



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.

Section A. Instruction Universe: all students

The next five questions ask about e-cigarette advertisements. Do not think about cigarettes or other tobacco products when answering these questions.

Question Universe: all students

1. When you are using the Internet, how often do you see ads or promotions for e-cigarettes?

- A. I do not use the Internet
- B. Never
- C. Rarely
- D. Sometimes
- E. Most of the time
- F. Always

Question Universe: all students

2. When you read newspapers or magazines, how often do you see ads or promotions for e- cigarettes?

- A. I do not read newspapers or magazines
- B. Never
- C. Rarely
- D. Sometimes
- E. Most of the time
- F. Always

Question Universe: all students

3. When you go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center, how often do you see ads or promotions for e-cigarettes?

A. I never go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Question Universe: all students

4. When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see ads or promotions for e-cigarettes?

A. I do not watch TV or streaming services, or go to the movies

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Question Universe: all students

5. When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see people or characters using e-cigarettes?

A. I do not watch TV or streaming services, or go to the movies

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Section B. Instruction Universe: all students

The next several questions ask about e-cigarettes and social media (such as YouTube, Instagram, Snapchat, Twitter, Facebook, Reddit, or TikTok).

Do not think about cigarettes or other tobacco products when answering these questions.

Question Universe: all students

1. How often do you use social media?

A. Never / I don't use social media [SKIP TO Section C]

B. Less than one time per week

C. About one time per week

D. A few times per week

E. Less than 1 hour, daily

F. About 1-2 hours, daily

G. About 3-4 hours, daily

h. 4 hours or more, daily

[IF Q1 EQ (B, C, E, E, F, G, H) CONTINUE TO Q2]

[IF Q1 EQ (A) SKIP TO Section C]

Question Universe: students who report using social media

2. When you use social media, how often do you see posts or content (pictures, videos, or text) related to e-cigarettes?

A. Never?[SKIP TO Q3]

B. Less than monthly

C. Monthly

D. Weekly

E. Daily

[IF Q2 EQ (B, C, D, E) CONTINUE TO Q3]

[IF Q2 EQ (A) SKIP TO Q4]

Question Universe: students who report seeing e-cigarette posts

3. On which social media sites have you seen posts or content related to e-cigarettes? (Select one

or more)

A. Facebook

B. Instagram

C. Snapchat

D. TikTok

E. Twitter

F. Reddit

G. YouTube

Some other site (specify: _____)

[ALL RESPONSES CONTINUE TO Q4]

Question Universe: students who report using social media

4. When you use social media, how often do you post pictures or videos of yourself or someone else using e-cigarettes?

A. Never

B. Less than monthly

C. Monthly

D. Weekly

E. Daily

Question Universe: students who report using social media

5. When you use social media, how often have you liked, commented, or shared posts or content (pictures, videos, or text) related to e-cigarettes?

A. Never

B. Less than monthly

C. Monthly

D. Weekly

E. Daily

Question Universe: students who report using social media

6. Who usually posted the content related to e-cigarettes on your social media?
(Select one or more)

A. People I know in real life

B. Online friends I have not met in real life

C. Celebrities or social media influencers

D. E-cigarette brands or sellers

E. Online news articles

F. Public health campaigns (e.g., Truth Initiative, Real Cost)

G. Other ((SPECIFY):_____

Section C. Instruction Universe: all students

The next five questions ask about advertisements for cigarettes and other tobacco products (cigarettes, cigars, smokeless tobacco, hookahs, roll-your-own cigarettes, pipes, snus, dissolvable tobacco, bidis, heated tobacco products, and nicotine pouches).

Do not think of e-cigarettes when answering these questions.

Question Universe: all students

1. When you are using the Internet, how often do you see ads or promotions for cigarettes or other tobacco products?

A. I do not use the Internet

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Question Universe: all students

2. When you read newspapers or magazines, how often do you see ads or promotions for cigarettes or other tobacco products?

A. I do not read newspapers or magazines

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Question Universe: all students

3. When you go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center, how often do you see ads or promotions for cigarettes or other tobacco products?

A. I never go to a convenience store, supermarket, gas station, kiosk/storefront, or shopping center

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Question Universe: all students

4. When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see ads or promotions for cigarettes or other tobacco products?

A. I do not watch TV or streaming services, or go to the movies

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Question Universe: all students

5. When you watch TV or streaming services (such as Netflix, Hulu, or Amazon Prime), or go to the movies, how often do you see people or characters using cigarettes or other tobacco products?

A. I do not watch TV or streaming services, or go to the movies

B. Never

C. Rarely

D. Sometimes

E. Most of the time

F. Always

Protocol source: <https://www.phenxtoolkit.org/protocols/view/751002>