

Questions and Answers for:
**A Supplementary Test of Distraction in Direct to Consumer (DTC) Advertising Using an
Implicit Measure,
The Affect Misattribution Procedure (AMP)**

What is this study about?

To better understand the answer to this question, please read the Questions and Answers about the direct to consumer (DTC) distraction study, located [[insert online location](#)] before reading about this study. This Affect Misattribution Procedure (AMP) study was designed to supplement that study by looking at the same questions using a different type of test. The DTC main distraction study used traditional explicit measures in which people report directly how they feel about something. This supplemental study used a type of implicit measure (the AMP), in which people complete a task that does not directly ask how they feel about something, but which reveals their feelings in other ways. For example, when people rate an abstract picture (that has been previously rated as neutral by other people) after seeing a pleasant picture, they are likely to rate the abstract picture as positive, even when warned not to let the pleasant picture affect their judgments of the abstract one (Payne, Cheng, Govorun, & Stewart, 2005).

In addition to answering the same questions as in the DTC distraction study regarding emotional tone and consistency with risk information, we had three methodological questions. Specifically, we wanted to know whether the AMP would work after viewing an ad, whether it could be taken on the internet, and whether it would work with a nonstudent sample of online panel members.

Why did FDA do this study?

The Affect Misattribution Procedure (AMP) is a relatively new and exciting method of examining attitudes. This method avoids the possibility of people simply telling the experimenter what they think they want to hear. Because it is fairly innovative and cutting edge, we wanted to conduct our main study using traditionally accepted measures, but check our findings with those using the AMP. This approach would provide us information to help us to determine if the AMP can be used successfully in future studies.

What kind of study was it?

FDA conducted an experiment, randomly assigning participants to test conditions. This method enables us to make causal conclusions about the findings. Each consumer viewed one ad for a fictitious drug for high blood pressure, Zintria, amidst a pod of four ads and answered questions about it during the 20-minute experiment. They also participated in the AMP, which involved looking at images from the Zintria ad followed by abstract symbols and rating the abstract symbols.

Who participated in this study?

Participants were 306 members of an online panel who were 40 years or older.

What did you find and what does it mean?

Our findings mirrored those of the DTC distraction study; that is, we did not find evidence that the emotional tone of the ad or the visual consistency with the risk information influenced the understanding of the risk information. Because the way the main study was implemented may have prevented the study participants from seeing a clear distinction between ads with different emotional tones, we cannot make solid conclusions about the use of the AMP in studies of this type. However, we did find some support that the AMP can work with an online sample of nonstudents. Nevertheless, significant technological difficulties caused a large

proportion of the sample to drop out before completing the survey. As technology improves, this measure may prove more successful in this setting, opening up a wide variety of methods for online research.