

Script for Hosting the Theater Test

Introduction

Good evening. I'm _____ and I'd like to thank you all for coming today (tonight). I think we're all going to have a good time. Just a few more words of introduction and we'll get started. We've asked you here because we feel that it's very important to get *your* ideas about new television program material. So consider this your chance to give the TV program producers your opinions . . . *before* the program gets to your home screens.

Keep in mind that what we're interested in is your own personal views. We don't want you to tell us what *you* think we want to hear or what your spouse thinks or anyone else—we need *your own* opinions.

There are no right answers and no wrong answers. So, please don't discuss the program or your answers with the people around you.

Also, please make sure that you write your answers clearly in the space provided on the questionnaire we've given you, and be sure that you don't move to each new section of the questionnaire until I tell you to.

Do you have any questions about this procedure? I'll answer any other questions you have at the end of the test session. Okay? Now enjoy the show.

(Play the pretesting program videotape)

Reactions to the Program

All right. Now we'd like to find out about your reactions to the program—what parts you liked and what parts you didn't like. Now, I'd like you to turn to the first page of the questionnaire and answer the questions. Please don't go on to the next page until I tell you to.

Sample PSA Pretest Questionnaire

Part I

Thank you for watching this program. One of the reasons it was shown tonight was to get your reaction to it—to see what parts you liked and what parts you didn't like.

Was there any part of the program that you especially liked?

Was there anything about the program that you disliked?

Please indicate your overall reaction to the program by circling one of the phrases below:

- a. A great program, would like to see it again
- b. A pretty good program
- c. Just so-so, like a million others
- d. Another bad program

Would you recommend the program to your friends? Why or why not?

Part II

For each commercial that you remember seeing, please write down what the message said and what the message showed on the dotted lines. Write down the main idea each message was trying to get across on the solid lines.

- a) What did the message say?
- b) What did the message show?

What was the main idea each message was trying to get across?

a)
.....
b)
.....

a)
.....
b)
.....

3. a)

 b)

4. a)

 b)

5. a)

 b)

Part III

Listed below are the standard reaction questions we recommend you include in your questionnaire.

1. This evening you saw a public service announcement. Now that you have seen the message twice, please tell us what you think was the main idea of the message?

.....

2. In your opinion, was there anything in particular that was worth remembering about the message?

- a. Yes
- b. No

2a. If yes, what was worth remembering?

.....

3. In your opinion, what type of person was this message talking to?

- a. Someone like me
- b. Someone else, not me

3a. If someone else, why?

.....

4. In your opinion, was there anything in the message that was confusing or hard to understand?

- a. Yes
- b. No

4a. If yes, what was confusing?

.....

5. We would now like you to describe the public service announcement. From each pair of words or phrases, please circle the one which you feel best describes the message.
- | | |
|-------------------|--------------------------|
| a. Believable | a. Made its point |
| b. Not believable | b. Didn't make its point |
| a. Well done | a. Interesting |
| b. Not well done | b. Not interesting |
| a. Convincing | a. Pleasant |
| b. Not convincing | b. Not pleasant |
| | a. Informative |
| | b. Not informative |

Following are sample questions for each message characteristic discussed in Chapter 2. Feel free to adapt these questions to your needs, or develop your own questions. Make sure your pretest questionnaire covers all aspects of your PSA.

Use of Music:

- Please circle the one answer from each pair which better describes your feelings about the music in the message.
 - Appropriate to the message
 - Not appropriate to the message
 - Effective in getting the message across
 - Not effective in getting the message across
 - Could understand the words to the music
 - Could not understand the words to the music
- Overall, how would you describe the music in the announcement?
 - The music fit the message
 - The music did not fit the message
 - I don't remember the music

Use of Famous Spokesperson:

- Which of the following best describes _____ (name of spokesperson), the announcer in the public service message?
 - Singer
 - Actor
 - Comedian
 - Athlete
 - Don't know
- Please circle the one answer from each pair of phrases which better describes your feelings about the announcer, _____ (name of spokesperson).
 - Believable
 - Not believable
 - Appropriate to the message
 - Not appropriate to the message
 - Gets the message across
 - Does not get the message across

Use of Telephone Number or Address:

1. The phone number (or address) was on the screen long enough for me to remember it or write it down.
 - a. Agree
 - b. Disagree
 - c. Neither agree nor disagree

Request for a Particular Action:

1. What did the announcement ask you to do?

Instructions for Performing a Specific Health Behavior:

1. Please circle one answer from each pair of phrases which better describes your feelings about the instructions regarding _____ (fill in behavior) in the announcement.
 - a. Clear and easy to understand
 - b. Confusing, hard to understand
 - a. I would be able to perform _____ (fill in behavior) after seeing this announcement
 - b. I would not be able to perform _____ (fill in behavior) after seeing the announcement.

Presentation of Technical or Medical Information:

1. The announcement presented technical (or medical) information. Please select one answer from each pair of phrases which better describes your feelings about the information.
 - a. The announcement did a *good* job of presenting technical information.
 - b. The announcement did a *poor* job of presenting technical information.
 - a. I understood all the terms in the announcement.
 - b. I had difficulty understanding the terms in the announcement.

Presentation of New Information:

1. How much, if any, of the information in the announcement was new to you?
 - a. All of it
 - b. Most of it
 - c. Some of it
 - d. None of it

2. Overall, how useful was the information in the announcement to you?
 - a. Very useful
 - b. Somewhat useful
 - c. Not very useful
 - d. Not useful at all
 - e. Don't know/not sure

Promotion of a Sponsoring Organization:

From among the following choices, please indicate the organization which sponsored this message. (Include your organization and fill in appropriate alternatives.)

- a. CARE
- b. Baylor College of Medicine
- c. Save The Children Foundation
- d. Don't know/Not sure

Characters Who Are Supposed to be Typical of the Target Audience:

The word "characters" in these questions could be substituted with "man," "woman," "family," "children," etc.)

Which of the following statements better describes the characters in the announcement?

- a. The characters in the announcement reminded me of people I know.
- b. The characters in the announcement did *not* remind me of people I know.

Overall, how would you describe the characters in the announcement? Please select one response from each group.

- a. Realistic
- b. Not realistic
- a. Helped me to understand the message
- b. Did not help me to understand

Overall, how would you describe the characters in the announcement? Please select one answer from each group.

- a. Appealing
- b. Not appealing
- a. Get the message across
- b. Do not get the message across
- a. Believable
- b. Not believable
- a. Easy to understand
- b. Not easy to understand

Use of a Voice-over Announcer:

Please circle the one answer from each pair of phrases which better describes your feelings about the announcer.

- a. Believable
- b. Not believable
- a. Appropriate to the message
- b. Not appropriate to the message
- a. Gets the message across
- b. Does not get the message across
- a. Easy to understand
- b. Hard to understand

Presentation of Controversial or Unpleasant Information:

1. Some people have mentioned different feelings they had during or after watching the announcement. Please circle the opinion which comes closest to yours.
 - a. The announcement made me uncomfortable and I had difficulty paying attention to it.
 - b. The announcement interested me so I paid attention to it.
 - c. I had no particular feeling about the announcement.

2. Overall, how do you think most people would feel about this announcement if they saw it on television at home?
 - a. Suitable to show on television at any time
 - b. Suitable to show, but only at certain times
 - c. Not suitable to show at any time

Listed below are sample questions to be used for identifying the characteristics of your pretest participants. Some of these questions also may be used as screening questions to recruit participants from a specific target group.

1. What is your sex?
 - a. Male
 - b. Female

2. What is your age?
 - a. Under 18
 - b. 18-24
 - c. 25-34
 - d. 35-44
 - e. 45-49
 - f. 50-54
 - g. 55-60
 - h. Over 60

3. How far did you go in school?
 - a. Eighth grade or less
 - b. Some high school
 - c. High school graduate
 - d. Some college
 - e. College graduate

. Do you have children?

. Yes (go to question 4a)

. No (go to question 5)

a. Please circle the age categories in which your children belong. Circle as many as apply.

a. 1-5 years old

b. 6-10 years old

c. 11-15 years old

d. 16-20 years old

e. 21 and over

. Which of the following statements best describes you?

. I currently smoke.

. I used to smoke, but have now stopped.

. I have never smoked.

. Have you ever been told by a doctor or a nurse that you have . . .

. Heart disease

. High blood pressure

. Cancer

. Emphyzema

. Other

. To the best of your knowledge, have you ever been exposed to . . .

. Asbestos

. Other toxic chemicals

. Etc.

. Which of the following best describes your race or ethnic background?

. White

. Black

. Hispanic

. Asian

. Other