Health Cognition & Behavior Lab

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P50 MTurk: HE_FI (2015)

The survey was designed by Noel Brewer, Seth Noar, and colleagues at the UNC Gillings School of Global Public Health. Data collection occurred online with a convenience sample of US adult smokers and nonsmokers. Data collection occurred in February 2015.

Preferred citation:

[…] 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 {ref}	Item	Response Scale
1	MTurk ID	Please enter your amazon worker id in the box below.	**[Open ended, required response]**
2	Age	How old are you?	**[Open ended, restricted to only #s 18-115]**
3	Found In Awareness {new item}	**[1. Randomize statement to either read 'cigarette smoke has' or 'cigarettes have'. 2. Randomize to 1 of 2 panels from Table 1 FI]** Have you ever heard that harmful chemicals in cigarette smoke (cigarettes) are also <u>found in</u>… (Check all that apply) [See Table 1 FI for list]	**[Check all that apply]**
4	Health Effect Awareness {new item}	**[1. Randomize statement to either read 'cigarette smoke has' or 'cigarettes have'. 2. Randomize to 1 of 2 panels from Table 1 HE]** Have you ever heard that harmful chemicals in cigarette smoke (cigarettes) <u>can cause</u> the following health problems… (Check all that apply) [See Table 1 HE for list]	**[Check all that apply]**

5	Found In Discouragement {new item}	**[Programmer notes:** **1. Randomize statement to either read 'cigarette smoke has' or 'cigarettes have'.** **2. Randomize to 1 of 2 panels from Table 1 FI]** Cigarette smoke (cigarettes) has harmful chemicals that are <u>found in</u> the things below. How much does it discourage you from smoking to know that chemicals in cigarette smoke (cigarettes) are also <u>found in</u>… [See Table 1 FI for list]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
6	Health Effect Discouragement {new item}	**[Programmer notes:** **1. Randomize statement to either read 'cigarette smoke has' or 'cigarettes have'.** **2. Randomize to 1 of 2 panels from Table 1 HE]** Cigarette smoke (cigarettes) has harmful chemicals <u>that cause</u> many health problems. How much does it discourage you from smoking to know that chemicals in cigarette smoke (cigarettes) <u>cause</u>… [See Table 1 HE for list]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
7	Number based experiment {new item}	**[Programmer note: Randomize to 1 of 10 conditions below]** Cigarette smoke contains [condition] of cyanide in each puff. How much does this discourage you from wanting to smoke? [Condition: 1= 1,300,000 pg 2= 1,300 ng 3= 1.3 mcg 4= 0.0013 mg 5= 0.0000013 g 6= 1,300,000 picograms 7= 1,300 nanograms 8= 1.3 micrograms 9= 0.0013 milligrams 10= 0.0000013 grams]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
8	Attention check {new item}	You should not select an answer to this question, but instead click the "next" button.	1= Home 2= Workplace 3= School

		This will let us know that you read all of the survey instructions. Where do people smoke most often when they smoke cigarettes?	4= Bar 5= Hospital 6= Car 7= Outdoors
	Prompt {Modified Lipkus et al., 2001}	Next, we would like to ask you a few questions about chance and working with numbers. For each question, please give us your best estimate, even if your estimate is only a guess.	
9	Numeracy {Modified Lipkus et al., 2001}	In general, which of these numbers shows the biggest risk of getting a disease?	1= One in 100 2= One in 1000 3= One in 10
10	Numeracy {Modified Schwartz, 1997}	Imagine that we flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?	_____ times out of 1,000
11	Numeracy {Modified Schwartz, 1997}	In the BIG BUCKS LOTTERY, the chance of winning a $10 prize is 1%. What is your best guess about how many people would win a $10 prize if 1,000 people each buy a single ticket to BIG BUCKS?	_____person(s) out of 1,000
12	Numeracy {Modified Schwartz, 1997}	In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES win a car?	____%
	Prompt {new item}	The sentences below are missing words. Look for the _____ and pick a word that makes the most sense.	
13	Literacy {S-TOFHLA}	Your doctor has sent you to have a _____ X-ray.	[1st blank] a. stomach b. diabetes c. stitches d. germs
14	Literacy {S-TOFHLA}	You must have an ____ stomach when you come for ____.	[1st blank] [2nd blank] a. asthma a. is b. empty b. am c. incest c. if d. anemia d. it

15	Literacy {S-TOFHLA}	The X-ray will _____ from 1 to 3 ____ to do.	**[1st blank]** a. take b. view c. talk d. look	**[2nd blank]** a. beds b. brains c. hours d. diets
16	Literacy {S-TOFHLA}	THE DAY BEFORE THE X-RAY For supper have only a _____ snack of fruit, _____ and jelly, with coffee or tea.	**[1st blank]** a. little b. broth c. attack d. nausea	**[2nd blank]** a. toes b. throat c. toast d. thigh
	Prompt	The next questions are about cigarettes.		
17	Cigarette use {P50}	Have you smoked at least 100 cigarettes in your entire life?	0= No 1= Yes	
18	Cigarette frequency {P50}	Do you now smoke cigarettes every day, some days, or not at all?	1= Every day 2= Some days 3= Not at all	
19	Cigarette frequency {P50}	In the past 30 days, on how many days did you smoke cigarettes?	**[Open ended, restricted to only #s 0-30 allowed]**	
20	Cigarette frequency {P50}	On average, about how many cigarettes do you now smoke each day? A pack usually has 20 cigarettes in it.	**[Open ended, restricted to only #s 1-1500]**	
21	Quit intentions {P50}	Are you planning to quit smoking…	1= Within the next month 2= Within the next 6 months 3= Sometime in the future beyond 6 months 4= Not planning to quit	
22	Smoking susceptibility {P50}	Do you think you will smoke a cigarette in the next year?	1= Definitely yes 2= Probably yes 3= Probably not 4= Definitely not	
23	Smoking susceptibility {P50}	If one of your best friends were to offer you a cigarette, would you smoke it?	1= Definitely yes 2= Probably yes 3= Probably not 4= Definitely not	

24	OTP use {modified PATH}	In the past 30 days, have you used any of the following tobacco products? Please check all that apply.	1= E-cigarettes or other vaping devices (such as e-hookah and vape pens) 2= Traditional cigars 3= Cigarillos 4= Filtered cigars or little cigars 5= Pipe filled with tobacco 6= Hookah 7= Snus pouches 8= Smokeless tobacco (such as loose snus, moist snuff, dip, spit and chew) 9= Dissolvable tobacco 10= None of the above
	Chemical experiment	**[Programmer notes:** **1. Participants are randomly assigned to same condition for items 27-31** **2. Participants randomized to order of items 27-31]**	
25	Chemical experiment {new item}	Cigarette smoke contains lead. [Condition]. How much does this discourage you from wanting to smoke? [Condition: 1= This is found in batteries. 2= This chemical is found in batteries. 3= This causes blood disorders. 4= This chemical causes blood disorders.]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
26	Chemical experiment {new item}	Cigarette smoke contains formaldehyde. [Condition]. How much does this discourage you from wanting to smoke? [Condition: 1= This is found in embalming fluid. 2= This chemical is found in embalming fluid. 3= This causes throat cancer. 4= This chemical causes throat cancer.]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
27	Chemical experiment {new item}	Cigarette smoke contains ammonia. [Condition]. How much does this discourage you from wanting to smoke? [Condition: 1= This is found in floor cleaner. 2= This chemical is found in floor cleaner. 3= This causes asthma. 4= This chemical causes asthma.]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot

28	Chemical experiment {new item}	Cigarette smoke contains arsenic. [Condition]. How much does this discourage you from wanting to smoke? [Condition: 1= This is found in rat poison. 2= This chemical is found in rat poison. 3= This causes heart damage. 4= This chemical causes heart damage.]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
29	Chemical experiment {new item}	Cigarette smoke contains uranium [Condition]. How much does this discourage you from wanting to smoke? [Condition: 1= This is found in nuclear weapons. 2= This chemical is found in nuclear weapons. 3= This causes lung cancer. 4= This chemical causes lung cancer.]	1 = Not at all 2 = A little 3 = Somewhat 4 = A lot
30	Sex {P50}	Are you male or female?	1= Male 2= Female
31	Hispanic {P50}	Are you of Hispanic, Latino, or Spanish origin?	0 = No 1 = Yes
32	Race {P50}	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
33	Education {P50}	What is the highest degree or level of school you have completed?	**[Drop down menu]** [0= No schooling completed 1= Nursery school to 4th grade 2= 5TH or 6TH grade 3= 7TH or 8TH grade 4= 9TH grade 5= 10TH grade 6= 11TH grade 7= 12TH grade - no diploma 8= High school graduate or GED 9= Some college credit, but less than 1 year

			10= 1 or more years of college, no degree 11= Associate's degree, for example: AA or AS 12= Bachelor's degree, for example: BA, AB, or BS 13= Master's degree, for example: MA, MS, MEng, MEd, MSW, or MBA 14= Professional degree, for example: MD, DDS, DVM, LLB, or JD 15= Doctorate degree, for example: PhD or EdD
34	Sexual orientation {P50}	The next question is about your sexual orientation. Do you consider yourself to be…	1= Straight or heterosexual 2= Gay or lesbian 3= Bisexual
	Income prompt {P50}	The next few questions ask about your household. By household, we mean all people who live with you and share financial resources. Please do not include roommates who share only rent and utilities but do not share other living expenses such as food and clothing.	
35	Income {P50}	How many people are in your household, including you?	**[Open ended, restricted to only #s 1-20]** _____ People
36	Income {P50}	Would you say that your total annual household income is …	**[Drop down menu]** [1= Below $25,000 per year 2= Between $25,000 and $49,999 per year 3= Between $50,000 and $74,999 per year 4= Between $75,000 and $100,000 per year 5= Above $100,000 per year]
37	Income/poverty {P50}	Would you say that your total household income is above or below X [see programming notes on original survey]	1= Above 2= Below [1= $11,670/yr or $972/mo, 2= $15,730/yr or $1,310/mo, 3= $19,790/yr or $1,649/mo, 4= $23,850/yr or $1,979/mo, 5= $27,910/yr or $2,325/mo,

			6= 31,970/yr or $2,664/mo, 7= 36,030/yr or $3,002/mo, 8= 40,090/yr or $3,340/mo 9= 44,150/yr or $3,678/mo 10= 48,210/yr or $4,016/mo]
38	MTurk use {new item}	About how many research surveys have you taken on MTurk in the last 12 months?	**[Open ended, restricted to #s]**
39	MTurk use {new item}	About how many of these research surveys were about tobacco, cigarettes, or smoking?	**[Open ended, restricted to #s]**
40	Attention check {new item}	You will be paid for this survey based on your participation so far. Your answer to the following question will not affect your MTurk payment in any way, so please be honest. Please say how seriously you took completing this survey. In other words, how much would you say that you tried to answer the survey questions to the best of your ability?	1= Not at all 2= A little 3= Somewhat 4= A lot

Table 1. Stimuli for Q1, Q2, Q3, Q4
[Programmer note to randomize lists]

Panel #1		Panel #2	
Found in (FI)	**Health effect (HE)**	**Found in (FI)**	**Health effect (HE)**
- Soil	- Lung tumors	- Pesticides	- Cancer
- Fertilizer	- Liver cancer	- Car exhaust	- Lung cancer
- Car wax	- Skin cancer	- Motor oil	- Throat cancer
- Batteries	- Bladder cancer	- Embalming fluid	- Bone cancer
- Preservatives	- Eye cancer	- Wood preservatives	- Prostate cancer
- Carpet cleaner	- Pancreatic cancer	- Floor cleaner	- Kidney cancer
- Household cleaners	- Mouth cancer	- Termite poison	- Breast cancer
- Rat poison	- Esophagus cancer	- Ammunition	- Oral cancer
- Bullets	- Leukemia	- Nuclear weapons	- Lip cancer
- Chemical weapons	- Lung damage	- Radioactive material	- Damage to lung tissue
- Explosives	- Lung disease	- Poisonous gas	- Permanent breathing problems
- Nuclear reactors	- Shortness of breath	- Wood glue	- Lung infections
- Old paint	- Chronic bronchitis	- Only tobacco (never found in other things)	- Persistent coughing
- None of the above	- Respiratory tract infections	-None of the above	- Asthma
	- Pneumonia		- Heart damage
	- Heart disease		- Heart attack
	- Stroke		- Abnormal heartbeat
	- High blood pressure		- High cholesterol
	- Damage to blood vessels		- Reproductive organ damage
	- Fertility problems		- Impotence
	- Erectile dysfunction		- Miscarriage
	- Birth defects		- Lower sperm count
	- Abnormal sperm		-DNA damage
	-Blood disorders		-Kidney disorders
	- Tooth decay		-Brain disorders
	-None of the above		-None of the above