

Using Neuromarketing to Evaluate COVID-19 Vaccine Messaging for Students with Intellectual and Developmental Disabilities

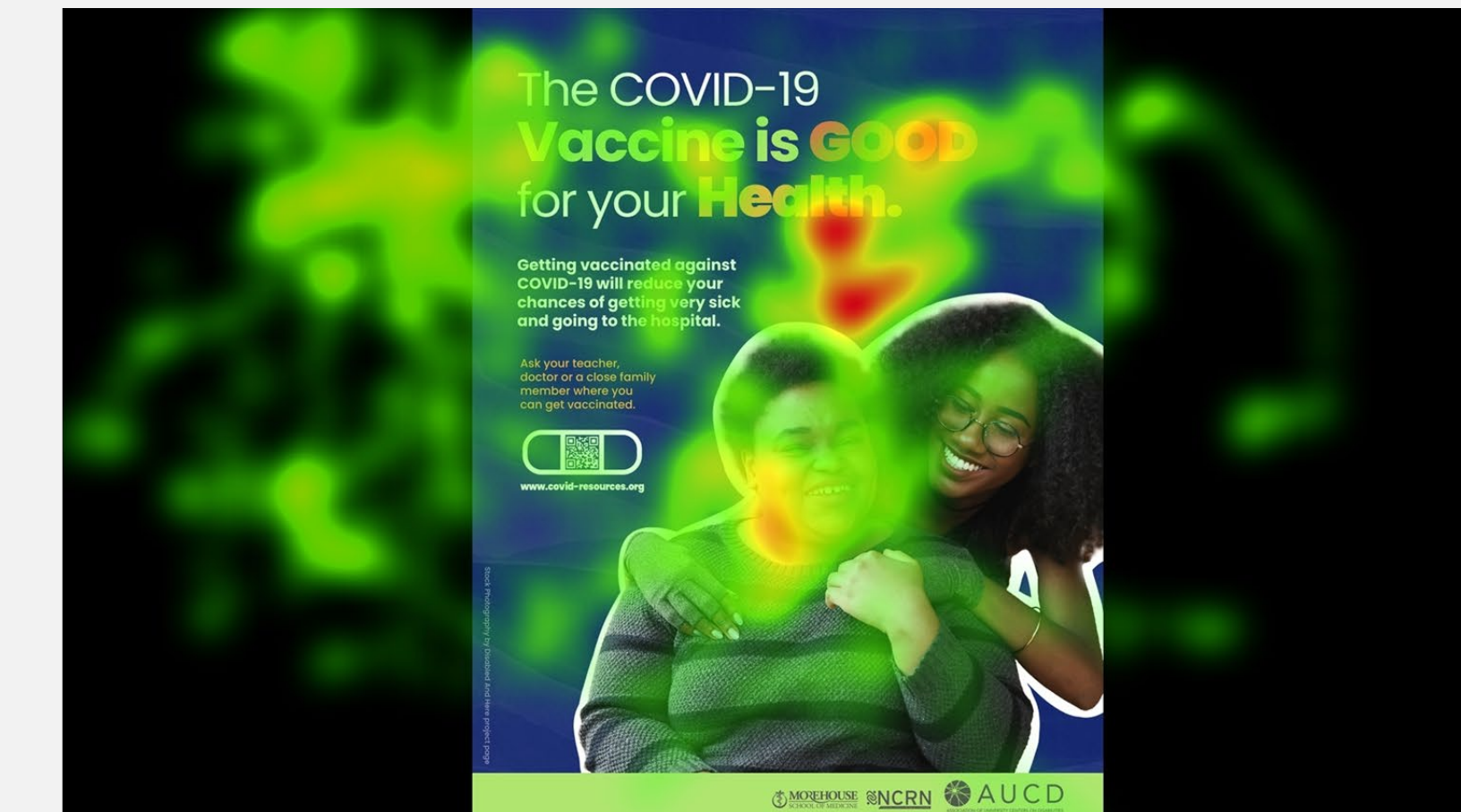
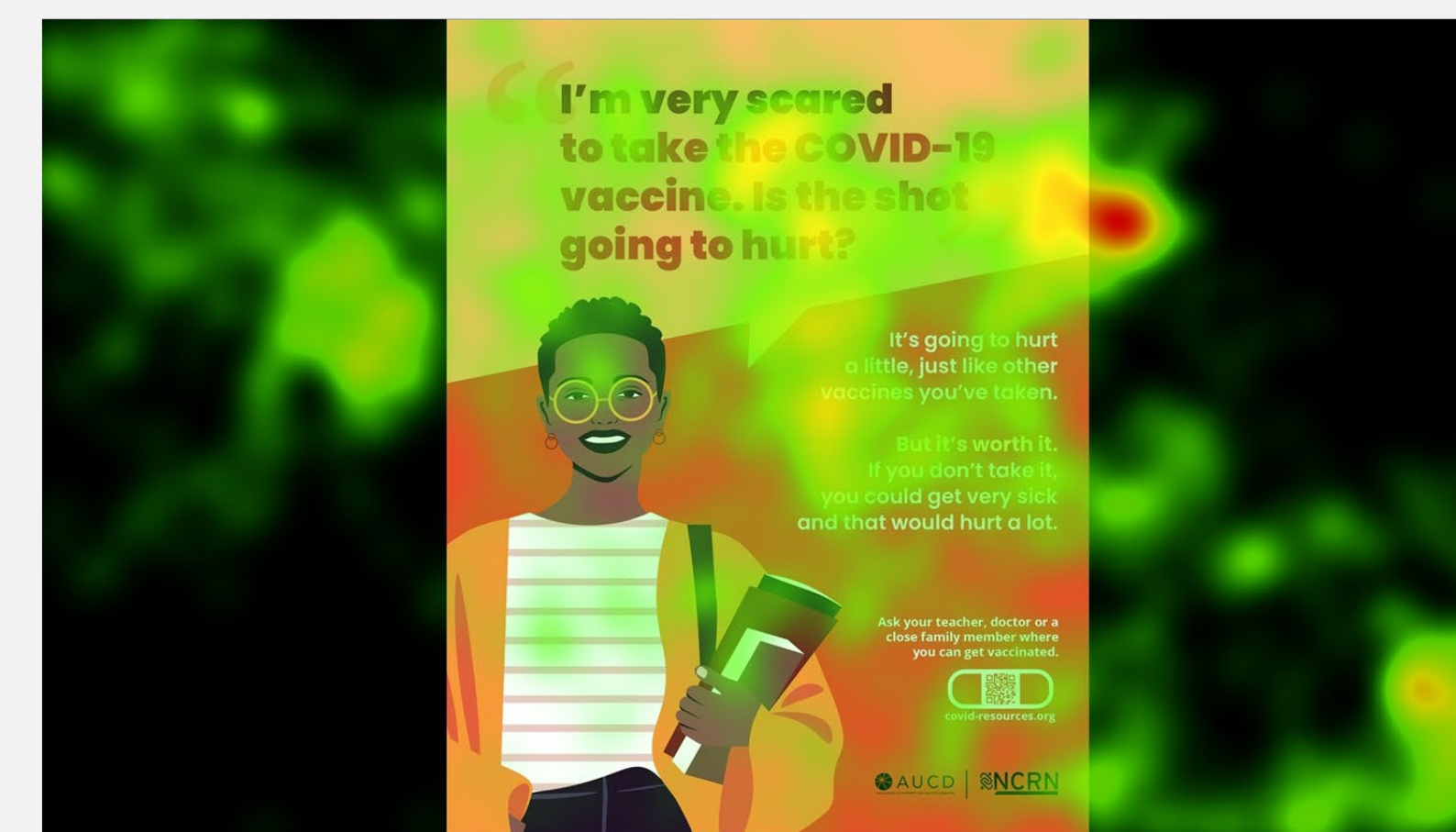
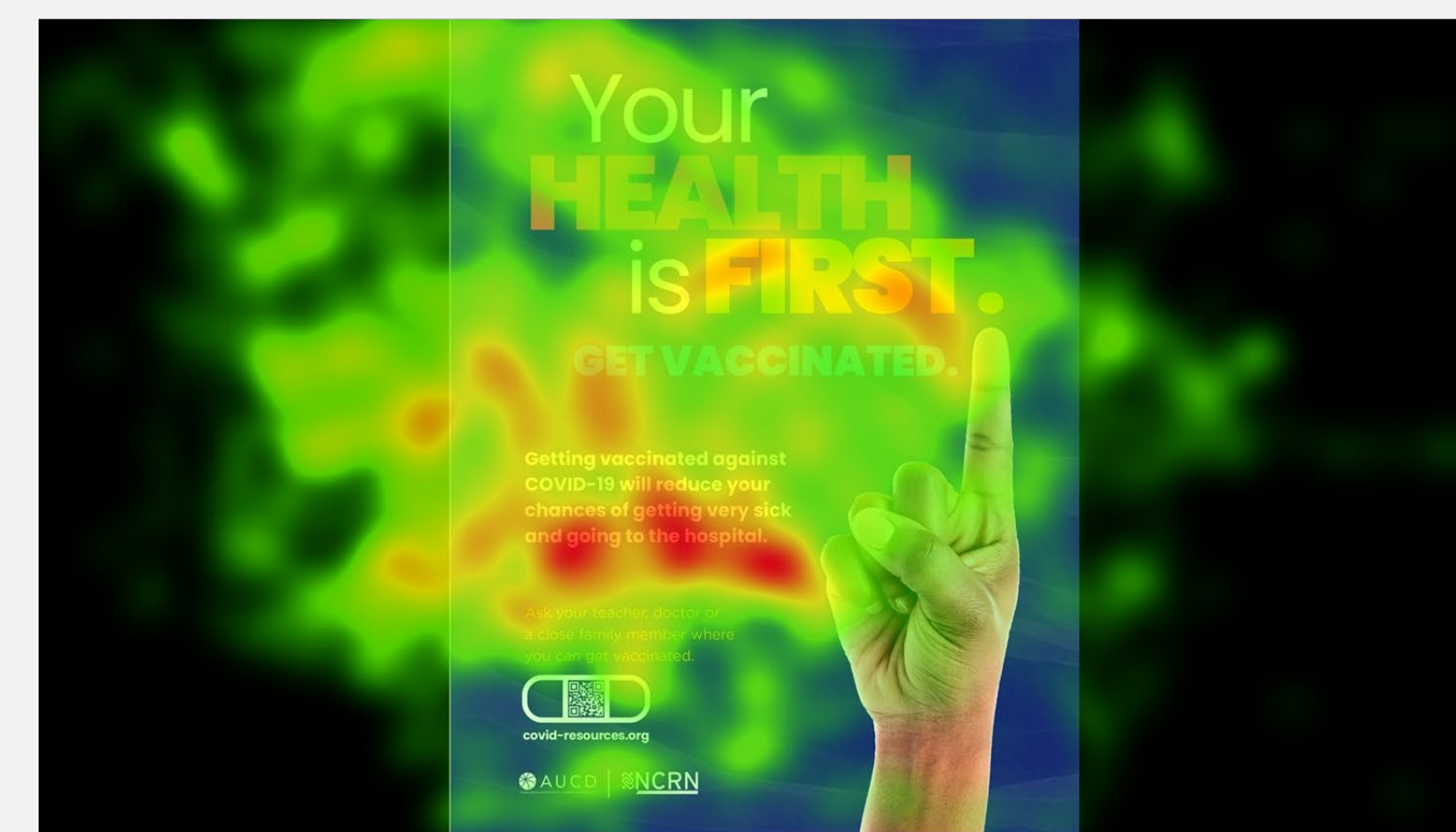
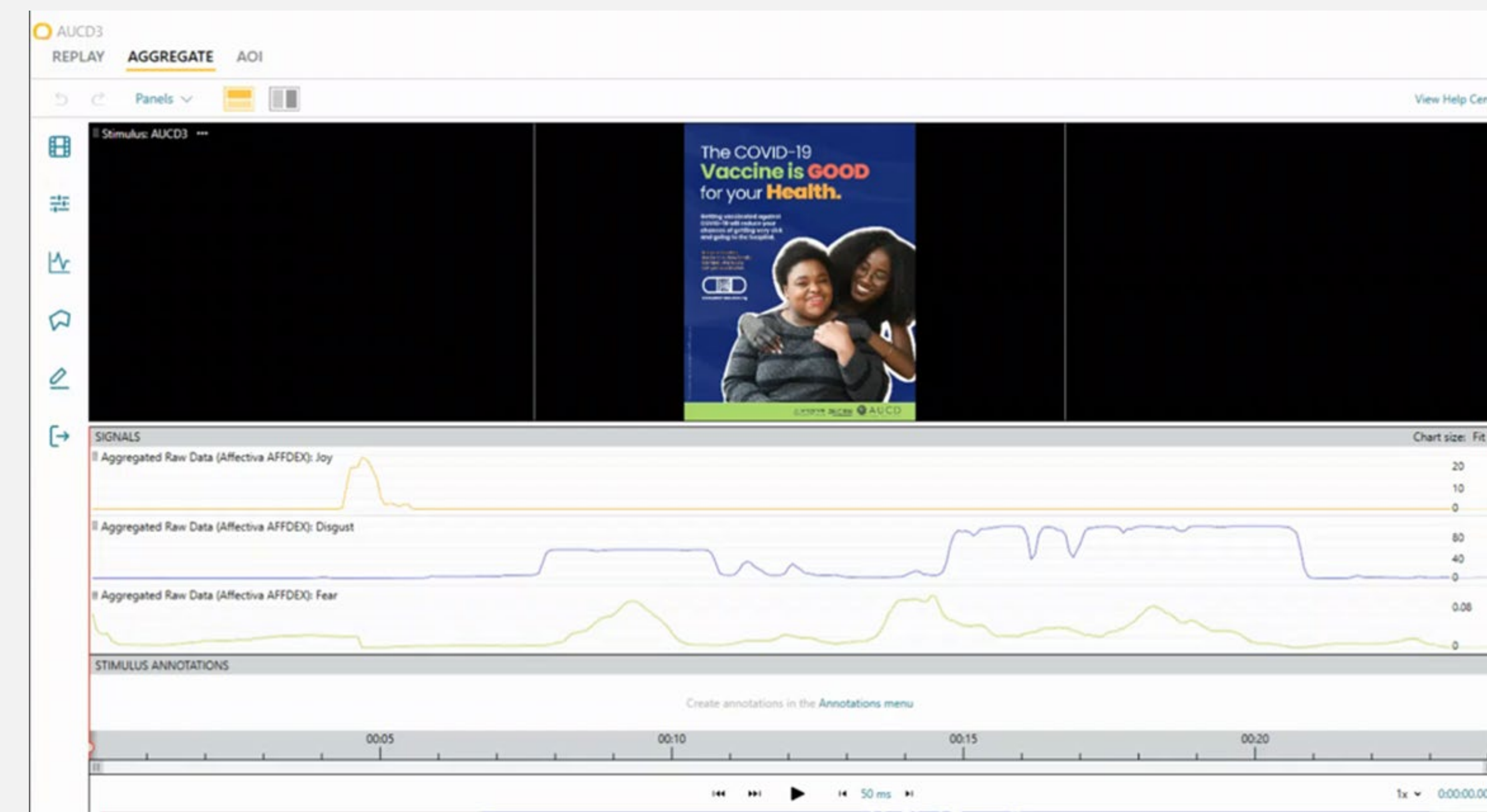
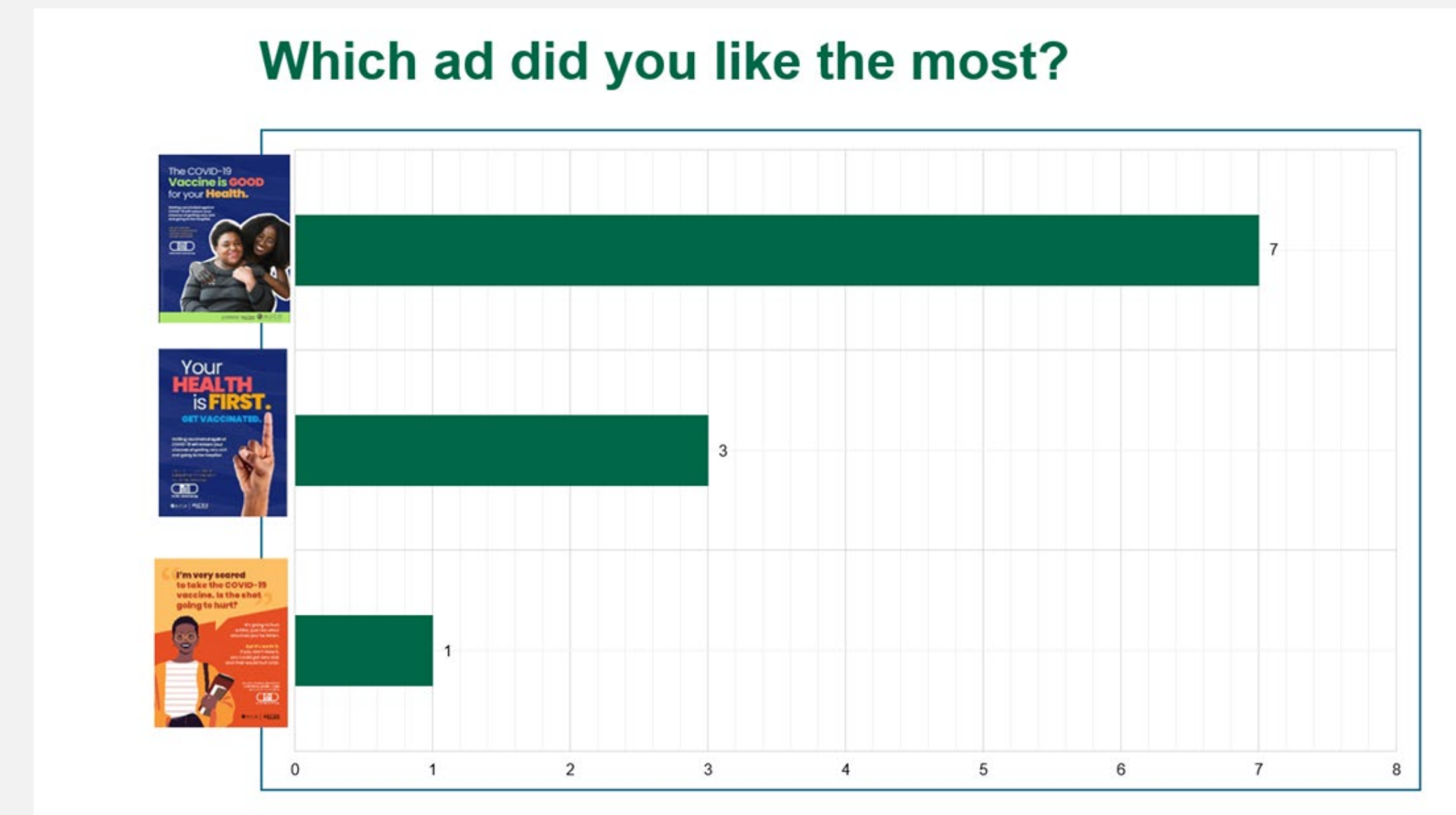
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Background:

- Developing, testing, and disseminating culturally and linguistically appropriate media for audiences identified by the HHS Office of Minority Health as having been disproportionately burdened by COVID-19.
- People with intellectual and developmental disabilities (IDD) included as priority population.
- Materials developed by partner advertising agency based on focus groups with priority population.

Methods:

- Participants included people with IDD who were 18-25 years old.
- The study was piloted with USF's Learning Academy students to determine if the format of this study was feasible to be completed by people with IDD.
- Survey link was distributed via partner organization Association of University Centers on Disabilities (AUCD) and completed by participants remotely; participants also included USF's Learning Academy students who completed the survey at a USF computer lab.
- NCRN survey adapted for people with IDD



Original Survey:

Thinking about the ads you have viewed, please indicate how strongly you agree or disagree with each statement below.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I can relate to this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want my friends and family to see this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me feel more willing to get the COVID-19 vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The sponsor is trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Adapted Survey:

I understood the ad.

Think about the ad you just saw and let us know what you think about it.

I like this ad.

How did the ad make you feel?

What would you change about this ad?

What would you change about this ad?

The bold letters bothered me.

It should ask you to make sure you're fit and eligible enough to be suitable for the shot before you the vaccine. Because not everyone can afford to get the shot if the person has existing health issues not related to COVID. There's a possibility that the shot might do more harm than good for some people. A smiley face in the ad.

The presentation kind of blends in with other print ads you might see on Campus. Maybe something a little more eye-catching.

I would prefer to see an image of someone with a disability getting vaccinated. Just looks better

What would you change about this ad?

Saying it's a common thing to people

Like I pointed out in my first answer, it should request you to ask your doctor if you're an eligible candidate for the vaccine first before you get the shot. Some people aren't healthy enough to be suited for the vaccine.

Not really change the ad itself, but create multiple versions of this ad with the person with people from different demographics in the ad so that all groups of people can feel like their concerns are being listened to.

this makes me feel unsure you can chance it to make people less scared

I like that the AD SHOWS WHAT WILL HAPPEN IF WE DONT GET VACCINATED, TALKS ABOUT WHY VACCINE IS ESSENTIAL

It didn't really make sense to say that getting sick would hurt a lot. Getting sick isn't fun but it doesn't really hurt

What would you change about this ad?

The text of the ad into different sentences.

LOVE THAT ITS SPREADING THE WORD ON THE IMPORTANCE OF GETTING VACCINATED

It wasn't so interesting as the other ones. Maybe having more details on it would be good

Methods:

- Total number of ads tested – 3 print ads.
- Eye tracking (ET), facial expression (FE), and survey questionnaire data were collected and analyzed.
- Areas of interest (AOIs) were defined within three print advertisements and comprise regions within the ads that were deemed most important for viewers to see.
- iMotions neuromarketing software was used to collect eye tracking and facial expression data in conjunction with self reported data.
- Whole study run through Qualtrics.

Results:

- Respondents spent considerable time looking at the ad and made facial expressions while doing so.
- People with disabilities were not included in the development of the iMotions (Affdex) facial expression analysis algorithm. Findings for FE are exploratory.
- The “Vaccine is good for your health” ad seemed to evoke the most emotion, followed by the “Your health is first” ad. The orange ad evoked little emotion compared to the other two ads.
- We observed that participants read through all the text on each ad.
- Participants favored pictures of real people with disabilities being featured in the ads.

Neuromarketing is an Effective Research Tool for People with IDD for Health Communication Message Testing

For more information on this study scan this QR code

