

Minneapolis *Star Tribune* Inside Pages Study Questionnaire and Results

For more information:

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General information about the study

The study took place in Edina, Minnesota on March 1 and 2, 2005. Approximately 200 light and moderate newspaper readers between the ages of 20 and 30 were recruited with an incentive to participate in an hour-long study. Participants had a choice of time slots. The study was held in a large room at a research facility set up like a classroom (participants had their own desk and chair). Each time slot had a group of no more than 20 participants.

How the study was conducted

Upon arrival and registration, participants were led to the study room, where they selected a desk and sat down. On the desk in front of them was a 13-page questionnaire, two folders and a pen. One folder contained one randomly assigned version of the inside pages and the second folder always contained versions 1 and 4.

At the beginning of each session, the researchers told participants they were from Northwestern University and were conducting a study about newspapers. Each session was assigned to look at the one of four versions (randomly predetermined). Version 1 contained original editorial and advertising content, 2 contained original editorial content and experience advertising content, 3 contained experience editorial content and original advertising content, and 4 contained experience editorial and advertising content.

We explained that the questionnaire consisted of three parts. In Part 1, participants had to look at the version they had in the first folder and rate it on a number of questions. Part 2 asked participants to directly compare versions 1 and 4 and indicate their preferences through a battery of questions. Part 3 of the questionnaire included reading behavior and demographic questions.

The researchers made themselves available for any questions and frequently walked around the room to spot anyone who needed help. The vast majority of participants completed the questionnaire within one hour.

How to read this document

This document preserves the order and most of the formatting of the actual questionnaire. We have added tables with results for every question. The results show either the average rating for each question, or the percentage breakout for each response.

Part 1

Based on both sides of the page you just read...

1. How would you rate the newspaper from which the page came? **(X ONE Box)**

- 1 Extremely poor 2 Poor 3 Neither poor nor good 4 Good 5 Excellent

	VERSION 1	VERSION 2	VERSION 3	VERSION 4
	%	%	%	%
Extremely poor	0	0	0	2
Poor	0	6	10	2
Neither poor nor good	14	18	18	21
Good	84	72	68	67
Excellent	2	4	4	8
Average Rating	3.88	3.74	3.66	3.76

2. How likely would you be to recommend this newspaper to a friend moving into this area? **(X ONE box)**

- 1 Definitely would not recommend 2 Probably would not recommend 3 Might or might not recommend 4 Probably would recommend 5 Definitely would recommend

	VERSION 1	VERSION 2	VERSION 3	VERSION 4
	%	%	%	%
Definitely would not recommend	0	0	0	0
Probably would not recommend	4	8	20	10
Might or might not recommend	36	38	28	31
Probably would recommend	54	52	50	55
Definitely would recommend	6	2	2	4
Average Rating	3.62	3.48	3.34	3.53

3. How different is what you would get (information, entertainment, education, etc.) from this newspaper from what you get from the newspaper you currently read? **(X ONE Box)**

- 1 Not at all different 2 Not very different 3 Somewhat different 4 Very different 5 Extremely different

	VERSION 1	VERSION 2	VERSION 3	VERSION 4
	%	%	%	%
Not at all different	16	14	18	8
Not very different	64	60	42	59
Somewhat different	14	24	36	24
Very different	6	2	4	8
Extremely different	0	0	0	2
Average Rating	2.10	2.14	2.26	2.37

- V1: original editorial / original ad
 V2: original editorial / experience ad
 V3: experience editorial / original ad
 V4: experience editorial / experience ad

4. Each one of the statements below is how some people describe reading a newspaper. For each statement, **indicate how much you agree or disagree that it describes your likely feelings about this new newspaper, based on what you read on this page.**

Each statement is different, so please do not skip over any of them. **(X ONE Box for EACH Statement)**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Looks out for my interests	3.16	3.16	3.20	3.15
a. Reading this newspaper would make me feel like a better citizen.	3.24	3.28	3.32	3.20
b. I think people who do not read a newspaper like this put themselves at a disadvantage in life.	2.86	2.94	2.96	2.94
c. Reading this newspaper would add to my enjoyment of other things I do.	3.38	3.10	3.26	3.25
d. If I missed reading this newspaper I would feel that the day was incomplete.	2.16	2.56	2.00	2.10
e. I could count on this newspaper to investigate wrongdoing.	3.20	3.20	3.48	3.55
f. If I were to buy this newspaper, I'd feel as if I were supporting a good thing for my community.	3.30	3.10	3.38	3.20
g. This newspaper would give me ideas about how to help in the community.	3.98	3.96	4.02	3.80
Gives me something to talk about	3.97	3.84	3.93	3.94
h. This newspaper has things that I would mention in conversations with other people.	4.16	4.12	4.29	4.31
i. I would talk about the news and current events I read in it.	4.16	4.00	4.26	4.18
j. It would have advice and tips that I could share with people I know.	3.76	3.70	3.72	3.65
k. I would show things in this newspaper to people in my family.	3.66	3.48	3.50	3.63
l. I would look at a newspaper like this as educational -- I would gain something.	4.10	3.92	3.90	3.92
Makes me smarter	3.71	3.56	3.66	3.55
m. Even if I disagreed with things in this newspaper, I would feel like I learned something valuable.	3.72	3.76	3.82	3.76
n. A newspaper like this would have good advice.	3.38	3.12	3.36	3.16
o. This newspaper would be good at telling stories about things that happen and how they turn out.	3.98	3.80	3.90	3.71
p. This newspaper would be a way to learn about new products.	3.72	3.48	3.42	3.61
q. It would show me how other people live their lives.	3.78	3.70	3.86	3.73
r. I would learn about things to do or places to go from a newspaper like this.	3.71	3.50	3.58	3.31

- V1:** original editorial / original ad
V2: original editorial / experience ad
V3: experience editorial / original ad
V4: experience editorial / experience ad

	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Touches and inspires me	3.26	3.06	3.26	3.16
s. This newspaper would be a source of inspiration for me in my own life.	2.66	2.98	2.90	2.82
t. Reading this newspaper would make me feel good about myself.	2.92	2.68	3.04	2.84
u. A newspaper like this would feature people who make you proud.	3.76	3.20	3.58	3.47
v. You would learn how to improve yourself in this newspaper.	3.06	2.74	3.02	2.94
w. Some stories would touch me deep down.	3.90	3.68	3.74	3.75
Ad usefulness	3.00	3.06	3.06	3.10
x. I would look at most of the ads in this newspaper.	2.90	3.26	2.92	3.43
y. I would use the ads in this newspaper to know what is on sale.	3.76	3.32	3.78	3.51
z. I would like the ads in this newspaper just as much or more than the stories.	2.78	2.96	3.02	3.00
aa. In a newspaper like this, I would like the ads for unusual things.	2.84	3.10	3.04	3.10
bb. This newspaper would make me want to go shopping.	2.72	2.64	2.56	2.47
Turned on by surprise and humor	3.20	3.12	3.08	3.10
cc. This newspaper would have stories about weird things that can happen.	3.30	3.00	3.18	3.16
dd. It would often make me laugh.	2.98	2.82	2.74	2.82
ee. It would always have something that surprises me.	3.28	3.22	3.30	3.39
ff. This newspaper would have pictures that would make me think "wow."	3.60	3.46	3.44	3.20
gg. I would probably show some of the pictures in the newspaper to someone else.	3.06	3.08	2.92	2.96
hh. I would probably like to look at the pictures in this newspaper for a while.	2.98	3.12	2.86	3.06

- V1:** original editorial / original ad
V2: original editorial / experience ad
V3: experience editorial / original ad
V4: experience editorial / experience ad

There are three stories on the front and back of the newspaper page you have been given. Please answer the following questions for these stories, and for the photo with the caption about the young girls in Gaza.

5. For the tsunami aid story

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

TSUNAMI AID STORY	VERSION 1	VERSION 2	VERSION 3	VERSION 4
The topic of this story is important to me.	3.80	3.88	3.88	3.94
I learned something from this story.	4.12	4.14	4.00	4.02
I would choose to read this story on my own.	3.62	3.70	3.94	3.88
I enjoyed reading this story.	3.60	3.66	3.80	3.88
It's hard to get information from it.	2.02	2.28	2.64	2.37
A shorter version would be better.	2.72	2.74	2.42	2.22
It gives me information I can use.	3.80	3.48	3.32	3.63
It's clear what the story is about.	4.26	4.16	3.94	4.16
It gives me the important facts I need.	3.62	3.62	3.36	3.61
I like the visual appearance.	3.32	3.78	3.68	3.71
I liked the information that was provided in addition to the main text of the story.	3.98	3.98	3.90	4.18

TEEN BRAIN STORY	VERSION 1	VERSION 2	VERSION 3	VERSION 4
The topic of this story is important to me.	3.72	3.68	3.78	3.71
I learned something from this story.	4.16	4.02	4.02	4.08
I would choose to read this story on my own.	4.14	3.88	4.04	3.96
I enjoyed reading this story.	3.92	3.82	3.70	4.00
It's hard to get information from it.	2.22	2.46	2.42	2.24
A shorter version would be better.	2.40	2.42	2.28	2.16
The story gives me information I can use.	3.62	3.48	3.38	3.51
It's clear what the story is about.	4.16	4.06	3.90	4.10
It gives me the important facts I need.	3.58	3.34	3.40	3.55
I liked the "pull-out" information that was put in the middle of the main text of the story.	2.88	3.16	3.54	3.80

V1: original editorial / original ad

V2: original editorial / experience ad

V3: experience editorial / original ad

V4: experience editorial / experience ad

NIH SCIENTIST STORY	VERSION 1	VERSION 2	VERSION 3	VERSION 4
The topic of this story is important to me.	2.88	2.80	3.50	3.12
I learned something from this story.	3.51	3.24	3.88	3.82
I would choose to read this story on my own.	2.96	2.60	3.20	3.10
I enjoyed reading this story.	2.98	2.70	3.22	3.18
It's hard to get information from it.	2.76	3.08	2.66	2.57
A shorter version would be better.	2.94	3.14	2.60	2.41
The story gives me information I can use.	3.06	2.82	3.38	3.27
It's clear what the story is about.	3.51	3.20	3.66	3.69
It gives me the important facts I need.	3.24	2.80	3.28	3.49
I like the way the story was written.	2.94	2.72	3.04	3.04

PALESTINIAN GIRLS STORY	VERSION 1	VERSION 2	VERSION 3	VERSION 4
The topic of this photo is important to me.	3.58	3.64	3.48	3.43
I learned something from this photo and caption.	3.94	4.00	3.66	3.75
I would choose to look at it on my own.	3.78	4.04	3.70	3.59
The photo and caption were interesting to me.	3.98	3.98	3.63	3.49
A shorter caption would be better.	2.62	2.58	2.66	2.55
It gives me information I can use.	3.24	3.20	3.14	3.08
It is clear what the photo is about.	3.68	3.78	3.60	3.65
The caption gives me the important facts I need.	3.68	3.61	3.52	3.49
I don't understand why this photo is in the newspaper.	2.38	1.98	2.52	2.29

V1: original editorial / original ad

V2: original editorial / experience ad

V3: experience editorial / original ad

V4: experience editorial / experience ad

There are three advertisements on the front and back of this newspaper page. Please answer the following questions for these advertisements.

NOTE: This battery was repeated for each advertisement

1. How much interest do you have in the kind of product featured in this advertisement?(**X ONE Box**)

1 No interest 2 Slight interest 3 Some interest 4 A lot of interest

Interest in the product	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Eyeglasses ad (VisionWorld)	2.36	1.96	2.18	2.04
Diamond ad (Lionsgate)	2.16	2.64	2.06	2.63
Gas Fireplace Insert ad (Centerpoint Energy)	2.04	2.00	1.86	2.06

2. Overall, how would you rate this advertisement? (**X ONE Box**)

1 Poor 2 Fair 3 Good 4 Very good 5 Excellent

Overall rating	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Eyeglasses ad (VisionWorld)	3.06	3.08	2.94	2.94
Diamond ad (Lionsgate)	2.16	3.08	2.29	3.04
Gas Fireplace Insert ad (Centerpoint Energy)	2.86	2.88	2.92	2.98

3. Overall, how satisfied do you think you would be with _____? (**X ONE Box**)

1 Not at all satisfied 2 Slightly satisfied 3 Satisfied 4 Very satisfied 5 Extremely satisfied

Likely overall satisfaction with product	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Eyeglasses ad (VisionWorld)	3.08	2.92	2.98	2.96
Diamond ad (Lionsgate)	2.50	3.00	2.55	3.20
Gas Fireplace Insert ad (Centerpoint Energy)	3.14	2.84	3.06	3.14

4. How likely would you be to buy _____? (**X ONE Box**)

1 Not at all likely 2 Slightly likely 3 Likely 4 Very likely 5 Definitely

Likely to buy the product	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Eyeglasses ad (VisionWorld)	2.42	2.34	2.24	2.47
Diamond ad (Lionsgate)	1.64	2.32	1.69	2.18
Gas Fireplace Insert ad (Centerpoint Energy)	2.14	1.92	1.94	2.24

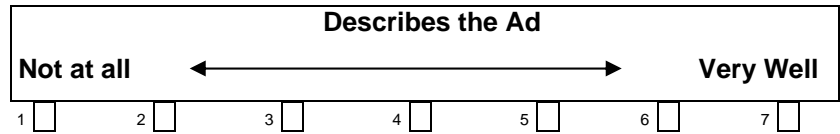
5. How would you rate the likely value for the money of _____ compared to other _____? (**X ONE Box**)

1 Not a good value 2 Slightly good value 3 Good value 4 Very good value 5 Extremely good value

Value of the product	VERSION 1	VERSION 2	VERSION 3	VERSION 4
Eyeglasses ad (VisionWorld)	3.02	3.08	2.96	3.04
Diamond ad (Lionsgate)	2.20	3.04	2.49	2.96
Gas Fireplace Insert ad (Centerpoint Energy)	2.88	2.64	2.76	2.86

V1: original editorial / original ad
 V2: original editorial / experience ad
 V3: experience editorial / original ad
 V4: experience editorial / experience ad

6. How well does each of the following words describe the ad? "X" the number that best indicates how well the word describes the ad. (X ONE Box for EACH Word)



Eyeglasses ad (VisionWorld)	VERSION 1	VERSION 2	VERSION 3	VERSION 4
This ad is interesting	3.68	4.38	3.50	4.20
This ad is believable	5.02	3.52	4.73	3.18
This ad is engaging	3.94	4.70	3.62	4.02
This ad is valuable	4.50	3.88	4.37	3.76
This ad is informative	5.14	4.48	5.30	4.43
This ad is memorable	3.40	4.50	3.42	4.35
This ad is persuasive	4.30	3.90	4.06	3.82

Diamond ad (Lionsgate)	VERSION 1	VERSION 2	VERSION 3	VERSION 4
This ad is interesting	3.02	4.32	2.88	4.22
This ad is believable	3.38	4.18	3.20	4.12
This ad is engaging	2.90	4.32	2.78	4.10
This ad is valuable	3.02	4.14	3.38	4.10
This ad is informative	4.42	4.20	4.76	4.25
This ad is memorable	2.38	4.04	3.04	4.10
This ad is persuasive	2.66	4.26	2.68	3.98

Gas Fireplace Insert ad (Centerpoint Energy)	VERSION 1	VERSION 2	VERSION 3	VERSION 4
This ad is interesting	3.58	4.30	3.74	4.59
This ad is believable	4.50	4.74	4.76	4.84
This ad is engaging	3.46	4.36	3.80	4.45
This ad is valuable	3.96	4.16	4.22	4.51
This ad is informative	4.30	4.42	4.30	5.14
This ad is memorable	3.30	4.18	3.16	4.43
This ad is persuasive	3.90	4.14	3.42	4.45

- V1:** original editorial / original ad
- V2:** original editorial / experience ad
- V3:** experience editorial / original ad
- V4:** experience editorial / experience ad

Part 2

Now please look at the second packet. It contains two sample newspaper pages. There are stories and advertisements on the front and back of each page. You may or may not have already seen some of these stories or advertisements.

Both pages cover the same stories and advertisements, but do so in different ways. Please share your thoughts about the various approaches by answering the questions below.

First, please take a few minutes to read the front and back of both pages.

1. Overall, which of these versions do you prefer? **Please X one box.**

₁ Version 1 ₂ Version 4

	VERSION 1	VERSION 4
	%	%
Version preferred overall	29	71

3. Now please look specifically at the _____ story. Which version of this story do you prefer?
Please X one box.

₁ Version 1 ₂ Version 4

	VERSION 1	VERSION 4
	%	%
Tsunami Story	38	62
Teen Story	25	75
NIH Story	14	86

4. Looking at both stories, please indicate with an "X" which version ...

	NO DIFFERENCE	VERSION 1	VERSION 4
	%	%	%
4a. Is more interesting to you	7	21	72
4b. Makes you feel as if you learned something	23	24	52
4c. Would cause you to mention some of the information when you're talking with family and friends	34	14	53
4d. Seems to look out for your interests	36	18	45
4e. Does a better job of telling the story	15	35	51
4f. Is more likely to catch your attention	4	14	83
4g. Is more likely to get you to read	7	16	77
4h. Is more memorable	17	19	64
4i. Is more visually appealing to you	3	16	81
4j. Is more credible or trustworthy	54	25	20
4k. Gives you helpful information	42	21	37
4l. Has all the information you expected to see	41	24	34
4m. Is worth the time you spent reading it	33	19	47
4n. Makes it easier for you to get information	10	19	71

- V1: original editorial / original ad
- V2: original editorial / experience ad
- V3: experience editorial / original ad
- V4: experience editorial / experience ad

5. Now please look specifically at the _____ advertisement. (The person running this session will indicate which ad to look at.)

Which version of this advertisement do you prefer? **Please X one box.**

1 Version 1 2 Version 4

	VERSION 1	VERSION 4
	%	%
Eyeglasses Ad	41	59
Gas Fireplace Ad	52	48
Diamond Ad	33	67

6. Looking at both ads, please indicate with an "X" which version ...

Which version...	NO DIFFERENCE	VERSION 1	VERSION 4
	%	%	%
6a. Is more interesting to you	4	30	65
6b. Makes you feel as if you learned something	32	41	26
6c. Would cause you to mention it when talking with family or friends	29	25	45
6d. Seems to look out for your interests	39	32	29
6e. Does a better job of getting its message across	7	42	52
6f. Is more likely to catch your attention	4	27	69
6g. Is more likely to get you to check out the product	16	38	46
6h. Is more memorable	14	19	67
6i. Tells you about a product you didn't know existed	60	22	17
6j. Isn't just trying to sell you something	53	13	34
6k. Makes it easier for you to get information	16	52	31
6l. Has all the information you expected to see	26	46	27

- V1: original editorial / original ad
- V2: original editorial / experience ad
- V3: experience editorial / original ad
- V4: experience editorial / experience ad