

Pretesting Questions

Kelli McCormack Brown

Comprehension and Meaning

Questions: Print Materials

- What do you think this brochure/poster is telling you to do?
- What is the main idea it is trying to get across?
- What will you get if you do that?
- What does it tell people will happen if you do that?
- What words/sentences are difficult to read/understand? How can we say that so it is easier to understand?

Questions: Electronic Media

- What do you think this radio/TV spot is telling you to do?
- What is the main idea it is trying to get across?
- What will you get if you do that?
- What does it tell people will happen if you do that?
- Is there anything about the ad that is confusing/hard to understand?

Attention-Getting

Questions: Print Materials

- What first caught your eye?
- Once seeing this did you want to continue reading?
- Do you recall seeing this poster/brochure?

Attractiveness

Questions: Print Materials

- What do you think about the pictures?
- What do you like/dislike about the way the material looks?
- What could be done to make the material more interesting?
- What could be done to make the material more attractive?

Questions: Electronic Media

- What did you find most interesting about the ad?
- What was the first thing that caught your attention?
- Is the announcer's voice pleasing?
- How can the ad be changed to make it more interesting?

Relevancy

Questions: Print Materials

- Who do you think this brochure/poster is speaking to?
- What type of people should read this?
- What makes you think the message is/is not made for them?
- In what ways are the people in the brochure like/different from you?

Questions: Electronic Materials

- Who do you think this ad is speaking to?
- What type of people should listen or see this ad?
- What makes you think this message is/is not made for them?
- In what ways are the people in the ad like/different from you?

Believability

Questions: Print Materials

- Who do you think wrote this material?
- How do you feel about who wrote it?
- How do you feel about the person on the cover?
- What type of people/organizations would be most suitable to write a material like this one?

Questions: Electronic Media

- What is the spot saying will happen if you take the recommended action?
- How do you feel about what is being offered?
- What about this spot makes you think the offer is not true?
- Who is the best spokesperson for delivering the message?

Credibility

Questions: Print Materials

- Who wrote this brochure?
- How do you feel about who wrote it?
- Who is most suitable for this brochure?

Acceptability

Questions: Print Materials

- Is there anything about the material you find offensive?

- Is there anything about the material that you find annoying?
- What should be changed to make this material more enjoyable to read?

Questions: Electronic Media

- Is there anything about the ad you find offensive?
- Is there anything about the ad that you find annoying?
- What should be changed to make this ad more enjoyable to view hear?

Persuasiveness

Questions: Print Materials

- What does the poster/brochure make you want to do?
- How likely are you to do that?
- What makes you want to take the recommended action?
- What could convince you to take the recommended action?

Questions: Electronic Media

- What does the ad make you want to do?
- How likely are you to do that?
- What makes you want to take the recommended action?
- What could convince you to take the recommended action?

Usefulness

Questions: Print Materials

- What information did you already know?
- What new information did you learn?
- Do you think we should spend our money to print this material?
- Where do you think the material should be distributed?

Questions. ElectronicMedia

- What information did you already know?
- What new information did you learn?
- Do you think we should spend our money to run this ad in California?
- Where do you think the material should be run played?