

Pre-testing Questionnaire

(Bertrand, 1978)

1. What do you see in this poster? What does it look like to you? Describe in one to two sentences.

2. Can you give your opinion about the **images** used in this poster?

3. What do you think is the **message** of the poster?

4. Is it asking you **to do** something?

Yes___ No___ I don't know___

If **YES**, what?

5. Is there anything in the poster that **doesn't feel right**?

Yes___ No___ I don't know___

If yes, what?

6. Does it contain anything like images or text that **bothers or offends you**?

Yes___ No___ I don't know___

If yes, what?

7. Do you **like** anything in the poster?

Yes___ No___ I don't know___

If yes, what?

8. Is there anything you **don't like**?

Yes___ No___ I don't know___

If yes, what?

9. What do you think should be done to **make it better**?

Source: BERTRAND, J. T. (1978). Communications pretesting. Chicago: University of Chicago Community and Family Study Center.

