

## APPENDIX A: Survey Invitation to Participate in the Follow-Up Study

**IF HAVE IPHONE, BLACKBERRY, OR ANDROID (SMARTPHONE\_1=1 OR SMARTPHONE\_2=1 OR SMARTPHONE\_3=1), RANDOMLY ASSIGN 60% TO EXPERIMENTAL\_GROUP=1 (APP) AND 40% TO EXPERIMENTAL\_GROUP=2 (WEB)**

**IF HAVE WINDOWS PHONE, SYMBIAN OR OTHER KIND OF SMARTPHONE (SMARTPHONE\_4=1, SMARTPHONE\_5=1 or SMARTPHONE\_6=1) EXPERIMENTAL\_GROUP=3**

In early November we plan to do a special follow up study for our panelists who have smartphones. Panelists who agree to take part in this study would **[EXPERIMENTAL\_GROUP=1: download an app on their smartphone to]** complete a set of very short follow up surveys **[EXPERIMENTAL\_GROUP=2,3: on their smartphone, tablet, laptop or desktop computer.**

These surveys take no more than two minutes each, conducted twice a day for seven days]. Invitations to these surveys will be sent via **[EXPERIMENTAL\_GROUP=1: text message, email and by notifications from the app./EXPERIMENTAL\_GROUP=2,3 text message and email. ]**.

We would give you \$5 for agreeing to take part in the follow up surveys, \$1 for each of the 14 follow up surveys you complete and an additional \$5 for completing 10 or more of the follow up surveys. If you complete all the surveys you'd receive \$24 in total. It's important we have respondents complete as many surveys as possible over the week.

**[EXPERIMENTAL\_GROUP=1: The app you download will only be used to take surveys.** This app will NOT be used to collect any data, photos or media files from your phone or any usage or location information. This is a third-party app not developed by us but one we use for conducting surveys. Any third-party app could have some risk associated with it; however, we believe the source to be trustworthy. ]

The purpose of this follow up study is to understand how people use their smartphones, why they use them and how it makes them feel. The information will be based on your answers to the survey questions.

FOLLOW\_UP Would you be willing to [**EXPERIMENTAL\_GROUP=1**: download the app and] take part in these follow up surveys?

1 Yes

2 No

**ASK IF APP GROUP AND SAY NO OR REFUSED (EXPERIMENTAL\_GROUP=1 AND FOLLOW\_UP=2, 99)**

APP\_TO\_WEB Would you be willing to complete these follow up surveys using a regular web survey that would not require you to download an app to your smartphone? You'd be able to take these on your smartphone, tablet, laptop or desktop computer.

1 Yes

2 No

**PROGRAMMING NOTE: IF APP\_TO\_WEB=1, EXPERIMENTAL\_GROUP=4**

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**ASK IF IN FOLLOW UP SAMPLE (FOLLOW\_UP=1 OR APP\_TO\_WEB=1)**

TEXTCONSMOD It is important that you complete each follow up survey within 2 hours of receiving the invitation. For that reason, we would like to send you invitations to these follow up surveys via text message in addition to email [**EXPERIMENTAL\_GROUP=1** and notification from the app]. Standard text messaging rates may apply, depending upon the plan you have with your cell phone service provider.

May we have your permission to send you invitations to the follow up surveys via text message?

**CATEGORIES**

1 Yes

2 No

**IF PERMISSION TO TEXT (TEXTCONSMOD=1) AND NO CELLPHONE NUMBER FROM TYPOLOGY OR PRIOR WAVES (PCELLNUMB=MISSING):**

CELLNUMA So that we may send you invitations to surveys via text message what is your cell phone number including area code?

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**IF PERMISSION TO TEXT (TEXTCONSMOD=1) AND HAVE A CELLPHONE NUMBER FROM TYPOLOGY OR PRIOR WAVE (PCELLNUMB=MISSING):**

CELLNUMB So that we may send you or invitations to surveys via text message, is this the best cell phone number to use? [Auto populate with cell phone number on file]

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**CATEGORIES**

1 Yes

2 No

**IF RESPONDENT SAYS AUTOFILL NUMBER IN CELLNUMB IS NOT THEIR  
CELLPHONE NUMBER ASK:**

CELLNUMC So that we may send you invitations to surveys via text message what is your cell phone number including area code?

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**ASK IF IN FOLLOW UP SAMPLE (FOLLOW\_UP=1 OR APP\_TO\_WEB=1)**

TIMEZONE\_CONFIRM So that we send you invitations at the correct times, can you please confirm that this is the time zone you will be in from November 10 to November 16?

**[AUTOPOPULATE WITH TIME ZONE BASED ON MOST RECENT SELF-  
REPORTED ZIPCODE OR RSTATE (VARIABLE = TIMEZONE)]**

1 Yes this is the correct time zone

2 No, this is not the correct time zone

**ASK IF IN FOLLOW UP SAMPLE (FOLLOW\_UP=1 OR APP\_TO\_WEB=1) AND**

**(TIME ZONE ABOVE IS INCORRECT OR REFUSED (TIMEZONE\_CONFIRM =2,99))**

TIMEZONE\_ASK So that we send you invitations at the correct times, can you please tell us what time zone you will be in from November 10 to November 16?

1 Eastern Time Zone

2 Central Time Zone

3 Mountain Time Zone

4 Pacific Time Zone

5 Alaskan Time Zone

6 Hawaiian Time Zone

7 Other (SPECIFY)

8 Not Sure