	[If H180 = 1] In the last month, who did you talk to about e-cigarettes?	[RCT participant] [Other parent or guardian] [Sibling] [Other family member] [Boyfriend or girlfriend] [Friend] [Doctor or nurse] [Other: OE]	Adapted from adult P30 survey
H200	E-cig interactions	[If H180=1] Did you talk about e-cigarettes with your friends or anyone else your age?	[1=Yes] [0=No]	
H210	Global e-cigarette user prototype	We'd like to know more about what you think of e-cigarette users in general. These questions are not about you. Picture a typical e-cigarette user your age. Is your opinion of this person…?	1=Very negative 2=Somewhat negative 3=Neutral 4=Somewhat positive, or 5=Very positive	
H220	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "cool" describe a typical e-cigarette user your age? Would you say… PROBE: What about "cool"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H230	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "disgusting" describe a typical e-cigarette user your age? Would you say… PROBE: What about "disgusting"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H240	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "healthy" describe a typical e-cigarette user your age? Would you say… PROBE: What about "healthy"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H250	E-cigarette use prototypes	[Randomize order of H220-H290]	1=Not at all 2=Slightly 3=Somewhat	McCool, Cameron, et al., 2010

Item #	Construct	Item	Response scale	Source
		How much does the word "smart" describe a typical e-cigarette user your age? Would you say… PROBE: What about "smart"? Would you say…	4=Quite a bit, or 5=Very much	
H260	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "sexy" describe a typical e-cigarette user your age? Would you say… PROBE: What about "sexy"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H270	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "unattractive" describe a typical e-cigarette user your age? Would you say… PROBE: How about "unattractive"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H280	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "immature" describe a typical e-cigarette user your age? Would you say… PROBE: What about "immature"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H290	E-cigarette use prototypes	[Randomize order of H220-H290] How much does the word "inconsiderate" describe a typical e-cigarette user your age? Would you say… PROBE: How about "inconsiderate"? Would you say…	1=Not at all 2=Slightly 3=Somewhat 4=Quite a bit, or 5=Very much	McCool, Cameron, et al., 2010
H300	OTP use	Have you ever used any <u>other</u> tobacco product, such as hookah, chewing tobacco, dip, cigars, little cigars, or cigarillos?	[1=Yes] [0=No]	
I100	Prompt	[If B110=0] Are you near a computer or are you able to receive a text picture?	[1=Yes] [0=No]	
I101	Prompt	[If I100=0] Ok, no problem.		
I102	Prompt	[If I100=1] Ok, great. Like I said earlier, [RCT participant] was in our study where we put a health warning on [his/her] cigarette packs. I'd like to send you a picture of the label, and then ask you some questions about it. What's the best email or phone number to send the picture to? [Get		

Item #	Construct	Item	Response scale	Source
		email/phone number, and send picture.] Ok, I just sent it. Please let me know when you see it. [received] Great. Please take the next 30 seconds or so to look at the picture. Please let me know when you're ready to continue.		
I110	Emotional reactions	[If B110=0] How <u>scared</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very scared	Adapted from Nonnemaker et al. (2010) and Watson et al. (1988)
I120	Emotional reactions	[If I110=1] Can you tell me a bit about why you didn't feel scared?	[OE]	
I130	Emotional reactions	[If I110=2, 3, or 4] Can you tell me a bit about why you felt that way?	[OE]	
I140	Emotional reactions	[If B110=0] How <u>anxious</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very anxious	Adapted from Nonnemaker et al. (2010)
I150	Emotional reactions	[If B110=0] How <u>grossed out</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very grossed out	Adapted from Nonnemaker et al. (2010) and Leshner et al. (2011)
I160	Emotional reactions	[If B110=0] How <u>ashamed</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very ashamed	Adapted from Nonnemaker 2010 and Keller and Block (1996)
I170	Emotional reactions	[If B110=0] How <u>sad</u> did the warning label make you feel? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very sad	Watson (1988)
I180	Perceived understandability	[If B110=0] How easy was the warning label to understand? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very easy to understand	Adapted from Cameron et al. (2013)
I190	Attention/ noticing	[If B110=0] Would you say the warning label grabbed your attention…?	1=Not at all, 2=A little, 3=Somewhat, or 4=A lot	Adapted from Nonnemaker et al. (2010)
I200	Cognitive elaboration	[If B110=0] How much did the warning label make you think about the harms of smoking cigarettes? Would you say…	1=Not at all, 2=A little 3=Somewhat, or 4=A lot	
I210	Cognitive elaboration	[If B110=0]	1=Not at all, 2=A little, 3=Somewhat, or 4=A lot	

Item #	Construct	Item	Response scale	Source
		How much did the warning label make you think about the harms of being around secondhand smoke? Would you say…		
I220	Prompt	[If B110=0] For the next questions, think about the warning label in the picture I sent you. Say whether you agree or disagree with each statement.		
I230	Reactance - anger	[If B110=0] [Randomize order of I230-I350] The warning made me feel aggravated. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I240	Reactance - anger	[If B110=0] [Randomize order of I230-I350] The warning made me feel angry. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I250	Reactance - anger	[If B110=0] [Randomize order of I230-I350] The warning annoyed me. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I260	Reactance - anger	[If B110=0] [Randomize order of I230-I350] The warning irritated me. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I270	Reactance - lies	[If B110=0] [Randomize order of I230-I350] The health effect on the warning was overblown. Would you say you disagree, agree, or neither?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	

Item #	Construct	Item	Response scale	Source
		PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?		
I280	Reactance - lies	[If B110=0] [Randomize order of I230-I350] The warning exaggerated the health effects of smoking. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I290	Reactance - lies	[If B110=0] [Randomize order of I230-I350] The warning was misleading. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I300	Reactance - government	[If B110=0] [Randomize order of I230-I350] Smoking is legal, so the government should stop interfering with smokers' freedom. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I310	Reactance - government	[If B110=0] [Randomize order of I230-I350] The government shouldn't require warnings like that on cigarette packs. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I320	Reactance - government	[If B110=0] [Randomize order of I230-I350] It's not the government's job to warn me about the risks of smoking. Would you say you disagree, agree, or neither?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	

Item #	Construct	Item	Response scale	Source
		PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?		
I330	Reactance - manipulation	[If B110=0] [Randomize order of I230-I350] The warning was trying to manipulate me. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I340	Reactance - manipulation	[If B110=0] [Randomize order of I230-I350] The warning was manipulating smokers. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I350	Reactance - manipulation	[If B110=0] [Randomize order of I230-I350] The warning was trying to boss me around. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	
I360	State empathy	[If B110=0] I wish there was something I could do to solve the health problem on the warning label. Would you say you disagree, agree, or neither? PROBE: Would you say you strongly (dis)agree or somewhat (dis)agree?	[1=Strongly disagree] [2=Somewhat disagree] [3=Neither agree or disagree] [4 = Somewhat agree] [5 = Strongly agree]	Adapted from Campbell, 2004
I370	Perceived effectiveness	[If B110=0] How much does the warning label make you want to tell [RCT participant] that [he/she] should quit smoking? Would you say…	1=Not at all 2=A little 3=Somewhat, or 4=A lot	
I380	Perceived effectiveness	[If B110=0] How much does the warning label discourage you from wanting to smoke? Would you say…	1=Not at all 2=A little 3=Somewhat, or 4=A lot	
I390	Perceived effectiveness	[If B110=0]	1=Not at all 2=A little 3=Somewhat, or	

Item #	Construct	Item	Response scale	Source
		How much would having this warning label on all cigarette packs discourage other teenagers from wanting to smoke? Would you say…	4=A lot	
I400	Worry	[If B110=0] How worried are you that [RCT participant]'s smoking will cause [him/her] to have the health problem on the warning label? Would you say…	1=Not at all, 2=A little, 3=Somewhat, or 4=Very worried	
I100	Prompt	Thank you. We're almost done. I have just a few more questions that I'd like to ask you.		
I110	Age	How old are you?	# years old	
I120	Grade	What grade are you in?	[Do not read] [1= 5TH GRADE 2= 6th GRADE 3= 7th GRADE 4= 8th GRADE 5= 9th GRADE 6= 10th GRADE 7= 11th GRADE 8= 12th GRADE 9= GRADUATED HIGH SCHOOL 10= IN COLLEGE 11= Home-schooled 12= I HAVE DROPPED OUT OF SCHOOL]	
I130	Sex	I'm required to ask, are you male or female?	[1 = Male] [2 = Female] [3=Other or transgender]	
I140	Hispanic ethnicity	Are you Hispanic or Latino?	[0 = No] [1 = Yes]	
I150	Race	Which one of these groups would you say best represents your race?	1= White 2= Black or African American 3= American Indian or Alaska Native 4= Asian, or 5= Pacific Islander [6= Other: OE]	
I190	Parental monitoring of survey responses	Was there an adult in the room with you at any point while you were answering these questions?	[1 = Yes] [0 = No]	
I200	Parental monitoring of survey responses	[If K190 = 1] Do you think that any of your answers would have been different if the adult wasn't in the room?	[1 = Yes] [0 = No]	
I210	Email	[If not eligible for qualitative survey] This is the end of our survey. I will send you an email with a code for a $40	OE	

Item #	Construct	Item	Response scale	Source
		Amazon gift card now. What is the best email to send the gift card to? If you don't get the gift card within the next couple of days, feel free to call me at XXXXX. Thank you for your time!		
I220	Prompt	[If eligible for qualitative survey] [If consented to recording during assent process] Great. We're about halfway through the survey, and the computer has selected you to take the next part of the survey. You will receive a second $40 gift-card for taking this part of the survey.		
		[If eligible for qualitative survey] [If did not consent to recording during assent process] Great. We're about halfway through the survey, and the computer has selected you to take the next part of the survey. You will receive a second $40 gift-card for taking this part of the survey.		

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