

Media Images Survey

Sex: F _____ M _____

Race: Caucasian _____ African-American _____ Asian _____ Hispanic _____ Other _____

For each flyer, please tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements.

FLYER A	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The flyer is confusing	1	2	3	4	5
The flyer is believable	1	2	3	4	5
The flyer is convincing	1	2	3	4	5
The flyer has useful information	1	2	3	4	5
The flyer makes its point	1	2	3	4	5
The flyer is interesting	1	2	3	4	5

What is main idea of this flyer?

FLYER B	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The flyer is confusing	1	2	3	4	5
The flyer is believable	1	2	3	4	5
The flyer is convincing	1	2	3	4	5
The flyer has useful information	1	2	3	4	5
The flyer makes its point	1	2	3	4	5
The flyer is interesting	1	2	3	4	5

What is main idea of this flyer?

FLYER C	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The flyer is confusing	1	2	3	4	5
The flyer is believable	1	2	3	4	5
The flyer is convincing	1	2	3	4	5
The flyer has useful information	1	2	3	4	5
The flyer makes its point	1	2	3	4	5
The flyer is interesting	1	2	3	4	5

What is main idea of this flyer?