Meyer’s Credibility Index will be used to measure the perceived credibility of a variety of sources affiliated with the study.

The findings will enhance our understanding of how select social marketing features influence study participation decisions in this population.

INTRODUCTION

As the Ebola virus landed on American soil in 2014, citizens became less confident of public health agencies and officials. According to a Gallup poll conducted in November of 2014, Americans’ approval rate of the Centers for Disease Control and Prevention (CDC), was down 10% from a similar poll conducted in May 2013.

Given the CDC provides nearly $7 billion annually to fund health research, how this crisis may have affected both the public’s trust and participation in CDC funded studies was a key question as we sought to launch a large randomized clinical trial (RCT) to test the effect of the Chronic Disease Self-Management Program (CDSMP) on lower-wage workers 40-65 years old with one or more chronic health conditions.

The purpose of this ancillary study is to examine: 1) which social marketing features in recruitment materials influence study participation decisions amongst the population participating in the parent CDC-funded RCT, and 2) the extent to which institutional-related credibility might play a role in study participation.

METHODS

This study is an ancillary to a CDC funded parent RCT to test the health and employment outcomes of the Chronic Disease Self-management Program amongst low-income, working adults. Participants’ trust in the CDC will be measured using both the Meyer’s Credibility Index, and the extent to which the CDC influenced their participation decision using the Qualtrics Hot Spot feature, as displayed in the images to the right.

The “hot spot” feature within Qualtrics allows participants to select 3 aspects of the study advertisement they found most persuasive in deciding to participate in the study.

Each element of the ad has it’s own individual hot spot, including each of the sponsor logos and the text indicating the CDC is the study funding agency.

Participants are asked to indicate whether the sponsor logos featured in the recruitment video influenced their decision to learn more about the study.

If participants select yes, the question below is used to determine which logo they found most persuasive.