

CDC H. pylori

Message Testing

1-on-1 Interview Guide

September 1997

Introduction

Thank you very much for setting aside the time today to speak with me. My name is _____ . I am working on behalf of the Centers for Disease Control and Prevention to develop some media materials related to ulcers. We would like to get some input from people with ulcers like yourself to help fine-tune some materials we have designed. Please feel free to make any comments, positive or negative, regarding the materials. I had no part in designing the materials so please feel free to tell me what you really think of them. We don't expect you to be an expert on materials design, but rather to be an expert on yourself and your experiences. Your responses will be kept strictly confidential.

The interview will last approximately 15 minutes. I will be audio taping the interview so that I can review the information you provided. Do you have any questions before we get started?

Explanation of Materials

Let me start by explaining a little bit about the materials I am going to show you. I have two different types of materials to show you. There is a draft version of a television public service announcement for which you will see a storyboard with pictures. I will read the information that goes with each storyboard aloud while you are looking at the pictures. You should focus on the pictures rather than trying to read along with me. Afterwards, I will ask you a few questions about the storyboard. I will also show you a poster. I will give you some time to look at the poster, and then I will ask you a few questions.

OK, let's get started.

(NOTE- SWITCH ORDER WITH EACH RESPONDENT)

(SHOW FIRST MATERIALS)

CIRCLE ONE: PSA Poster

A. Overall, what do you think of this PSA/poster?

B. What is the main idea the PSA/poster is trying to get across to you? Is this message relevant to you?

C. What, if anything, is it asking you to do? (Probe: Is the message motivating? Why or why not?)

D. Is there anything that is confusing or hard to understand?

E. Is the information believable? (Probe: Why or why not?)

F. What did you like about these materials?

G. Was there anything you disliked about these materials?(Probe: What?)

(SHOW SECOND MATERIALS)

CIRCLE ONE: **PSA** **Poster**

A. Overall, what do you think of this PSA/poster?

B. What is the main idea the PSA/poster is trying to get across to you? Is this message relevant to you?

C. What, if anything, is it asking you to do? (Probe: Is the message motivating? Why or why not?)

D. Is there anything that is confusing or hard to understand?

E. Is the information believable? (Probe: Why or why not?)

F. What did you like about these materials?

G. Was there anything you disliked about these materials? (Probe: What?)

That is all I have for us to cover today. Do you have any questions for me?

Thank you again for taking the time to speak with me today. [Explain arrangements for check.]