

GLOBAL ADVERTISING STUDY
Participation Form

Congratulations! You have been selected to participate in a global advertising study. The questionnaire will only take about 20 minutes to complete. You will also watch an 8-minute video of some commercials and provide your opinions. The information that you give is part of an academic study being conducted by two universities in the United States. Your individual responses will be anonymous, so please do not write your name on this form. The information you provide will not be directly associated with you in any way.

To participate in the study, please bring this slip of paper to: _____ at _____ and ask for Amanda. She will give you further instructions about the study.

RECEIPT

I received _____ from Amanda Taylor of Southern Methodist University, Dallas, Texas as compensation for participating in a study about global attitudes toward advertising.

Signature

Date

GLOBAL ADVERTISING SURVEY

Thank you for agreeing to participate in this survey to measure global attitudes toward advertising. The information that you give us is part of an academic study being conducted by two universities in the United States. Your individual responses will be anonymous, so please do not write your name on this survey. The information you provide will not be directly associated with you in any way.

1. What are your most frequent sources for news about national issues (circle as many as apply)?
 - a. Television
 - b. Newspapers
 - c. Radio
 - d. Magazines
 - e. Internet
 - f. Friends/relatives
 - g. Other
 - h. Don't know/Don't want to answer

2. What are your most frequent sources for news about international issues (circle as many as apply)?
 - a. Television
 - b. Newspapers
 - c. Radio
 - d. Magazines
 - e. Internet
 - f. Friends/relatives
 - g. Other
 - h. Don't know/Don't want to answer

Below are questions about your views toward a number of governments in various countries as well as the people of those countries.

3. Please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **the government of Great Britain**?

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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4. Please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **the people of Great Britain**?

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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5. Please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the **government of the United States**?

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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6. Please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **the American people**?

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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7. Please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the **government of Russia**?

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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8. Please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **the people of Russia**?

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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9. What three words would you use to describe the **United States government**?

10. What three words would you use to describe the **American people**?

Please tell us if you strongly agree, agree, neither agree or disagree, disagree or strongly disagree with the following statements about **American people**:

11. American people are generally quite violent.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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12. American people are generous.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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13. Many American women are sexually immoral.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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14. Americans respect people who are not like themselves.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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15. American people are very materialistic.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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16. American people have strong religious values.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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17. American people like to dominate other people.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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18. Americans are a peaceful people.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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19. Many American people engage in criminal activities.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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20. American people are very concerned about their poor .

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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21. American people have strong family values.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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22. American people are religious.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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23. There is little for which I admire Americans.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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24. I would like to live in the United States if I had the opportunity.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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25. It is good that American ideas and customs are spreading to my country.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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26. I like American music, movies and television.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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27. Muslims who live in America are treated fairly.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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Now we would like you to respond to the following statements regarding your attitudes toward advertising:

28. Advertising is essential to the prosperity of my country's economy.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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29. Advertising often persuades people to buy things that they really don't need.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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30. In general, advertisements present a true picture of the product advertised.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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31. There should be less advertising.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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32. Advertising helps raise our standard of living.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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33. Most advertising insults the intelligence of the consumer.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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34. There is a need for more truth in advertising.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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35. Advertising results in better products for the public.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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36. Advertisements should be more realistic.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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37. There is too much exaggeration in advertising today.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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38. There should be more government regulation of advertising.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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39. In general, advertising results in lower prices for products.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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40. Too many of today's advertisements are silly and ridiculous.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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41. There should be less emphasis on sex in advertising.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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42. Advertising increases the cost of goods and services.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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43. Advertising just tends to confuse people by presenting them with too many choices and claims.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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44. Advertising makes people conformists – everyone acting the same way and liking the same things.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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45. Advertising is making people materialistic--interested in owning and getting things.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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46. Advertising helps to create business monopolies.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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47. Advertising is wasteful since it only transfers sales from one manufacturer to another without actually adding any new money to the economy.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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48. Advertising should be on a more adult level.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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49. Too many of today's advertisements attempt to create a trivial or imaginary difference between products that are actually identical or very similar in composition.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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50. There is a real need for better taste in most of today's advertisements.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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51. There should be a ban on advertising of harmful or dangerous products.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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52. Too much of today's advertising is false and misleading.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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Now you will be shown an eight-minute video of five commercials that were run on TV stations in several Muslim countries in November 2002.

The following questions are designed to measure your opinions about the commercials that you just saw.

53. Prior to today, were you aware that the United States was planning to release video messages to Muslim countries for the purpose of improving attitudes toward the United States and the American people?

Yes No

54. What was the first thing that came to your mind when you viewed these video segments?

55. In your own words, what is the main message that these video segments are trying to communicate to you?

56. What do you LIKE about the videos?

57. What do you DISLIKE about the videos?

58. How believable or credible are the videos to YOU?

Very
Believable

Somewhat
Believable

Somewhat
Unbelievable

Very
Unbelievable

Don't Know

59. How believable or credible do you think the videos will be to their INTENDED AUDIENCES IN OTHER COUNTRIES?

Very Believable	Somewhat Believable	Somewhat Unbelievable	Very Unbelievable	Don't Know
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60. Is there anything about the videos that is confusing or hard to believe? If so, what is it?

61. In your opinion, is the United States using an appropriate strategy with these videos? Why or why not?

62. I think the videos are an effective tool in communicating with citizens of Muslim countries about the positive aspects of American life.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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63. After seeing the commercials, I think it is appropriate and helpful for the U.S. government to run these commercials on television stations in other countries, including Muslim countries.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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Please answer the following questions again:

64. After seeing the commercials, please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the **government of the United States?**

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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65. After seeing the commercials, please tell us if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of **American people?**

Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/ Don't want to answer
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66. After seeing the commercials, I think Muslims who live in America are treated fairly.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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67. Do the videos affect your attitude toward the U.S. in any way? YES _____
NO _____

How?

68. Do you ever see U.S. television programs when you watch television? ____Yes ____No
Which programs?

69. I believe that U.S. television programs show characters that are similar to most American people.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
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70. Are there entertainment television programs or movies from the United States that you particularly **dislike?** Yes ____No
Please explain.

71. When you think of the United States, what three brands of products or services come to your mind?

72. Which U.S. brands do you like the most?

73. Which U.S. brands do you dislike the most?

74. Which of the following statements best reflects your views?

- a. I prefer to buy products with U.S. brands.
- b. Most of the time I will NOT buy products with a U.S. brand if I can find another one not from the U.S.
- c. Some of the time I will NOT buy products with a U.S. brand if I can find another one not from the U.S.
- d. I refuse to buy any products with a U.S. brand.
- e. I do not care if the products that I buy are from the U.S. or not, I choose the products that I like best, regardless of the national origin of the brands.

There are only a few more questions. These questions are about you.

75. Are you Male _____ or Female _____?

76. Your age is: _____

77. Is English your native language? YES _____ NO _____

78. If English is not your native language, what is your native language? _____

79. Do you speak English fluently? YES _____ NO _____

80. Do you study in English? YES _____ NO _____

81. Do you have a job? YES _____ NO _____
82. What is your occupation? _____
83. Do you attend school on a full time basis? YES _____ NO _____
84. What is your field of academic study? _____
85. Your country of citizenship _____
86. Your ethnicity _____
87. Your religion is (circle one)?
- Christian
 - Jewish
 - Muslim
 - Other _____
 - I am not religious
 - I do not wish to answer
88. How religious do you consider yourself (circle one)?
- | | | | |
|-----------|------------|------------|-------------|
| VERY | MODERATELY | NOT AT ALL | DO NOT WISH |
| RELIGIOUS | RELIGIOUS | RELIGIOUS | TO ANSWER |
89. Have you ever visited the U.S.? Yes _____ or No _____
90. Do you know anyone in the U.S.?
Please describe who you know – are they friends, relatives, co-workers or others?
91. Would you like to visit the U.S. some day? Yes _____ or No _____
92. Which of the following do you have access to on a regular basis?
- ___ the Internet
- ___ e-mail (electronic mail)
- ___ both
93. Do you have regular e-mail contact with friends, co-workers or relatives in the U.S.?
Yes _____ No _____

THANK YOU FOR PARTICIPATING IN OUR STUDY!