Screening Questionnaire for Participant Recruiting

Introduction for Recruiter:
We would like to conduct telephone interviews with virtual web tours with 3 physicians and 2 pharmacists. Physician characteristics include 1) dermatology physician, 2) immunology physician, 4) organ transplant physician. One must work in hospital and one work in private practice. Pharmacists characteristics include 1) one working in hospital setting and 2) one working in retail chain store (like Walgreens).

Incentives:
$175-250 for approx. 1.5 hour telephone sessions with virtual web tour

High-level Research Objectives:
The objective is to understand their daily experiences with different pharmaceutical companies and their products, their ideas about the similarities and differences between those companies, their use of the Internet as a tool for accessing pharmaceutical-related information, and their ideas on how different company websites can become more useful tools.

Recruiter, please summarize some enticing introduction so participants will be willing to answer screening questions, for example:

(Ask to speak with male or female head of household)
Hello ______________,
This is not a sales call. We would like to invite you to participate in a research study about pharmaceutical websites and how they can be a more helpful tool for you work. If you qualify for this study you could earn $175-250 for about 1.5 hours of your time.

The research session will be a telephone question and answer session with a researcher. It will last approximately 1.5 hour and will consist of you talking about pharmaceutical companies and how you use their websites. The sessions will be audiotaped for archival purposes. Again, nobody is trying to sell you anything during this interview. May I ask you some questions to see if you are eligible to be included in the research?

Detailed screening criteria:

(Do Not Read) Record Gender:
Male 1
Female 2
1. Do you or does anyone in your household work... (Read List)

In advertising, marketing or marketing research 1
For an Internet business or as a designer of Internet web sites. 2
For a company that sells or distributes home appliances, lawn and garden products, tools or home electronics 3

IF YES TO ANY OF THE STATEMENTS ABOVE, THANK & TERMINATE

2. Are you a practicing physician or pharmacist? (Circle which one)

Yes 1 CONTINUE
No 2 THANK & TERMINATE

3. In the past 3 months, have you participated in market research studies that involved focus groups or some type of in-person discussion?

Yes 1 THANK & TERMINATE
No 2 CONTINUE

4. Do you write or fill prescriptions for dermatology or immunology products? (Circle which one or both)

Yes 1 CONTINUE
No 2 THANK & TERMINATE

5. If you are a physician, which best describes your therapeutic focus?

Dermatology 1 CONTINUE (QUOTA NEED 1)
Immunology 2 CONTINUE (QUOTA NEED 1)
Organ transplantation 3 CONTINUE (QUOTA NEED 1)
Other 4 THANK & TERMINATE

6. If you are a physician, which best describes your work setting?

Hospital 1 CONTINUE (QUOTA NEED 1)
Private practice 2 CONTINUE (QUOTA NEED 1)
Other 3 THANK & TERMINATE

7. If you are a pharmacists, which best describes your work setting?

Hospital 1 CONTINUE (QUOTA NEED 1)
Retail chain___________ 2 CONTINUE (QUOTA NEED 1, list name of Chain)
Other 3 THANK & TERMINATE

8. DO NOT READ ANSWERS  Approximately how many years have you been browsing web sites?

Never browse websites 1 THANK & TERMINATE
Less than 1 year 2 THANK & TERMINATE
1 to 2 years 3 CONTINUE
More than 2 years 4 CONTINUE
9. I am going to read a list of about 8 pharmaceutical companies to you. For each, tell me what is your general attitude toward that company; specifically are you: Favorable, Neutral or Negative. (READ & ROTATE – CIRCLE ONE ANSWER FOR EACH.)

<table>
<thead>
<tr>
<th>Company</th>
<th>Favorable</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pfizer</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Fujisawa</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Eli Lilly</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Novartis</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Astrazeneca</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Merck</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>BristolMyersScribb</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>GlaxoSmithKlein</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

10. I am going to read you a list of about 8 websites where you can shop, can you tell me if you have visited any of these websites before, just answer yes or no. (READ & ROTATE – CIRCLE ALL THAT APPLY)

| Website          |  
|------------------|------------------|------------------|
| Lilly.com        | 1                |
| Pfizer.com       | 2                |
| Merck.com        | 3                |
| Fujisawa.com     | 4                |
| BMS.com          | 5                |
| astrazeneca.com  | 6                |
| novartis.com     | 7                |
| GSK.com          | 8                |

INVITE TO PARTICIPATE IN TELEPHONE INTERVIEW:

We will be conducting in-depth telephone discussions with healthcare professionals like yourself regarding your use of pharmaceutical companies' Web sites. The discussion will consist of a telephone conversation yourself and a researcher and will last approximately 1.5 hours. You will be paid $175-250 for your valuable opinions and you will be asked to browse various Web sites during the session. The discussion will be held between October 13-15, 2003. Would you like to participate?

Yes 1 → Continue
No 2 → Thank & Terminate
If participant agrees:

Thank you for agreeing to participate. We are only inviting a very limited number of people to participate, so if your schedule should happen to change, it is very important that you call me as soon as you can to let me know. Recruiter, please collect the following additional information:

First Name: _____________________________________

Last Name: _____________________________________

Address:  ______________________________________

Home number  ______________________________________

Daytime number  ______________________________________

Mobile number  ______________________________________

Recruiter name ___________________________________
Screening Questionnaire for Participant Recruiting

Introduction for Recruiter:
We would like to conduct in home interviews with 8 participants about their jewelry purchasing process and history, use of the internet in the jewelry purchasing process, and how jewelry relates to personal style.

Incentives:
$200 for approx. 2 hour sessions

High-level Research Objectives:
Understand the intuitive ways in which people purchase jewelry, use the internet for research and/or purchasing, and categorize jewelry by style/personality types.

Recruiter, please summarize some enticing introduction so participants will be willing to answer screening questions, for example:

(Ask to speak with male or female head of household)
Hello _______________.
This is not a sales call. We would like to invite you to participate in a research about jewelry purchasing and web site. If you qualify for this study you could earn $200 for about 2 hours of your time.

The research session will be an interview in your home with researchers from Arc Worldwide, a marketing services company. The interview will last approximately 2 hours and will consist of you and potentially your partner, talking about past and future jewelry purchases, surfing jewelry and other websites on the Internet, and sorting cards based on style and personality types. The interview will be videotaped for archival purposes. Again, nobody is trying to sell you anything during this interview. May I ask you some questions to see if you are eligible to be included in the research?

Detailed screening criteria:

(Do Not Read) Record Gender:

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

WATCH QUOTA – MUST HAVE 2 WOMEN, 3 MEN AND 3 COUPLES WITH A BIAS FOR THE MEN IN THE PARTNERSHIP
1. Do you or does anyone in your household work... (Read List)

   In advertising, marketing or marketing research 1

   For an Internet business or as a designer of Internet web sites. 2

   For a company that sells or distributes home appliances, lawn and garden products, tools or home electronics 3

IF YES TO ANY OF THE STATEMENTS ABOVE, THANK & TERMINATE

2. And, which of the following age groups represents your age? (Read List)

   Participants
   Needed
   1 under 19 0 THANK & TERMINATE
   2 19 – 24 0
   3 25 – 29 2
   4 30 – 34 2
   5 35 – 39 0
   6 40 – 44 2
   7 45 – 49 2
   8 50 + THANK & TERMINATE

RECRUIT FOR QUOTA AS SPECIFIED HERE

3. In the past 3 months, have you participated in market research studies that involved focus groups or some type of in-person discussion?

   Yes 1 THANK & TERMINATE
   No 2 CONTINUE

4. Which of the following best describes your total household income? (READ LIST)

   Participants
   Needed
   1 Under $40,000 0 THANK & TERMINATE
   2 $40,000 – $55,000 1
   3 $55,001 – $70,000 4
   4 $70,001 – $85,000 1
   5 $85,001 – $100,000 1
   6 $100,001 – $125,000 1
   7 $125,000 + THANK & TERMINATE

RECRUIT FOR QUOTA AS SPECIFIED HERE

5. Approximately how much time do you spend on the Internet during a typical week for personal use, other than email and chat?

   Less than 3 hours 1 THANK & TERMINATE
   About 3 hours 2 CONTINUE
   More than 3 hours 3 CONTINUE
6. **DO NOT READ ANSWERS** Approximately how many years have you been browsing web sites?

   - Never browse websites 1  **THANK & TERMINATE**
   - Less than 1 year 2  **THANK & TERMINATE**
   - 1 to 2 years 3  **CONTINUE**
   - More than 2 years 4  **CONTINUE**

7. Approximately how much have you spent in on-line purchases in the last 12 months? *(Read answers and circle)*

   - Nothing 1  **THANK & TERMINATE**
   - Less than $100 2  **THANK & TERMINATE**
   - $100 to $500 3  **CONTINUE, STRIVE FOR MIX**
   - $500 or more 4  **CONTINUE, STRIVE FOR MIX**

8. How many times per year do you shop for jewelry? *(Read answers and circle)*

   - 0 times 1  **THANK & TERMINATE**
   - 1-2 times 2  **CONTINUE, STRIVE FOR MIX**
   - 3-6 times 3  **CONTINUE, STRIVE FOR MIX**
   - 6+ times 4  **THANK & TERMINATE**

9. Do you typically shop for jewelry with your spouse or partner?

   - 1 Yes  **(STRIVE FOR MIX, NEED AT LEAST 3 COUPLES)**
   - 2 No

10. Are you seriously considering a jewelry purchase in the next 6 months?

    - Yes 1  **CONTINUE**
    - No 2  **THANK & TERMINATE**

11. Which of the following best describes your intended jewelry purchase? *(READ LIST)*

    - Participants Needed
    - 1 Engagement ring 2 men or 1 man and 1 couple
    - 2 Wedding bands 1 man in couple
    - 3 Birthday gift 1 man
    - 4 Anniversary gift 1 man or couple
    - 5 A special occasion/holiday gift 1 man or couple
    - 6 Something just for me 2 women
    - 7 Other  **THANK & TERMINATE**

   **RECRUIT FOR QUOTA AS SPECIFIED HERE**
12. I am going to read a list of about 9 companies to you. For each, tell me what is your general attitude toward that company; specifically are you: Favorable, Neutral or Negative. (READ & ROTATE – CIRCLE ONE ANSWER FOR EACH. THANK AND TERMINATE IF NEGATIVE (1) TOWARD ZALES)

<table>
<thead>
<tr>
<th>Company</th>
<th>Favorable</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitehall Jewelers</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Kays Jewelers</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Zales Jewelers</strong></td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>JC Penneys</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Halzberg Jewelers</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Blue Nile Jewelers</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Lands End</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Amazon</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Walmart</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

13. Which website do you purchase from the most often?

__________________________________________________________________ (record answer)

14. About how many different times in the past 12 months have you purchased from that site? (record answer)

_____________________________________________________________________________

15. I am going to read you a list of about 10 websites where you can shop for jewelry, can you tell me if you have visited any of these websites before, just answer yes or no. (READ & ROTATE – CIRCLE ALL THAT APPLY. NEED AT LEAST 5 WHO HAVE USED ZALES.COM)

<table>
<thead>
<tr>
<th>Website</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitehall.com</td>
<td>1</td>
</tr>
<tr>
<td>Kays.com</td>
<td>2</td>
</tr>
<tr>
<td><strong>Zales.com</strong></td>
<td>3</td>
</tr>
<tr>
<td>JCpenneys.com</td>
<td>4</td>
</tr>
<tr>
<td>Halzberg.com</td>
<td>5</td>
</tr>
<tr>
<td>BlueNile.com</td>
<td>6</td>
</tr>
<tr>
<td>Diamond.com</td>
<td>7</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>8</td>
</tr>
<tr>
<td>Walmart.com</td>
<td>9</td>
</tr>
<tr>
<td>Ebay</td>
<td>10</td>
</tr>
</tbody>
</table>

16. Finally, you mentioned you shop at (insert their favorite website from question 13). What do you like the most about it?

_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________

Probe: Can you remember how you browsed from major section to major section on the site?

_____________________________________________________________________________
RECRUITERS: THIS QUESTION IS MEANT TO DETERMINE RESPONDENTS’ CREATIVE POTENTIAL AND ABILITY TO EXPRESS THEMSELVES ARTICULATELY. **DO NOT ACCEPT ONE WORD ANSWERS.**

ENCOURAGE THE RESPONDENT TO TALK. SPECIFICALLY, WE WANT TO BE SURE THAT RESPONDENT:

- IS ARTICULATE
- IS ABLE TO GIVE YOU AN INTELLIGENT ANSWER [I clicked on the bar above. I clicked on the left side.]
- IS EASILY UNDERSTOOD
- SPEAKS ENGLISH
INVITE TO PARTICIPATE IN ONE-ON-ONE INTERVIEW:

We will be conducting in-depth discussions with people like yourself regarding your purchasing and wearing on jewelry, your using the Internet, and how jewelry relates to personal style. The discussion will consist of yourself and Arc Worldwide researchers and will last approximately 2 hours. You will be paid $200 for your valuable opinions and you will be asked to browse different Web sites and sort cards during the session. The discussion will be held at your home on ______________ at __________. Would you like to participate?

Yes 1 → Continue
No 2 → Thank & Terminate

Do you think that your partner, bethrothed, fiancee, or spouse would willing to participate in parts of the session with you?

Yes 1 → Continue  NEED THREE (3)
No 2 → Continue

Tuesday, June 8, 2004
  2 hours between 8:00 AM and 12:00 PM  List exact time ________________________
    3:00 – 5:00 PM or
    7:00 – 9:00 PM

Wednesday, June 9, 2004
  2 hours between 8:00 AM and 12:00 PM  List exact time ________________________
    3:00 – 5:00 PM or
    7:00 – 9:00 PM

Thursday, June 10, 2004
  2 hours between 8:00 AM and 12:00 PM  List exact time ________________________
    3:00 – 5:00 PM or
    7:00 – 9:00 PM

Friday, June 11, 2004
  2 hours between 8:00 AM and 12:00 PM  List exact time ________________________
    3:00 – 5:00 PM or
    7:00 – 9:00 PM

If participant agrees:

Thank you for agreeing to participate. We are only inviting a very limited number of people to participate, so if your schedule should happen to change, it is very important that you call me as soon as you can to let me know.

Recruiter, please collect the following additional information:

First Name: _____________________________________

Last Name: _____________________________________

Address: _____________________________________
Home number ______________________________________

Daytime number ______________________________________

Email: ___________________________________________

Recruiter name ___________________________________
### Quota Matrices

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Couple (prefer male to be main person)</th>
<th>Woman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement ring</td>
<td>X</td>
<td>X or X and X</td>
<td>X</td>
</tr>
<tr>
<td>Wedding ring</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Birthday Gift</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Anniversary Gift</td>
<td>X</td>
<td>or X</td>
<td>X</td>
</tr>
<tr>
<td>Special Occasion</td>
<td>X</td>
<td>or X</td>
<td>X</td>
</tr>
<tr>
<td>Just for me</td>
<td></td>
<td></td>
<td>X X</td>
</tr>
</tbody>
</table>

#### Ages:
- 25 – 29: X X
- 30 – 34: X X
- 40 – 44: X X
- 45 – 49: X X

#### Household Income
- $40,000 – $55,000: X
- $55,001 – $70,000: X X X X
- $70,001 – $85,000: X
- $85,001 – $100,000: X

#### Know Zales
- X X X X X
Recruiter Screener for Design for Democracy
AD411 Graphic Design Practicum – Emergency and Evacuation
January 23, 2006

Name:_______________________________________________________________
Address:_____________________________________________________________
Home telephone:______________________________________________________
Work telephone:_______________________________________________________
Mobile/cell telephone:__________________________________________________

Introduction for Recruiter:
We would like to conduct research with 12 people on their experiences with
emergencies and evacuations. These people need to geographically
distributed among the cities of Chicago, New York City, San Francisco, and
New Orleans. They will be asked to fill out a log book and take pictures over 3
days about what they think, have done, and used during emergencies and
evacuations.

Incentives:
$125.00

High-level Research Objectives:
Understand through words and pictures (1) what people think about
emergencies and evacuations (what kinds are there, which have they been
through), (2) what they do during emergencies and evacuations (real and
imagined reactions), and (3) what objects and communication tools they used to
help them in emergencies and evacuations.

Recruiter, please summarize some enticing introduction so participants will be
willing to answer screening questions, for example:

Ask to speak with male or female head of household)
Hello ____________,
This is not a sales call. We would like to invite you to participate in a research
project about what you think, do, and use in emergencies and evacuations. If
you qualify for this study you could earn $125.00. The research will require
you to take pictures and fill out a log book over 3 days about your thoughts
and experiences of emergencies and evacuations. We will mail you a research
package with the log book and the camera. You will be asked to send the
filled-in log book and the camera back after 3 days. You will not have to pay
for sending the research package back.
Again, nobody is trying to sell you anything. May I ask you some questions to see if you are eligible to be included in the research?

1. Have you participated in an interview or focus group in the last 6 months?
   Yes...........1  terminate
   No.............2

2. Do you or anyone in your household work for a fire department, police department, insurance agency, the federal government, or as a building manager?
   Yes...........1  terminate
   No.............2

3. Do you live or work in the following metropolitan areas?
   New York City...........1   Need 3
   Chicago..................2 Need 3
   San Francisco...........3 Need 3
   New Orleans............4 Need 3
   None....................5 Terminate

4. Have you directly been involved in any of the following emergency or evacuation situations?
   - Hurricanes and Nor’easters Need 2
   - Earthquake Need 2
   - Extreme heat
   - Fire Need 2
   - Hazardous materials accident
   - Tornadoes, thunderstorms or lightning Need 2
   - Terrorism attack Need 2
   - Transportation accidents by plane, train, bus, or boat
   - Flooding Need 2
   - Utility Disruptions: Electric, Gas or Steam
   - Water Contamination, Drought or Water Break
   - Blizzard, Ice Storm

   Go for mix, must have at least three checked or terminate.

5. For classification purposes, are you male or female?
   Male.......1   Need 6
   Female...2 Need 6

6. For classification purposes, can you tell me which of the following ranges your age falls:
   Younger than 18...........1  terminate
   18-25..........................2 Need 2
   26-35..........................3 Need 1
   36-45..........................4 Need 1
   46-55..........................5 Need 3
   56-65..........................6 Need 3
   66+............................7 Need 2

7. For classification purposes, can you tell me which of the following best represents your race/ethnicity:
White (non Hispanic) ................................................................. 1 Need 3
Black or African American (non-Hispanic) .................. ............... 2 Need 3
American Indian and Alaska Native (non-Hispanic) ............ 3
Asian (non-Hispanic) ................................................................... 4 Need 2
Native Hawaiian and Other Pacific Islander (non-Hispanic) ..... 5
Hispanic or Latino (any race) ....................................................... 6 Need 3
Two or more races .................................................................. 7

8. Which best describes you employment situation?
   Work full-time................................................................. 1
   Work part-time (not student or retiree) ............. 2
   Unemployed (not student or retiree) ............ 3
   Student ............................................................... 4
   Retiree ................................................................. 5

9. Have you ever had to evacuate a building during an emergency? If yes, tell me about your experiences. If no, what would you do if you had to?
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

RECRUITERS: THIS QUESTION IS MEANT TO DETERMINE RESPONDENTS’ CREATIVE POTENTIAL AND ABILITY TO EXPRESS THEMSELVES ARTICULATELY. DO NOT ACCEPT ONE WORD ANSWERS. ENCOURAGE THE RESPONDENT TO TALK. SPECIFICALLY, WE WANT TO BE SURE THAT RESPONDENT:
• IS ARTICULATE
• IS ABLE TO GIVE YOU AN INTELLIGENT ANSWER [I found the exit sign.]
• IS EASILY UNDERSTOOD

INVITE TO PARTICIPATE IN RESEARCH STUDY:

We are doing research to understand through words and pictures (1) what you think about emergencies and evacuations (what kinds are there, which have they been through), (2) what you do or have done during emergencies and evacuations (real and imagined reactions), and (3) what objects and communication tools you have found useful during emergencies and evacuations. We will send you a research package containing a booklet and a camera by Friday, January 27th, 2006 and ask you to return both the booklet and the camera by Tuesday January 31, 2006. Once we receive the package your will receive a check for $125.00 and the camera for your personal use. Would you like to participate?
Can I have the full address by which to send the research package? We will send it FedEx so please use an address where you know someone will be there to receive it.

Name ____________________________________________________________

Address _________________________________________________________

City, State, Zip Code. _____________________________________________

Phone number ___________________________________________________