

1. Research aims and objectives

The research aims to explore **attitudes, perceptions and responses of the public towards home antibody tests and their results** in order to establish:

- How do *attitudes and experiences of the pandemic prior to the test* influence attitudes towards/ decisions to do the home antibody test result?
- How do *experiences of the home antibody test itself* influence attitudes to the test result?
- How do *perceptions of the test/ knowledge of antibodies/ immunity* influence attitudes towards result?
- How do *positive/ negative/ invalid test results influence [reported] individual attitudes and behaviour?*

2. Background and context

This research consists 40 qualitative interview with members of the public who have participated in a COVID-19 antibody test with:

- 20 people who have tested positive;
- 10 people who have tested negative; and
- 10 people who have no valid result.

A purposive sampling strategy will be used, with quotas set on age, gender, ethnicity and shielding status, with the aim of ensuring a diverse range of participants. A monitoring quota on scientific literacy will be included.

The study is nested within a larger quantitative study to *measure the impact of home antibody testing on preventive behaviour* (among other objectives). A follow-up survey of a sub-sample of people who completed an antibody test [in 'Study 5 - first round'] will be carried out 2 – 4 weeks after the initial study, and a further follow-up survey and repeat antibody test on all participants who tested antibody positive in the same study will be carried out 4-6 weeks after the initial study.

The qualitative data from this study will **provide in-depth contextual information on the decision-making rationale and behavioural choices** of individuals who have taken the home antibody test to complement the data on prevalence of relevant issues generated by the surveys.

3. How to use this guide

The guide has been developed so that the key questions are, on the whole, straightforward, with key in **bold**. Interviewers should focus on using these broad core questions to elicit conversation, and then the probes to pick up on things that may not otherwise be covered.

- Follow-up, relevant questions/probes are included with black bullet points which would be good to ask, if time/relevant
 - White bullet points detail *further suggested probes* to keep participants on track/ensure they cover necessary topics.

1. Introduction	5 mins
<p>THANK PARTICIPANT FOR TAKING PART. INTRODUCE SELF, EXPLAIN THAT...</p> <ul style="list-style-type: none"> • Ipsos MORI would like to find out more about their experiences of the home antibody test, and how the result has influences their choices. • This telephone call will help us understand your current situation and give us the chance to explain your role in the research. The call won't take longer than an hour – is now still a good time? <p>To give you a bit of background, Ipsos MORI is an independent research organisation</p> <p>GO THROUGH THE INFORMATION SHEET WITH THE PARTICIPANT – MAKE SURE THAT THEY UNDERSTAND RELEVANT ISSUES</p> <p>Do you have any questions about the research? Can I check that you are happy to participate?</p> <p>GET PERMISSION TO DIGITALLY RECORD – TRANSCRIBE FOR ANALYSIS, NO DETAILED ATTRIBUTION.</p>	<ul style="list-style-type: none"> • Orientates the interviewee, gets them prepared to take part in the interview • Outlines the 'rules' of the interview (including those we are required to tell them about under MRS and Data Protection Act guidelines)
2. Participant background and context	5 mins
<p>If it's OK with you, I'd like to check the information I have about you here – and please feel free to let me know if there are any corrections. IF REQUIRED: The reason I am asking is that we would like to understand to what extent you are in one of the 'at risk' categories for the virus.</p> <ul style="list-style-type: none"> • CHECK AGE 	<ul style="list-style-type: none"> • Ensure a clear and accurate understanding of the participants risk status

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<ul style="list-style-type: none"> • CHECK SEX AT BIRTH • CHECK ETHNICITY • Please can you tell me if you are currently working? What do you do? IF REQUIRED FOR CLARIFICATION: Are you a key worker? • Do you have any existing health conditions? Would you be able to tell me what these are? • Would you consider yourself to have been ‘shielding’ during the pandemic – either yourself or someone else in your household? <p>I’d now like to get a sense of how things have been for you since the pandemic began, and your circumstances.</p> <ul style="list-style-type: none"> • Who do you share your home with? • What kind of things have you been doing during the lockdown? Can you tell me about any routines you have developed or how you and your household have adapted? • What, if anything, has concerned you about the specific issue of the risks of contracting the virus – by which I mean for you or your household specifically? <p>You’ve now had your antibody test result. I’d like to know more about your overall feelings on this, which I’ll be coming back to later in our discussion.</p> <ul style="list-style-type: none"> • What do think of the result? How does it make you feel? • Have you been reflecting on the result at all? What have you been thinking? • Have you been thinking of doing anything differently as a result of the test? What are these things? Why will you be acting differently? 	<p>To place participants’ responses in context and understand the broad narrative of their attitudes to the test result in preparation for deeper exploration</p> <p>Note- routines may help to explain behaviour change later</p> <p>Emotions and outcome expectations covered here may contribute to behaviour change</p>
<p>3. Attitudes to and experiences of the pandemic prior to the test</p>	<p>15 mins</p>
<p>I’d now like you to think back to <u>before you took the home antibody test.</u></p> <p>Please can you tell me how you felt about your personal risk of contracting COVID-19? ALLOW PARTICIPANT TO THINK BACK WITHOUT FURTHER PROMPTS. IF REQUIRED PROMPT ON:</p> <ul style="list-style-type: none"> • <i>Fear? Vulnerability? Immunity?</i> <p>What did you think the risk of contracting the virus was? Why?</p>	<ul style="list-style-type: none"> • This section explores role of attitudes towards the pandemic in shaping decisions to take the test <p>Personal risk may bring up motivations for behaviour change- outcome expectations/emotions/identity (do they seem themselves as vulnerable?)</p>

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Where did you get your information about COVID-19 risk from? IF REQUIRED PROMPT:

- *Friends/ family? News/ social media? Government guidelines?*
- To what extent would you say you were you able to understand this information?
- What, if anything, was hard to understand? Why?
- What, if anything, was straightforward to understand? Why?

Did you follow government guidelines fully? IF REQUIRED PROMPT:

- Thinking about when you recently went on a walk/ went shopping/ visited a friend/ arrived home ... how did you follow guidelines in those situations?

Can you tell me the specific things you did to protect yourself? IF REQUIRED PROMPT:

- *Cancelled usual social activities*
- *Stopped going out to a place of work*
- *Wear a face mask outside my home*
- *Avoid physical contact with people*
- *Follow handwashing recommendations*
- *Use hand sanitiser more than usual*
- *Don't take public transport*

I'd like to ask you a few questions about why you did you these things.

- How effective did you think doing these things would be? Why?
- How did you feel about doing these things? To what extent did you want to do them? Why?
- Was it important to you personally to do these things?
- How does doing these things fit with your sense of self?

Was there anything that prevented you from following the guidelines? What were they?

- *Colleagues/ Friends/ Family*
- *Resources (e.g. mask/soap availability)*
- *Skills required to follow guidelines*
- *Disruption to routines/ daily life*

Note **social or cultural norms** may present here

Note **identity** (following guidelines may reflect who they feel they are as a person)

Note **capability** to understand may impact behaviour later on

Note **outcome expectations**

Note **emotion** and **internalisation**

Note sense of **identity**

Note **social norms**, possibly **identity**-how do they want others to see them

Note **physical barriers**, **capability** and **routines** can inhibit behaviour change

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<ul style="list-style-type: none"> • <i>Understanding of what was required – e.g. how certain they were about what they should be doing? / how carefully did they have think about and manage what they were doing?</i> <p>Were there any things that helped you follow the guidelines? What were they?</p> <ul style="list-style-type: none"> • <i>Colleagues/ Friends/ Family</i> • <i>Resources (e.g. mask/soap availability)</i> • <i>Skills required to follow guidelines</i> • <i>In a position to easily change daily routines</i> • <i>Understanding of what was required – e.g. how certain they were about what they should be doing? / how carefully did they have think about and manage what they were doing?</i> <p>I'd now like to know [more] about any experiences you have had of the virus itself.</p> <ul style="list-style-type: none"> • Did you suspect you had Covid-19 at any point? When? <ul style="list-style-type: none"> ○ What symptoms did you experience? ○ Can you describe what happened? How did you feel? ○ Did you seek any medical advice? How did you feel about the advice you received? ○ Were you tested or confirmed to have the virus? <p>Did this experience influence your interest in taking the home antibody test all? EXPLORE IN FULL</p>	<p>Motivation- Self-efficacy (confidence = easier to do)</p> <p>Ability- Capability (to understand what is best to do)</p> <p>Processing- Decision forces (how they make decisions)</p> <p>Consider hypothesis that <i>some people want to do the test to confirm their suspicions about COVID-19-like symptoms they had over last 6 months</i></p>
<p>4. Attitudes to and experiences of the antibody test</p>	<p>15 mins</p>
<p>I'd like to know more about your thinking on taking the home antibody test.</p> <p>Why did you want a test?</p> <ul style="list-style-type: none"> • <i>Advice from colleagues/ Friends/ Family?</i> • <i>Own understanding/ personal research about the issue?</i> • <i>Desire to know if had had the virus?</i> <p>What did you think the test would tell you?</p> <ul style="list-style-type: none"> • How effective did you think it would be? 	<ul style="list-style-type: none"> • This section explores role of experiences and perceptions of the test itself in shaping behavior following the result <p>Note social norms, capability, emotion (curiosity? fear?)</p> <p>Note outcome expectations of test</p>

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<p>Did you hope for a particular result? Why?</p> <ul style="list-style-type: none"> • Can you explain to me your understanding of what a positive antibody test might mean for you? • What did you think your test result would be? • Was it important to you personally to take the test? Why? <p>When/how did you access a test?</p> <ul style="list-style-type: none"> • <i>Through participating in ongoing research on COVID-19 (to help understand the virus)</i> • <i>Paid for one</i> <p>I'd now like to talk to about the test result and what happened next, right up until now.</p> <p>Can you describe what happened when you received the result? ASK PARTICIPANT TO TALK THROUGH THE PROCESS</p> <ul style="list-style-type: none"> • When did you get it? • What do you understand this result to mean? EXPLORE IN FULL • How did you feel when you got your result? Why? IF REQUIRED PROMPT: <ul style="list-style-type: none"> ○ <i>Happy/ Relief/ Worried/ Confused</i> • How easy or difficult was it to interpret the result? Why? • To what extent you trust the result? Why? 	<p><i>Note potential importance in beliefs that presence of antibodies in minimises COVID-19 risk/ is equivalent to immunity.</i></p> <p>Note outcome expectations and internalisation</p>
<p>5. Personal implications of the test result</p>	<p>15 mins</p>
<p>I'd now like to talk to you about the personal implications of the result, and what it means for the choices you make in your everyday life.</p> <p>What do you think the result means for you personally?</p> <p><i>IF RESULT WAS POSITIVE – REMINDER ABOUT CONFIDENTIALITY, THEN EXPLORE</i></p> <ul style="list-style-type: none"> • Is there anything you are doing differently now? Why? <ul style="list-style-type: none"> ○ <i>Resumed usual social activities</i> ○ <i>Went out to a place of work</i> ○ <i>Don't wear a face mask outside my home</i> 	<p>Areas suggested are drawn from the list of pre-codes in the accompanying survey</p>

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- *Don't avoid physical contact with people*
- *Don't follow handwashing recommendations*
- *Don't use hand sanitiser more than usual*
- *Take public transport*

- **What are your reasons for changing your behaviour?**

- *Understanding of what result means – EXPLORE IN FULL*
- *Immunity perceptions*
- *Government guidance changes*
- *Other*

- How would you feel if you did not have a positive antibody result?

- Government has now relaxed some of the social distancing guidelines, how do you feel about this, given your result?

IF RESULT WAS NEGATIVE/INCONCLUSIVE:

- **How satisfied are you with the result?**

- Would you take another test? Why?

- You mentioned that your result made you feel [*use participant language*]. If your result was positive do you think you would feel differently? How?

- **Would you behave differently? How?**

- *Cancelled usual social activities*
- *Postponed going out to a place of work*
- *Wear a face mask outside my home*
- *Avoid physical contact with people*
- *Follow handwashing recommendations*
- *Use hand sanitiser more than usual*
- *Don't take public transport*

- Government has now relaxed some of the social distancing guidelines, how do you feel about this, given your result?

Note **ability** and **outcome expectations**

Note **environmental factors** (guidelines)

Note **emotions**

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<p>TO ALL</p> <p>Can you tell me about any conversations you've had with other people about yours or their COVID-19 risk?</p> <ul style="list-style-type: none">• Have you shared your result with other people (over phone/ in person/ on social media)?<ul style="list-style-type: none">○ Who: family/friends/housemates○ What was the response: positive/negative• Why did you share your result? <p>Has anyone else you live with/see regularly had an antibody test (positive or negative)?</p> <ul style="list-style-type: none">• How are they acting since having the test?<ul style="list-style-type: none">○ Changed○ Stayed this same○ Not noticed	<p>Note social/cultural norms</p> <p>Note social norms</p>
<p>6. Warm down and interview close</p>	<p>5 mins</p>
<p>What are your thoughts on Covid-19 antibody tests overall</p> <ul style="list-style-type: none">• Who do you think should have the antibody tests?• Who do you think should administer the antibody tests and where? <p>Is there anything else you'd like to share with us about your experiences of the antibody test?</p> <p>THANK AND CLOSE INTERVIEW</p> <p>CONFIRM HOW INCENTIVE WILL BE PAID</p>	<p>Emotion (how comfortable they are in different environments)</p> <p>Capability (in accessing tests)</p> <p>Ability- Routines (how easy this would be to access within routine)</p> <p>Physical - (environment/resources)</p>