PhenX Toolkit

Data Collection Worksheet

Please Note: The Data Collection Worksheet (DCW) is a tool to aid integration of a PhenX protocol into a study. The PhenX DCW is not designed to be a data collection instrument. Investigators will need to decide the best way to collect data for the PhenX protocol in their study. Variables captured in the DCW, along with variable names and unique PhenX variable identifiers, are included in the PhenX Data Dictionary (DD) files.

1. These ads are worth remembering

1 [ ] Strongly disagree

2 [ ] Disagree

3 [ ] Neither agree nor disagree

4 [ ] Agree

5 [ ] Strongly agree

2. These ads grabbed my attention

1 [ ] Strongly disagree

2 [ ] Disagree

3 [ ] Neither agree nor disagree

4 [ ] Agree

5 [ ] Strongly agree

3. These ads are powerful

1 [ ] Strongly disagree

2 [ ] Disagree

3 [ ] Neither agree nor disagree

4 [ ] Agree

5 [ ] Strongly agree

4. These ads are informative

1 [ ] Strongly disagree

2 [ ] Disagree

3 [ ] Neither agree nor disagree

4 [ ] Agree

5 [ ] Strongly agree

5. These ads are meaningful

1 [ ] Strongly disagree

2 [ ] Disagree

3 [ ] Neither agree nor disagree

4 [ ] Agree

5 [ ] Strongly agree

6. These ads are convincing

1 [ ] Strongly disagree

2 [ ] Disagree

3 [ ] Neither agree nor disagree

4 [ ] Agree

5 [ ] Strongly agree

Protocol source: https://www.phenxtoolkit.org/protocols/view/750901