

## APPENDIX C

### Brief Evaluation Report 2021-2022 Objective 5

#### Kick It California's Quit Vids: Video-Based Cessation Intervention

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Contract term: 07/01/19-06/30/22

## Appendix C. Character Study Survey

### *Consent*

You are being asked to participate in a study conducted by the California Smokers' Helpline at the University of California, San Diego (UCSD).

The purpose of this study is to evaluate characters for videos that are part of an online quit smoking program.

You will view some characters and be asked to fill out a questionnaire. Within the questionnaire will be questions about the characters, your smoking history, and demographic information. We expect your participation to take about 10 minutes of your time.

In order to preserve the confidentiality of your responses, we have ensured that no identifying information is being asked of you in the questionnaire.

Do you consent to participate in the survey?

Yes, I voluntarily consent to participate in the study.

No, I do not consent to participate.

[If Yes then Display the Following Text]

You will now be redirected to another site to start the survey.

[Transfer Participant to Light House Studio (Max Diff program)]

In Survey Flow, select Add Below on the Consent block. Select Branch. Branch if Consent Question Yes Select End of Survey

Select Survey Options: Redirect to a full URL – enter the Light House survey URL:

<https://ovi.sawtoothsoftware.com/cgi-bin/ciwweb.pl?studyname=QuitEdgeCharacters&PID={e://Field/PID}&STID={e://Field/STID}&SEID={e://Field/SEID}&ResponseId={e://Field/ResponseID}&cc={e://Field/cc}>

[If No then Display the Following Text]

As you do not wish to participate in this study, please return your submission on Prolific by selecting the “Stop without completing” button.

[End Survey]

*Introduction to Max Diff*

We are now going to show you several sets of characters that may be in videos that are a part of an online quit smoking program. Our hope is to make the best videos possible for people who want to quit smoking.

The following questions will ask you to select the characters that are the most and least relatable to you as a smoker or former smoker.






Considering only the characters you are shown, please select which is the least relatable and which is the most relatable.

Max Diff Rankings – Relatable

[Characters will be randomly presented to each participant in an orthogonal design – repeats for 12 sets of characters]

Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?

Least Relatable Most Relatable

<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>


Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?

Least Relatable Most Relatable















Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?


Least Relatable Most Relatable














Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?


Least Relatable Most Relatable


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Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?

Least Relatable Most Relatable






<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>

Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?

Least Relatable		Most Relatable
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>

Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?


Least Relatable Most Relatable


<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>


Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?


Least Relatable Most Relatable


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Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?

Least Relatable Most Relatable






<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>

Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?

Least Relatable		Most Relatable
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>

Considering only these 5 characters, which is the Least Reliable and which is the Most Reliable to you as a smoker or former smoker?


Least Reliable Most Reliable


<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>		<input type="radio"/>


Considering only these 5 characters, which is the Least Relatable and which is the Most Relatable to you as a smoker or former smoker?


Least Relatable Most Relatable


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[Transfer participant to Qualtrics OVI Character Study Questions Survey]

OVI Character Study Questions URL:

[https://ucsd.co1.qualtrics.com/jfe/form/SV\\_d5NKna49kwALr1Y](https://ucsd.co1.qualtrics.com/jfe/form/SV_d5NKna49kwALr1Y)

*Qualtrics Survey*

*Data Pulled from Prolific (need to have this in both Qualtrics surveys)*

[Display This Question: If PROLIFIC\_PID Is Empty]

Prolific PID

`{e://Field/PROLIFIC_PID}`

[Display This Question: If Prolific ID Text Response Is Equal to 9999]

Study\_ID

`{e://Field/STUDY_ID}`

[Display This Question: If Prolific ID Text Response Is Equal to 9999]

Session\_ID

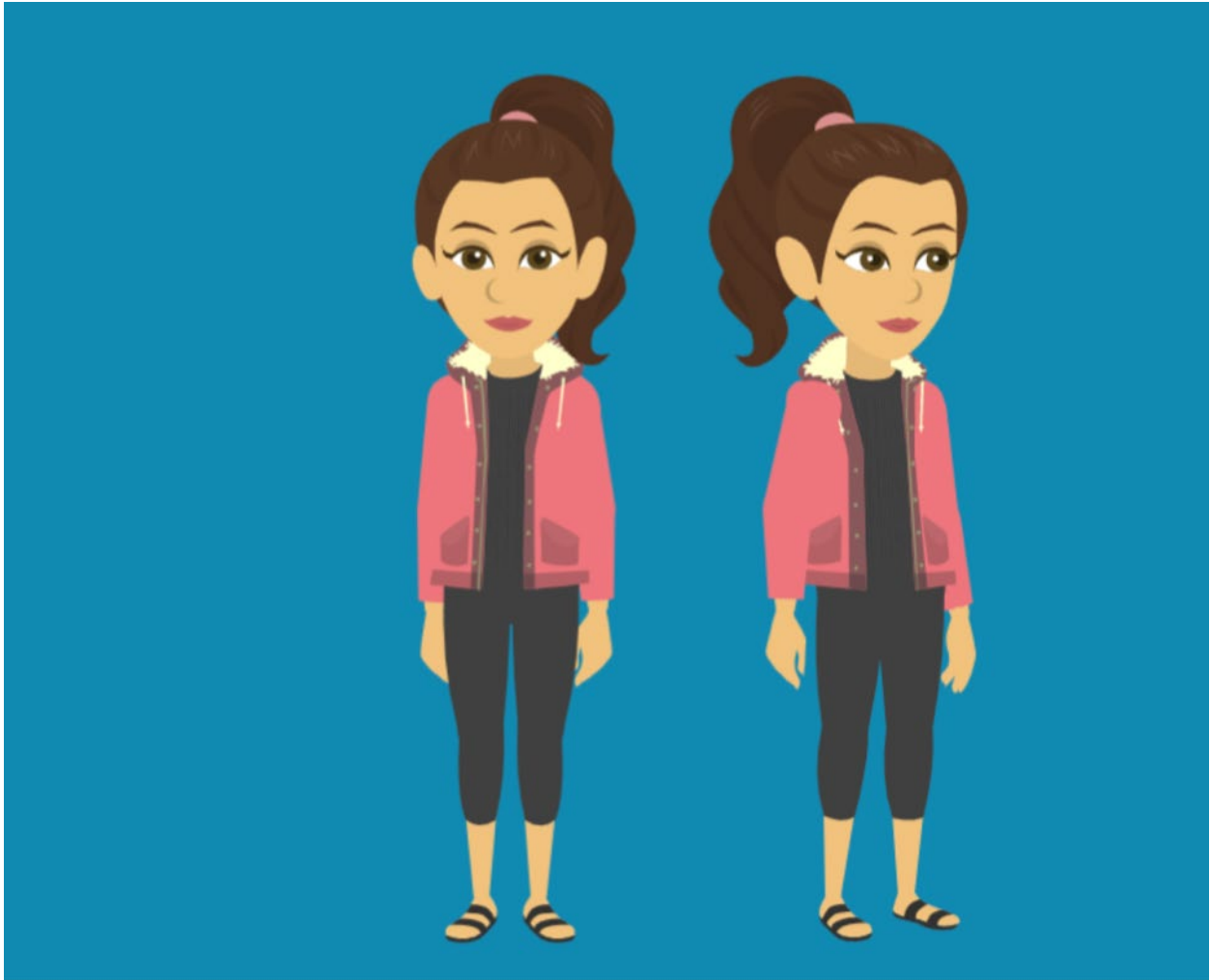
`{e://Field/SESSION_ID}`

*Semantic Differentials*

*Likability, Believability, Others?*

[Presentation order of characters will be randomized for each participant.]

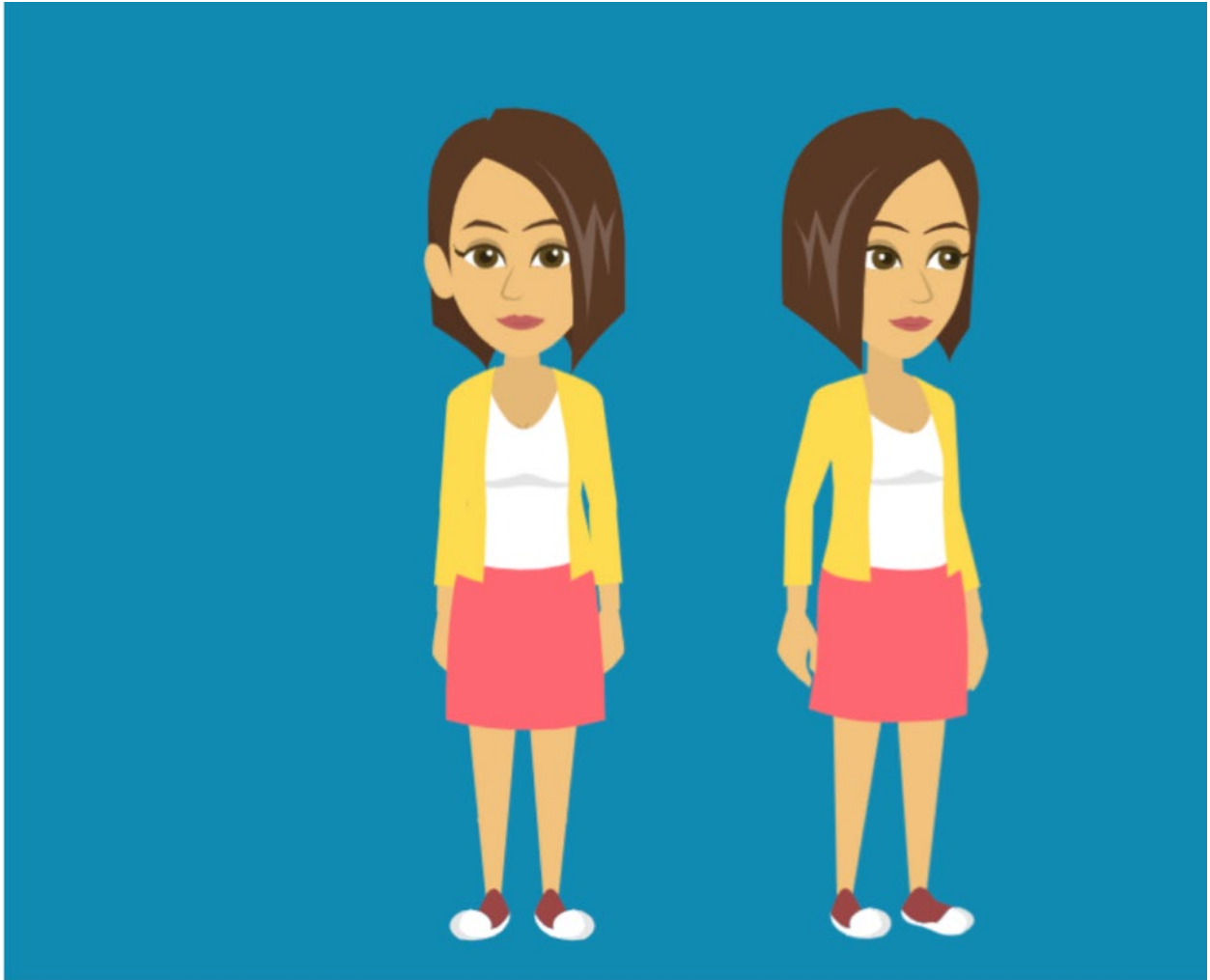
You will be shown the characters one at a time. Please rate each character on their likability and believability as a smoker.



What do you think of this character?

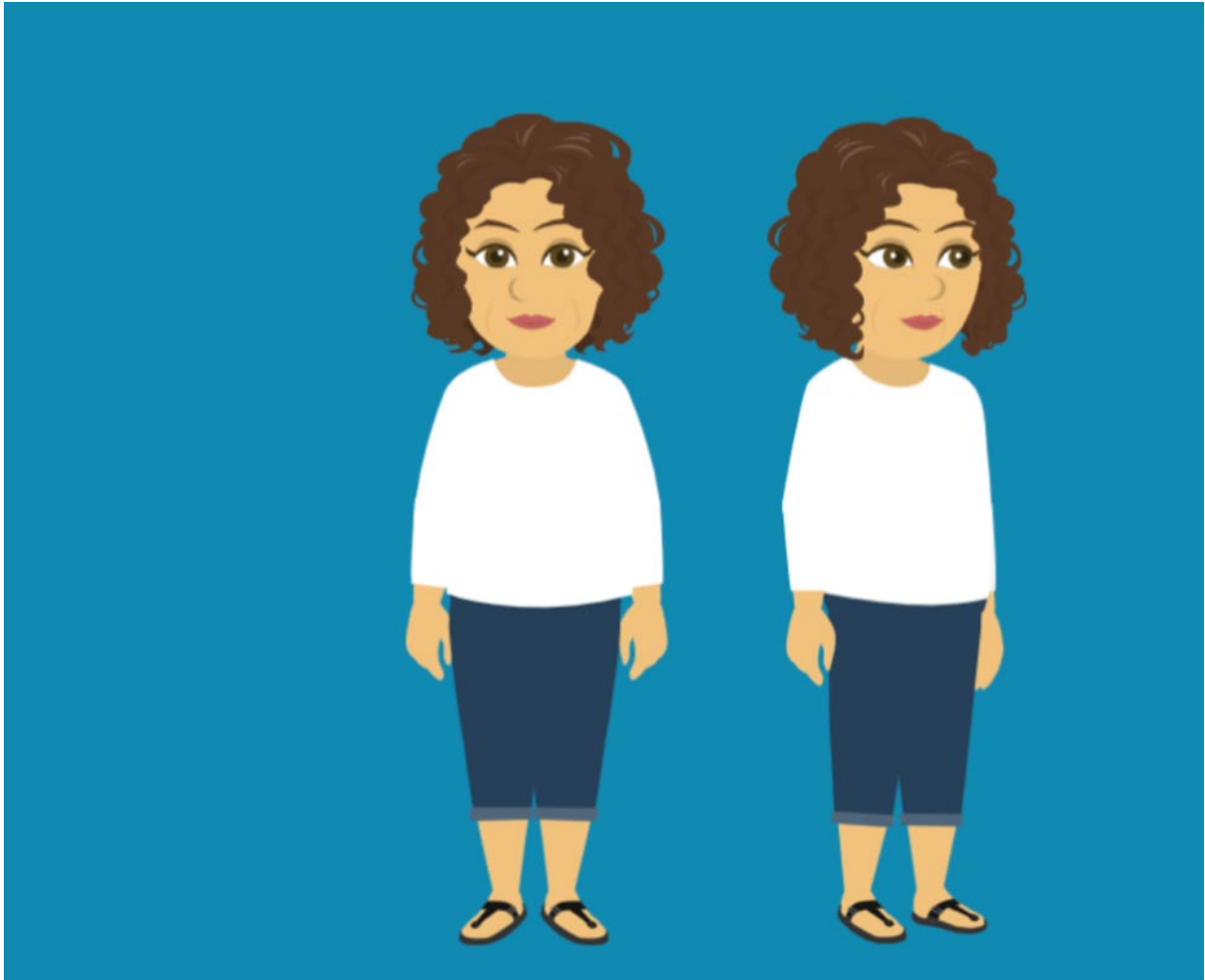
Do not like character ○○○○○ Like character

Not believable as a smoker ○○○○○ Believable as a smoker



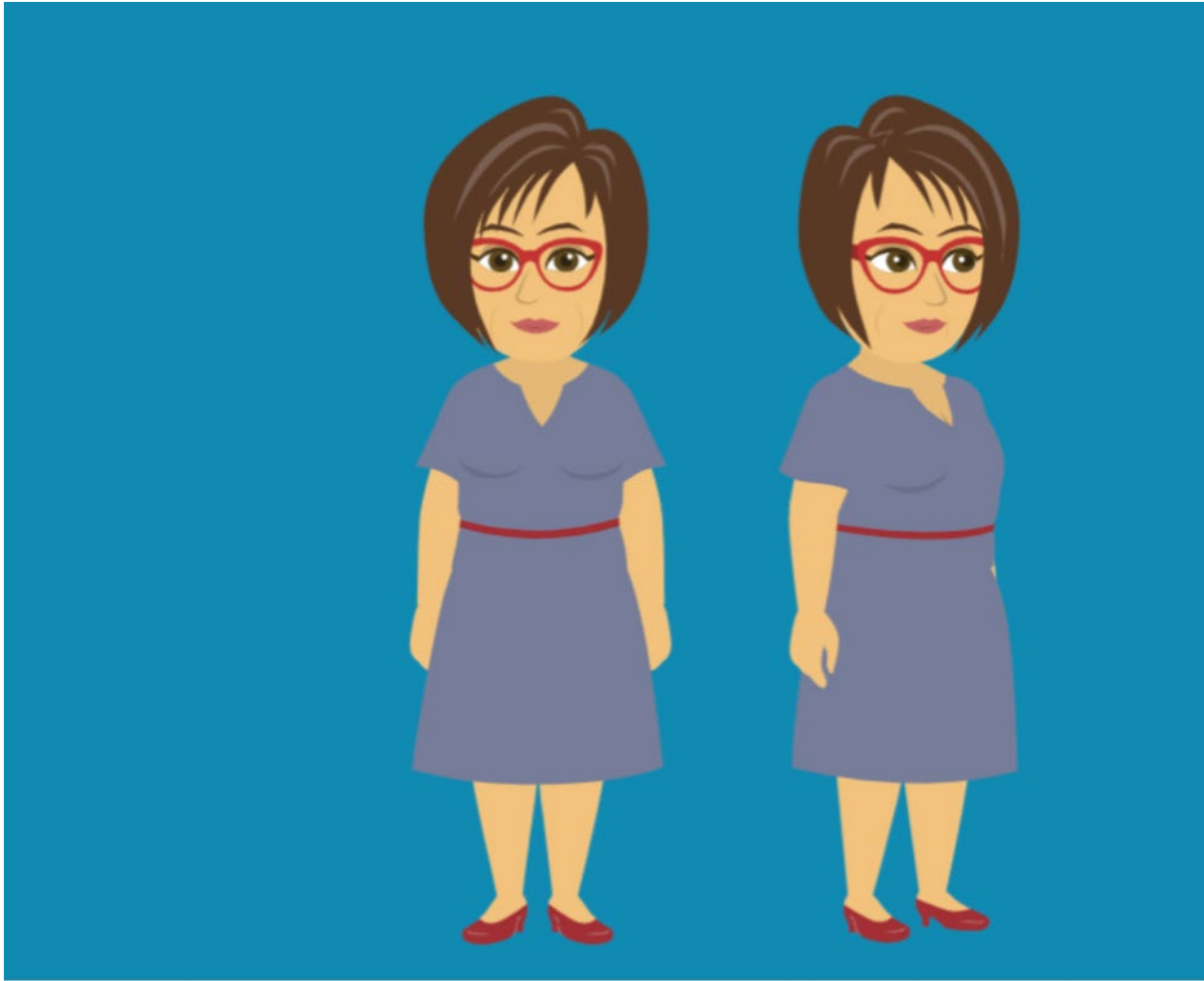
What do you think of this character?

Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

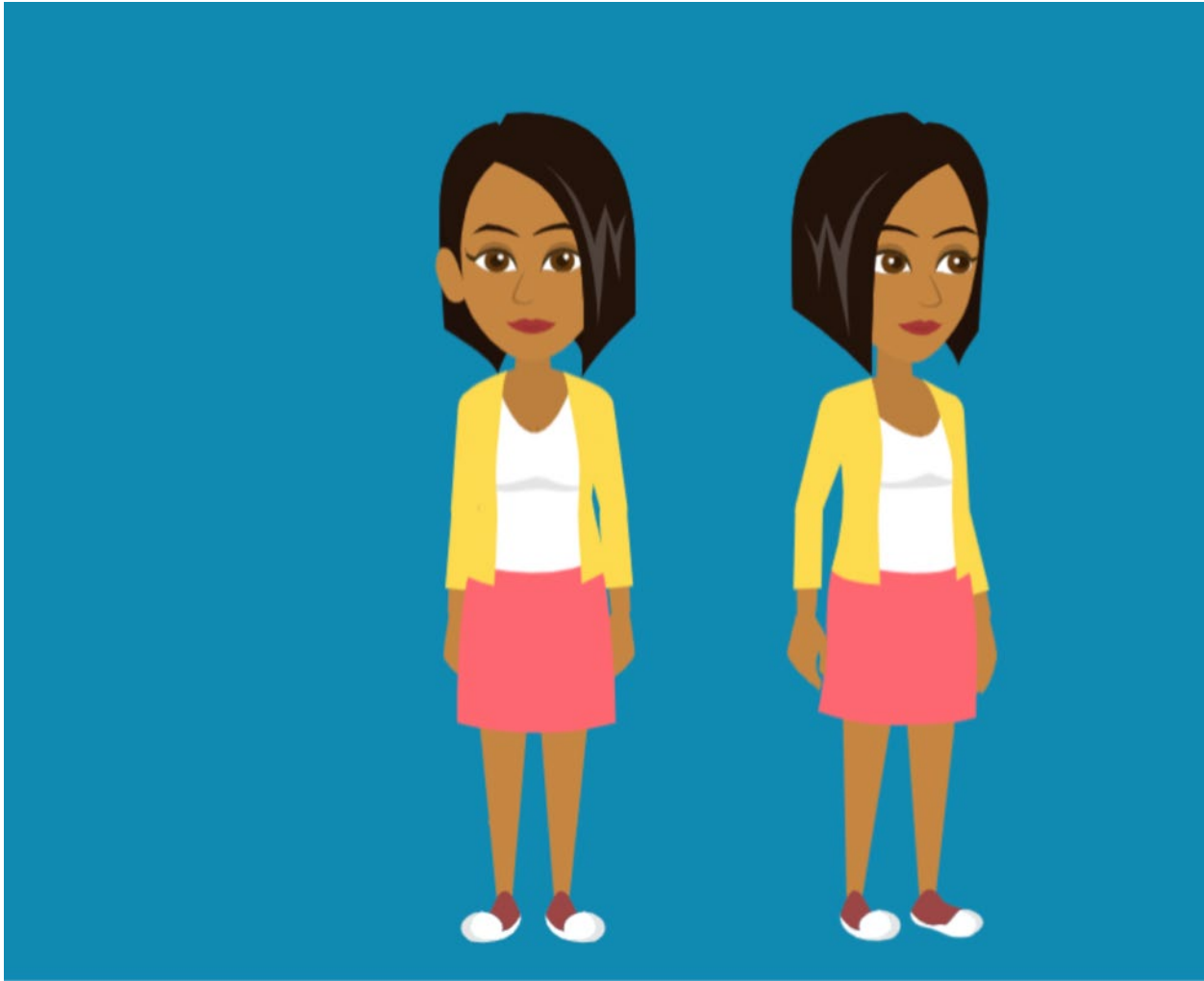
Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character

Not believable as a smoker ○○○○○ Believable as a smoker



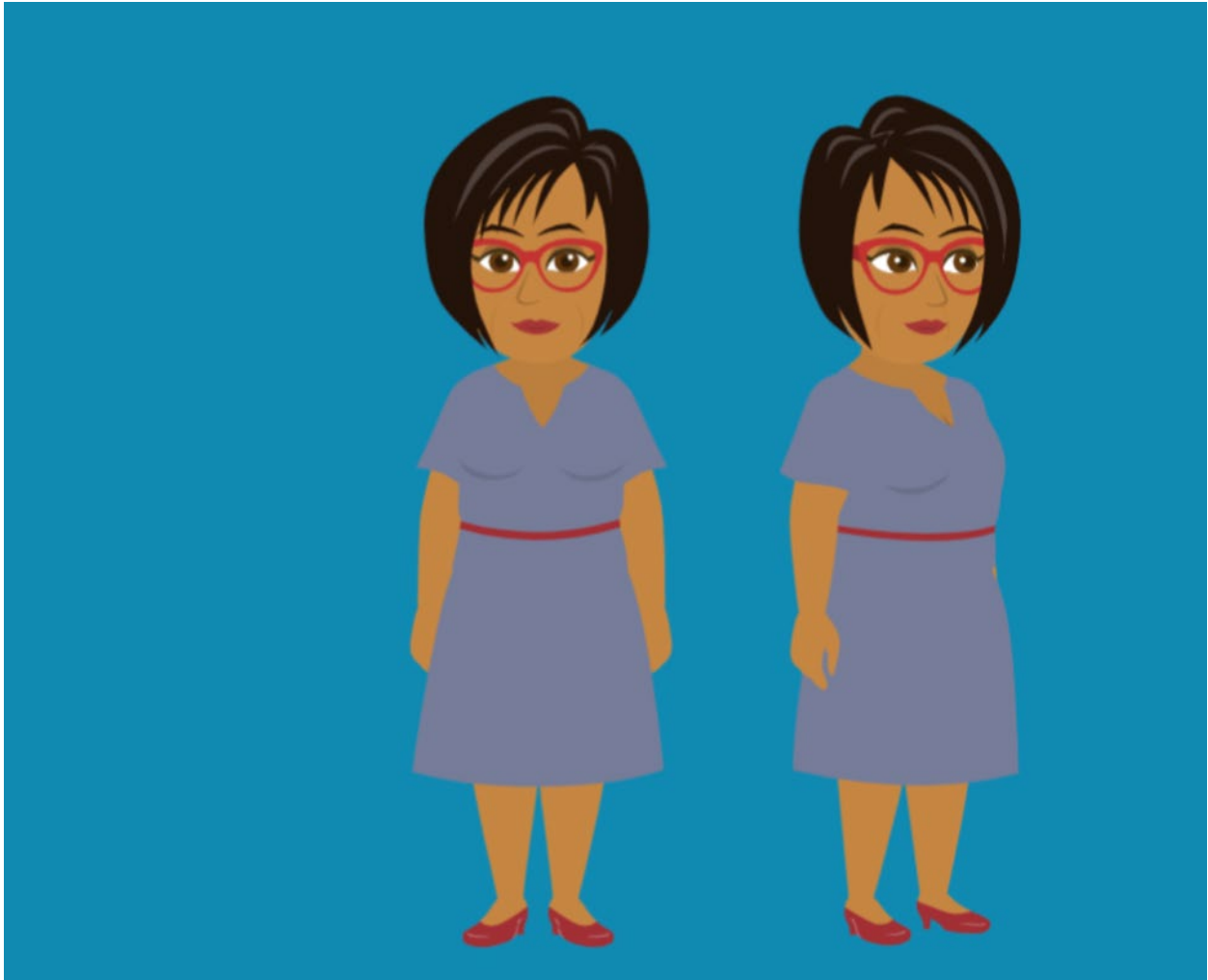
What do you think of this character?

Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

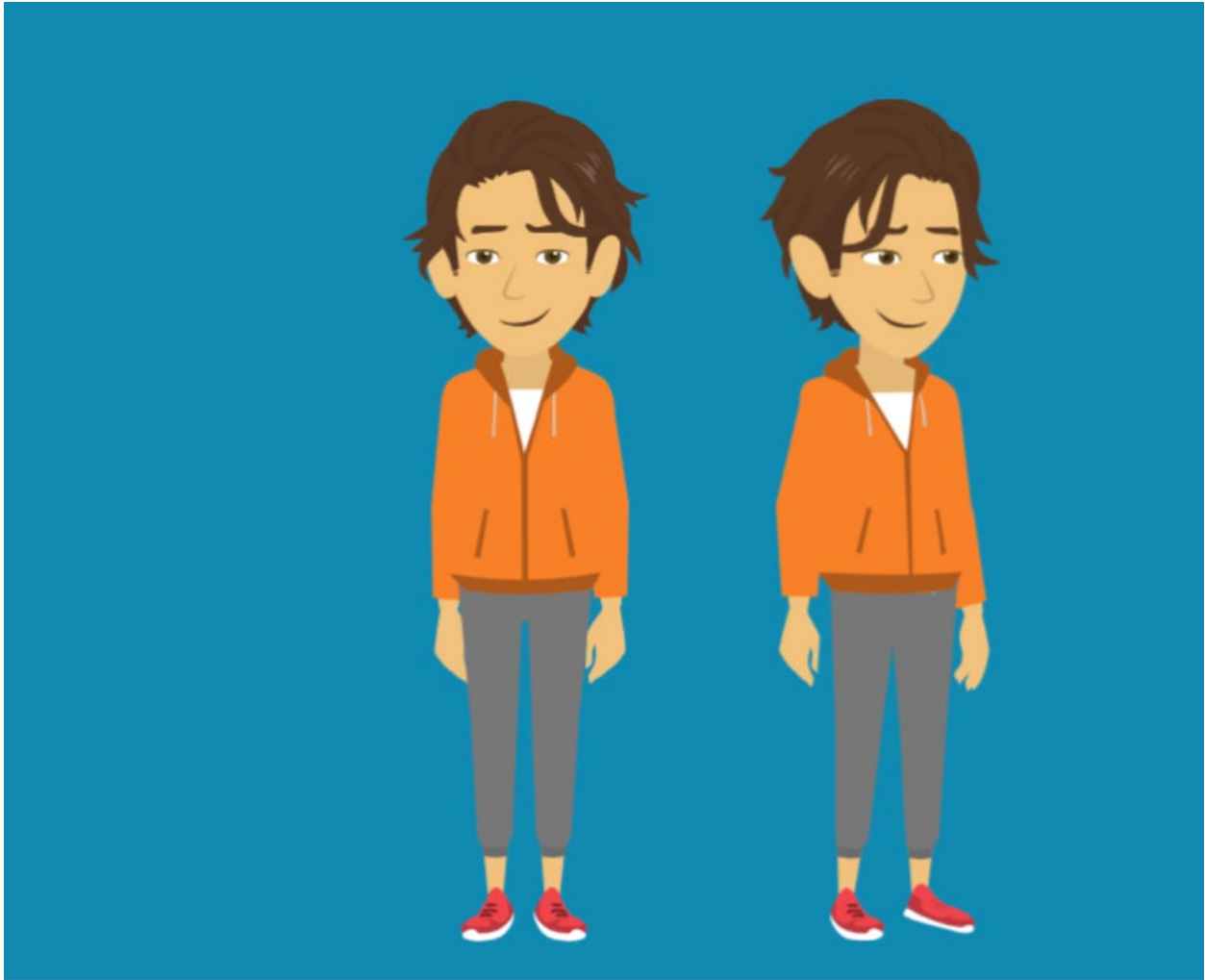
Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character

Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character

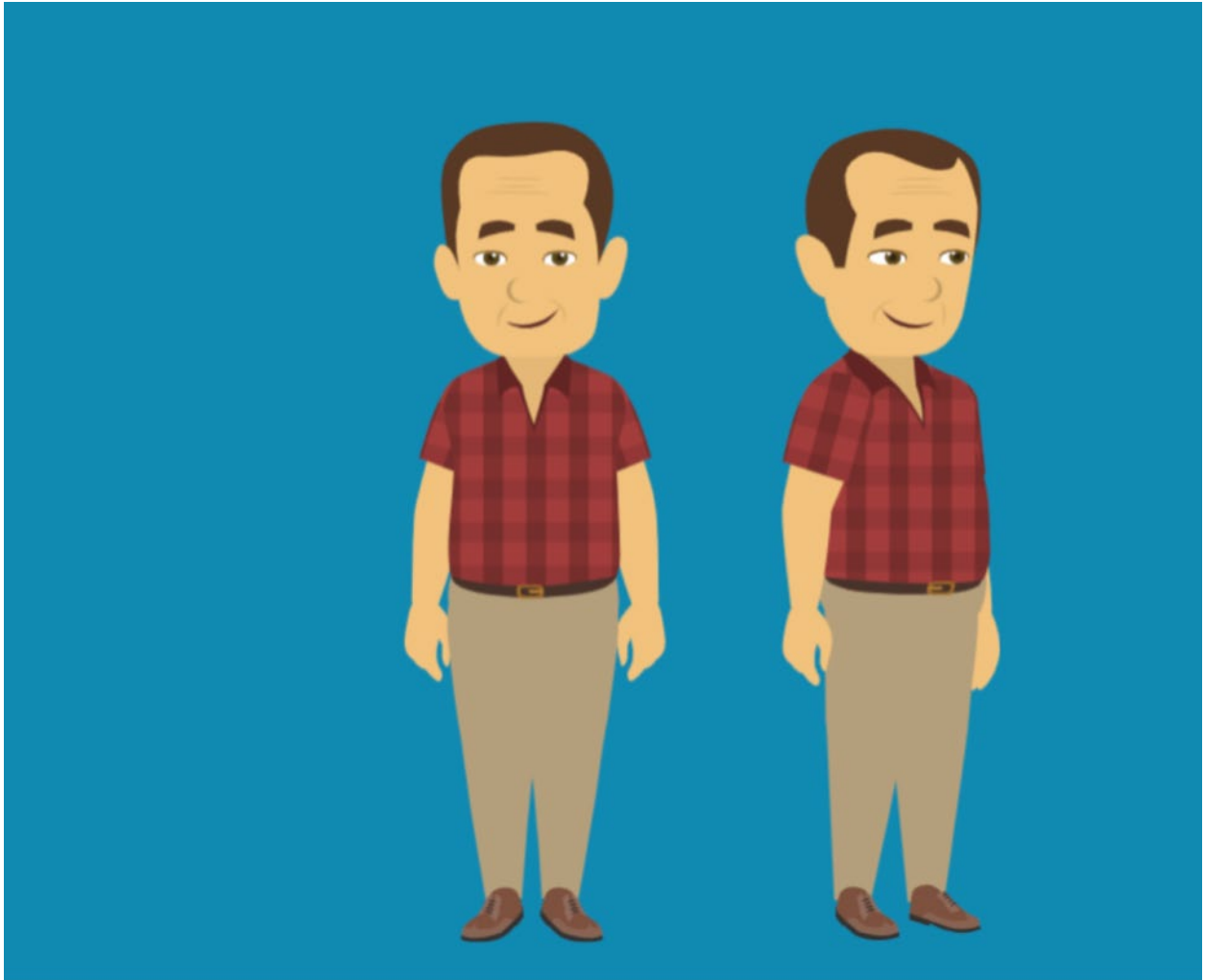
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

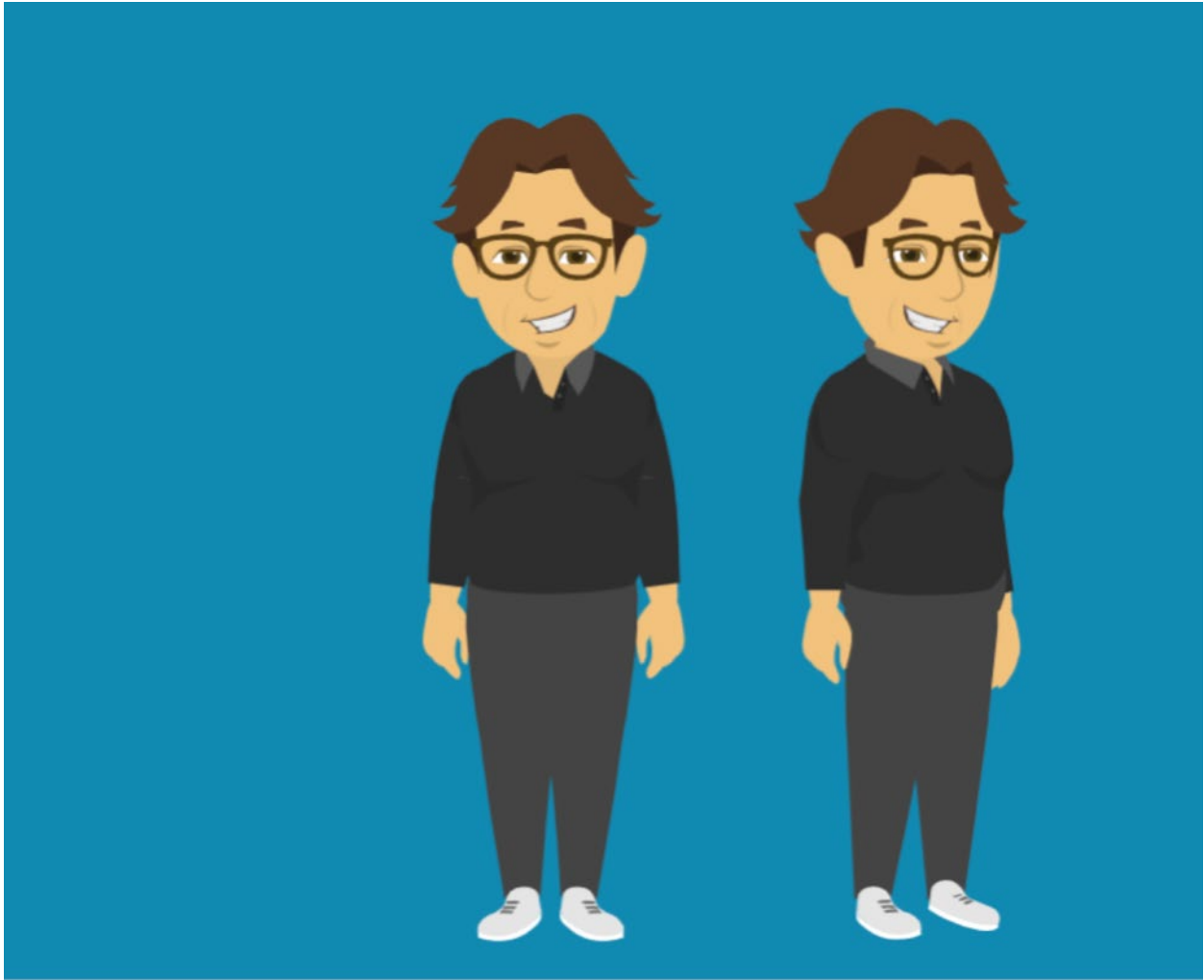
Do not like character ○○○○○ Like character

Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

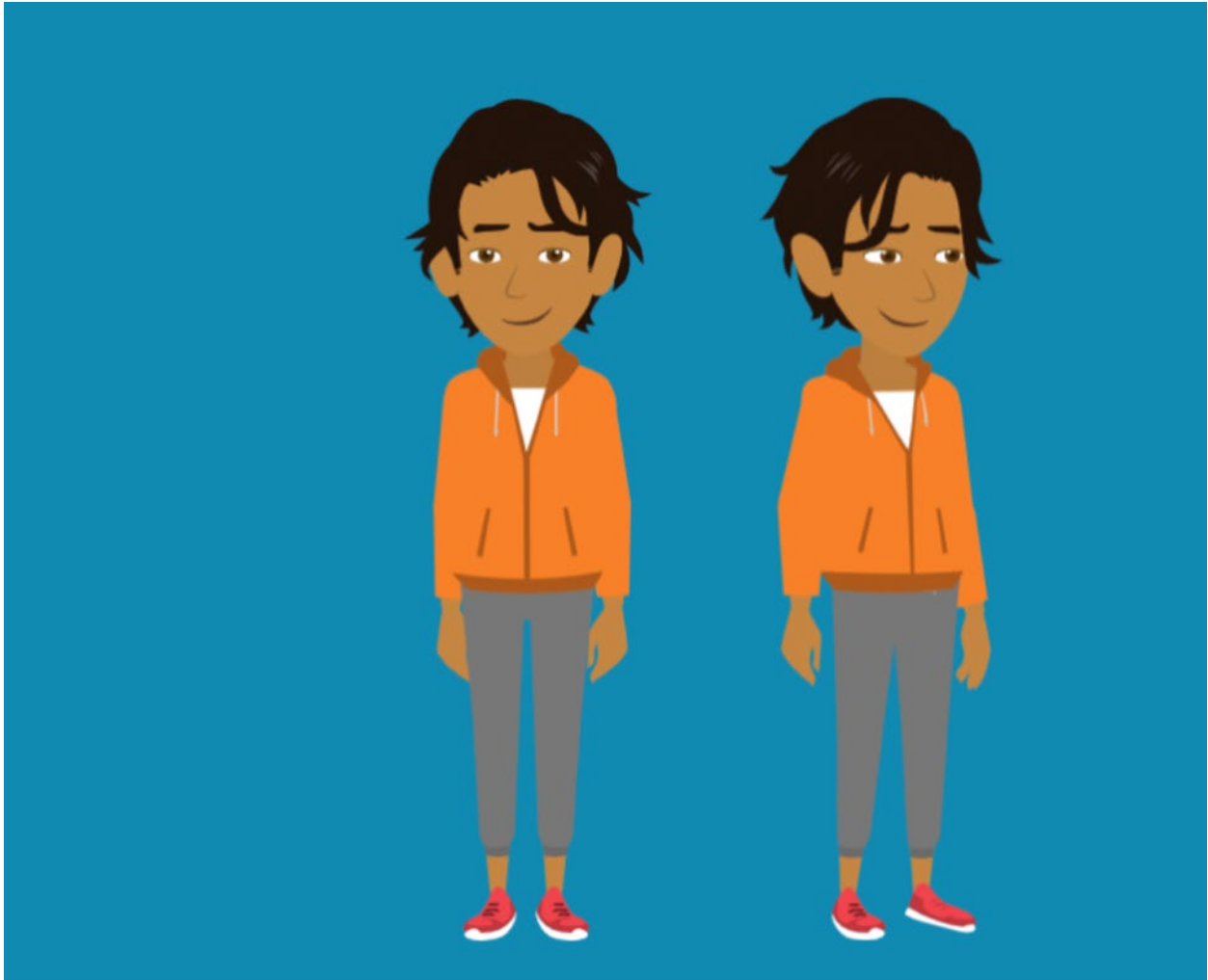
Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character

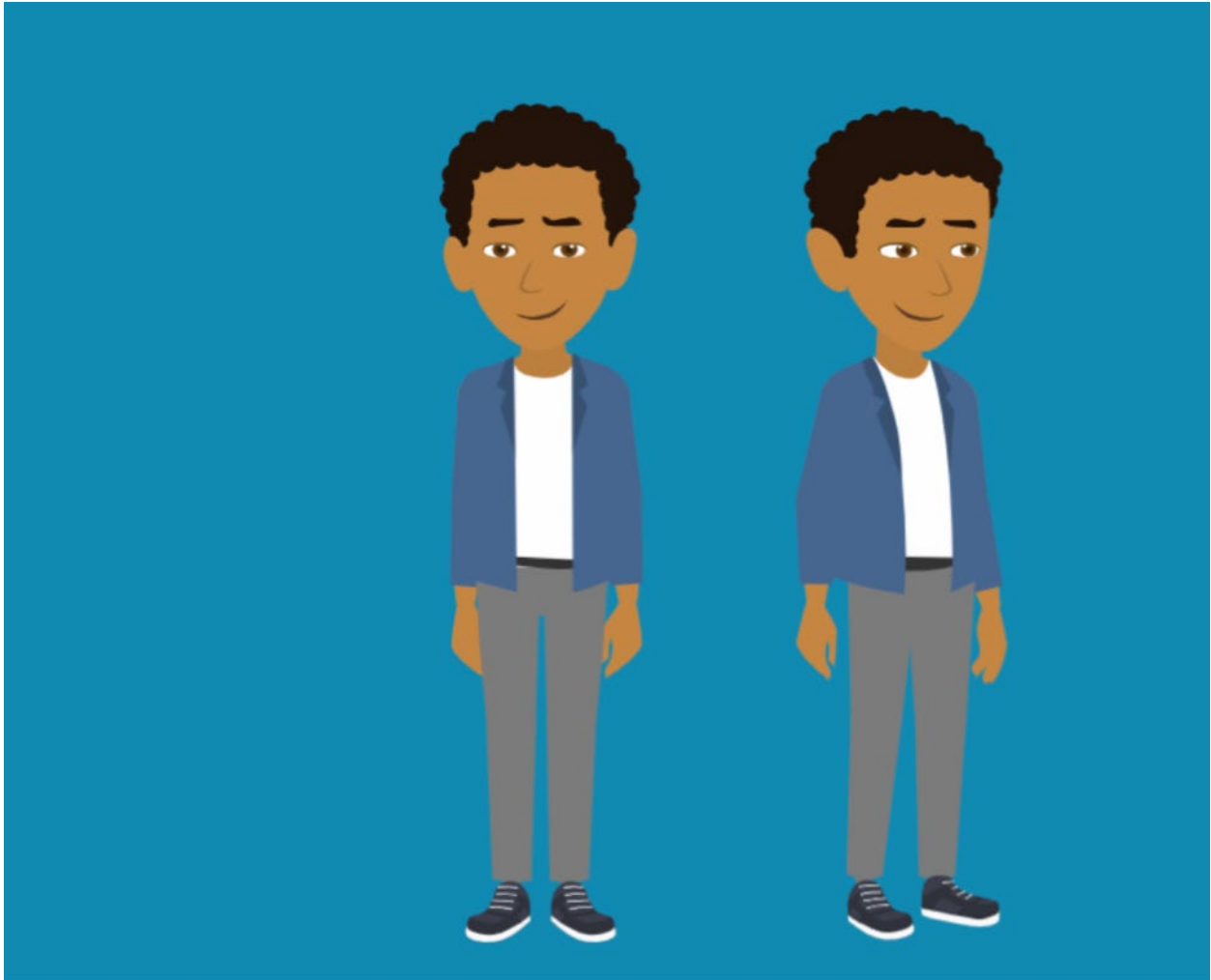
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character

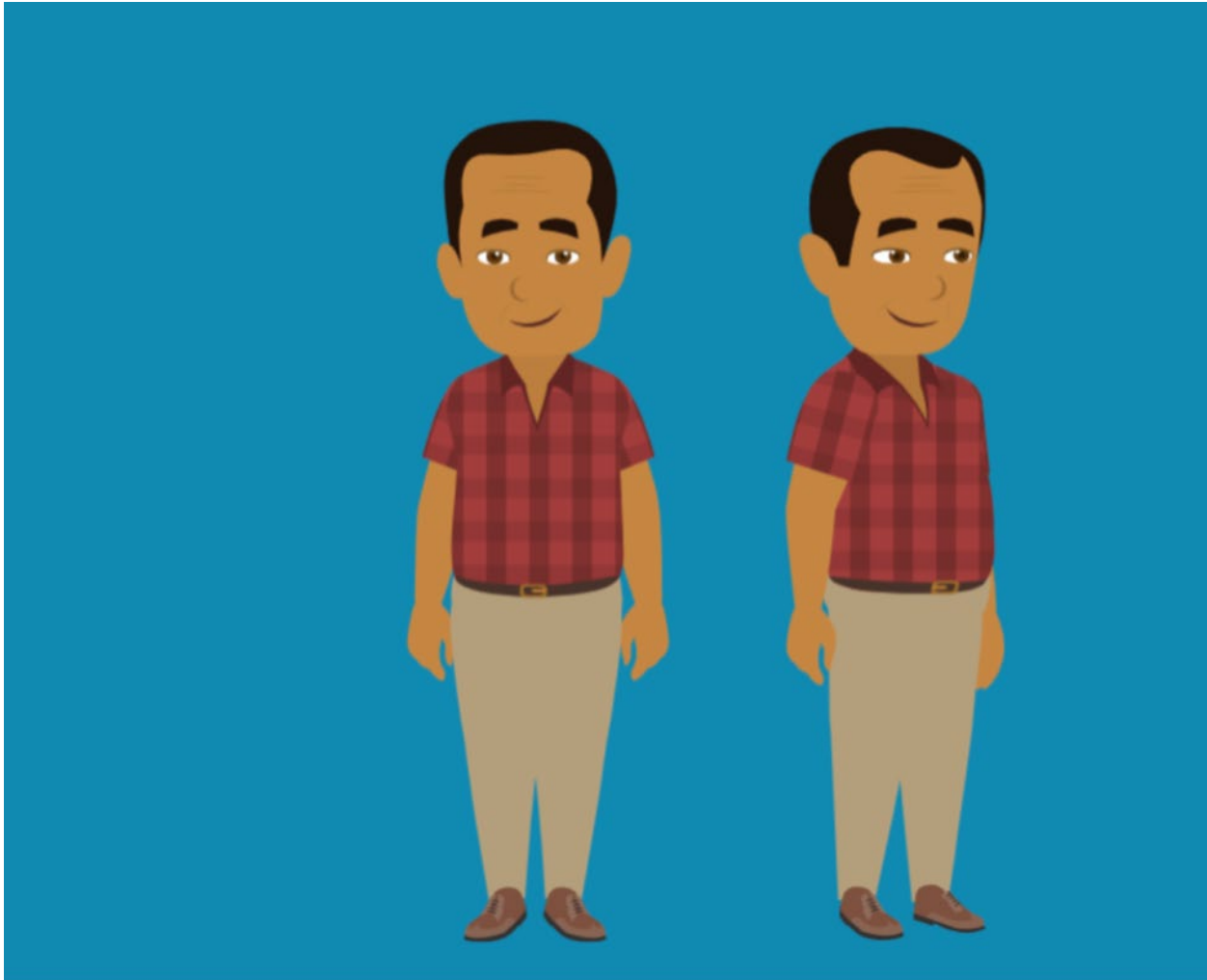
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

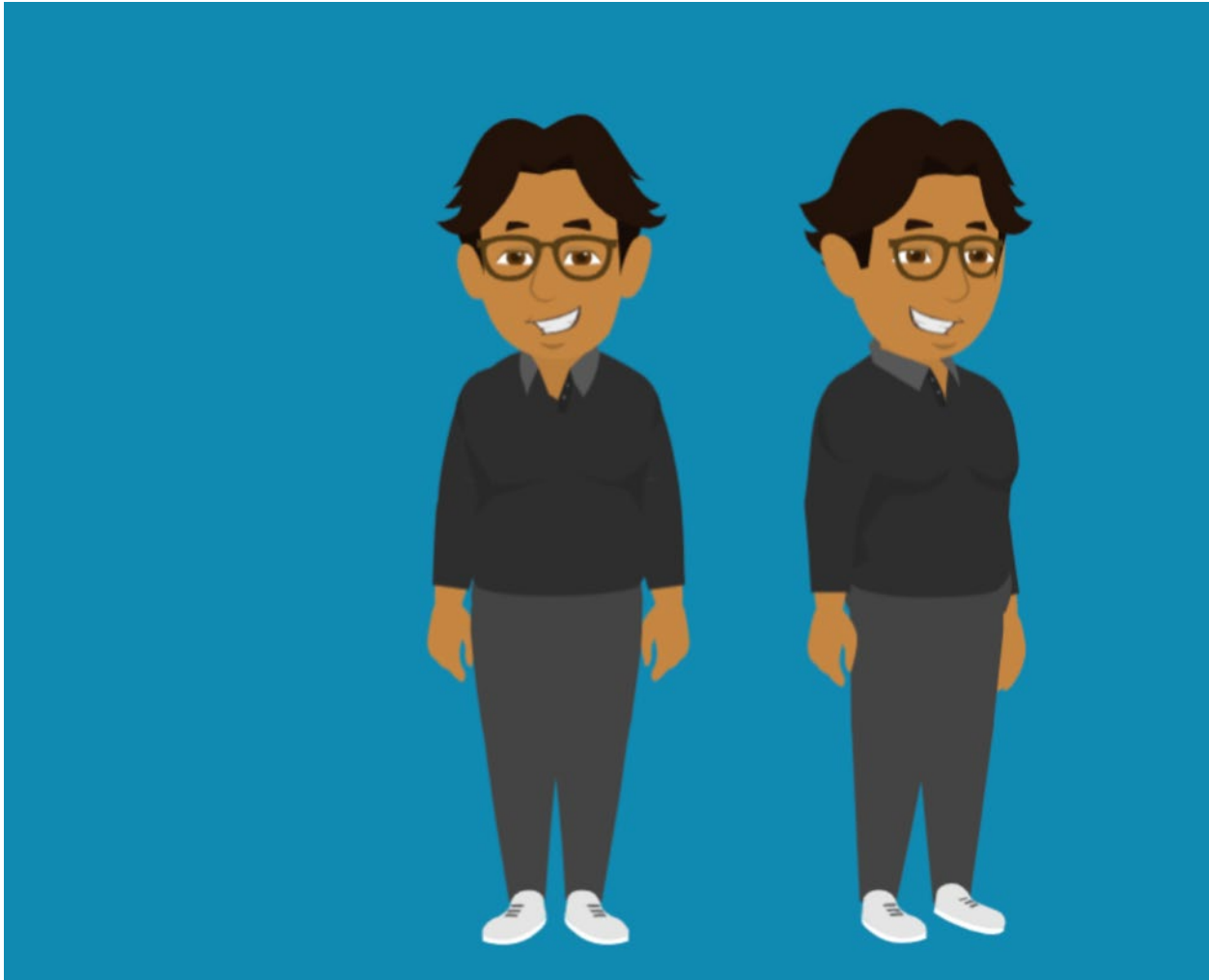
Do not like character ○○○○○ Like character

Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker



What do you think of this character?

Do not like character ○○○○○ Like character  
Not believable as a smoker ○○○○○ Believable as a smoker

### Rank Order

[randomize order of responses]

With an online quit smoking program in mind, rank the following video character traits on their level of importance to you, with 1 being the most important and 5 being the least important. Drag and drop the traits to rank them.

Gender	1
Ethnicity	2
Age	3
Clothing	4
Hair	5

### Qualitative Question

Do you have any suggestions to make the characters more relatable or believable as a smoker?

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### Smoking History

The next few pages will ask you about your tobacco use history.

Do you smoke cigarettes?

- Yes, every day
- Yes, some days
- No, I quit smoking
- No, I never smoked

[If Do you smoke cigarettes? No, I quit smoking Is Selected]

When did you quit?

- In the past 7 days
- In the past 30 days
- In the past 3 months
- In the past 6 months
- In the past year
- More than a year

[If Do you smoke cigarettes? Yes, every day Is Selected] OR

[If Do you smoke cigarettes? Yes, some days Is Selected]

Do you think you will quit using cigarettes within 1 year?

- Yes
- No

[If Do you think you will quit using cigarettes within 1 year? Yes Is Selected]

Do you think you will quit within a month, within 3 months, within 6 months, or after 6 months?

- Within a month
- Within 3 months
- Within 6 months
- After 6 months

[If Do you think you will quit using cigarettes within 1 year? Yes Is Selected]

[Advanced Randomization – randomize all choices, but put ‘Other’ in Randomly reverse choices and uncheck the box to reverse the choice order]

What methods do you plan to use to help you quit? (select all that apply)

- Cold turkey (no assistance)
- Counseling
- Gradual reduction
- Electronic cigarette (e-cig), vape pen, or Juul
- Nicotine patch or nicotine gum
- Medication (Zyban, Chantix)
- Mobile app
- Online videos
- Alternative medicine (e.g., acupuncture, meditation, hypnosis)
- \_\_\_\_\_ Other (please specify)

[If Do you smoke cigarettes? No, I never smoked is Not Selected]

[Only allow numbers – min = 0, max = 99]

How many times have you quit smoking and made it for at least 24 hours?

\_\_\_\_\_

[If How many times have you quit smoking and made it for at least 24 hours? Text Response is Greater than 0] and

[If Do you smoke cigarettes? Yes, every day Is selected] or

[If Do you smoke cigarettes? Yes, some days Is Selected]

When was the last time you tried to quit smoking?

- Currently trying to quit smoking (i.e., within the last month)
- 1-3 months ago
- 4-6 months ago
- 7-12 months ago
- More than 1 year ago

[If How many times have you quit smoking and made it for at least 24 hours? Text Response is Greater than 0] and

[If Do you smoke cigarettes? Yes, every day Is selected] or

[If Do you smoke cigarettes? Yes, some days Is Selected]

In your attempts to quit smoking, what methods have you used? (select all that apply)

- Cold turkey (no assistance)

- Counseling
- Gradual reduction
- Electronic cigarette (e-cig), vape pen, or Juul
- Nicotine patch or nicotine gum
- Medication (Zyban, Chantix)
- Mobile app
- Online videos
- Alternative medicine (e.g., acupuncture, meditation, hypnosis)
- \_\_\_\_\_ Other (please specify)

Do you vape nicotine?

- Yes, every day
- Yes, some days
- No, I quit vaping
- No, I never vaped

[All]

Do you currently use any other form of tobacco, such as chew/snuff, cigars, or pipes?

- Yes
- No

[If Do you currently use any other form of tobacco, such as chew/snuff, cigars, or pipes? Yes Is Selected]

Which ones? (select all that apply)

- Chew/snuff
- Cigars
- Pipes
- Hookah
- Cigarillos/Little cigars
- \_\_\_\_\_ Other (please specify)

*Attention/Bot Check*

Research in decision making shows that people, when making decisions and answering questions, prefer not to pay attention and minimize their effort as much as possible. Some studies show that over 50% of people don't carefully read questions. If you are reading this question and have read all the other questions, please select the box marked 'Other' and type the words 'Decision making' in the box below. Do not select 'Leadership dynamics'.

- Leadership dynamics
- Social approval
- Emotions
- \_\_\_\_\_ Other (please specify)

*Demographics*

You have reached the last set of questions. Good job! Just a few more to go.

How do you identify yourself?

- Male
- Female
- In another way (please specify) \_\_\_\_\_
- Prefer not to say

Which of the following best describes how you think of yourself?

- Heterosexual (straight)
- Gay/Lesbian
- Bisexual
- Other (please specify) \_\_\_\_\_
- Prefer not to say

[only allow numbers – min 0 and max 120]

What is your age?

\_\_\_\_\_

What is your ethnic background? Select all that apply.

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Other (please specify) \_\_\_\_\_
- Prefer not to say

In which state do you currently reside?

**Pull down menu with states in alphabetic order**

*Attention/Bot Check*

Which of the following objects has wheels? (select all that apply)

- Truck
- Rope
- Pencil
- Bike
- Bus

## *Debrief*

The current study was interested in evaluating characters that may appear in quit smoking videos in an online quit smoking program. We hope that your feedback will help us improve the development of the characters, so that the videos have the best chance of helping people quit smoking.

If you have any questions pertaining to this study, please contact any of the following:

Dr. Brianna Lienemann at [blienemann@health.ucsd.edu](mailto:blienemann@health.ucsd.edu)

Matthew Stone at [m3stone@health.ucsd.edu](mailto:m3stone@health.ucsd.edu)

Dr. Gary Tedeschi at [gtedeschi@health.ucsd.edu](mailto:gtedeschi@health.ucsd.edu)

Dr. Shu-Hong Zhu, [szhu@health.ucsd.edu](mailto:szhu@health.ucsd.edu)

Thank you for your time and participation in this study.

### **REDIRECT TO PROLIFIC**

Select Survey Options: Redirect to a full URL – enter the Prolific URL

[https://app.prolific.co/submissions/complete?cc=\\${e://Field/cc}](https://app.prolific.co/submissions/complete?cc=${e://Field/cc})