Appendix

The effect of a digital guide in persuading students to go for VCT

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Appendix

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What is VCT?

VCT is a combination of two activities - counselling and testing - into a service that amplifies the benefits of both. It is a process whereby a counsellor helps the client to make an informed decision about whether to test for HIV. VCT is adaptable to clients' needs, it can be done for individuals and couples, for people of all ages and of all backgrounds.

The objectives of HIV counselling are the prevention of HIV transmission and the emotional support of those who wish to consider HIV testing, both to help them make a decision about whether to test for HIV or not to be tested and to provide support, and facilitate decision-making.

Counselling as part of VCT ideally involves at least two sessions, i.e. pre-test and post-test counselling. More sessions can be offered if the client decides to take a test, post-test counselling should always be offered. The main goal of this counselling session is to help clients understand their test results and initiate appropriate actions to protect themselves and others, including safer sexual practices.

Pre-test counselling

The main goal of this counselling session is to help clients understand their test results and initiate appropriate actions to protect themselves and others, including safer sexual practices.

Post-test counselling

The main goal of this counselling session is to help clients understand their test results and initiate appropriate actions to protect themselves and others, including safer sexual practices.

How does VCT work?

Decreasing the chance of infecting others.

VCT helps individuals and couples understand their HIV status and adopt measures, such as condom use, to prevent transmission. It also provides support and guidance for those who may have been exposed to HIV.

Appendix A

Information about VCT

1. www.youandaids.org/Themes/voluntarycounseling.asp
There are several sources that provide information about the Internet use in South Africa, but they all provide different numbers. Therefore, for this thesis, a MSN and a LoveLife (2001) survey will be used, with some additional information from other websites.

Because of the large disparities in socio-economic levels, Internet access is directly associated with economic access. As well as being well educated, the average South African Internet user is six times more likely to have completed some form of higher education. In addition to Internet use, there are several factors that provide information about the Internet use in South Africa and The Netherlands.

Appendix B

Internet in South Africa and The Netherlands

2. www.internetworldstats.com
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What is VCT?

Volunteer counseling and testing is a process whereby a counselor helps you to make an informed choice about sexual health. The counselor is confidential and the decision is entirely your own choice. The counselor will conduct a post-test counseling after the test result is known.

How does VCT Work? The VCT process consists of pre-test, post-test and follow-up counseling.

post-test counseling After the test result is known, you are subjected to the test result and informed. You also undergo a brief counseling and follow-up counseling.

post-test counseling

for-post-test counseling

The test result is known to you as well as to the counselor. The counselor will discuss with you the implications of the test result. The counselor will also discuss with you the counseling and follow-up counseling. The counselor will also discuss with you the counseling and follow-up counseling.

The counselor can be approached to your own needs.
The effect of a digital guide in persuading students to go for VCT

There are several reasons why you should consider VCT together with some stories of my friends, as mentioned on the following page.
The effect of a digital guide in persuading students to go for VCT.
The effect of a digital guide in persuading students to go for VCT
The effect of a digital guide in persuading students to go for VCT
It was a pleasure showing you around.

We wish you good luck and a happy life!
The effect of a digital guide in persuading students to go for VCT

What is AIDS

AIDS or Acquired Immunodeficiency Syndrome. AIDS is a disease of the Immune System which is caused by HIV.

What is HIV

HIV stands for Human Immunodeficiency Virus, a virus that causes AIDS.
The effect of a digital guide in persuading students to go for VCT

**Website Screendumps Textual Guide: VCT Info**

**1. Purpose: How does VCT Work?**

The VCT process consists of pre-test, post-test and follow-up counseling.

**2. Pre-test Counseling:**

The counselor will prepare the VCT process. The counselor will explain the implications of the test results and how they will be used. The counselor will also explain the proper use of condoms and the importance of safe sex. The counselor will help you make an informed choice about your sexual behavior.

**3. Post-test Counseling:**

After the test results are known, the counselor will help you make an informed choice about your sexual behavior. The counselor will help you cope with the news.

**4. Follow-up Counseling:**

The counselor will provide support and counseling to help you cope with the news.

**What is VCT?**

Voluntary counseling and testing is a process whereby a counselor helps you make an informed choice about your sexual behavior.

**How Does VCT Work?**

The VCT process consists of pre-test, post-test and follow-up counseling.

**Why VCT?**
The effect of a digital guide in persuading students to go for VCT

There are several reasons why you should consider VCT together with some stories of my friends. They are mentioned on the following page.
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We wish you good luck and a happy life!

It was a pleasure showing you around.
If you test HIV-positive you can benefit from earlier appropriate care and interventions to treat and prevent HIV disease. New drugs and vaccine efforts offer considerable hope if you are infected.

Elsa, 21 years old
When I met a friend of mine she was surprised to see that I really looked healthy. I told her I was taking a combination of drugs to prevent HIV in its early stage while my health was still good. The medication has to be taken long-term but at least I am healthy.

Johanna, 25 years old
I couldn't believe it when I learned I was HIV positive. Living with HIV seemed impossible. But when I talked to my counsellor, she told me that it was not always easy to refuse smoking and drinking because of temptations. But after a few weeks I started feeling better. Now I try to resist smoking and drinking and I could not always resist the occasions from smoking and drinking. I could not always resist the occasion from smoking and drinking because my health was good. Now I try to change my health by changing my eating habits. I put on a diet and advised me to give up smoking and drinking alcohol. Because this makes you more vulnerable to bacteria. I was faster sceptic about the advice but I decided to try it for a month. It was not always easy to change my eating habits. When I talked to my counsellor, she told me that I needed advice. When I learned I was HIV positive, I started taking drugs. Now I try to do my best to change my eating habits.

Stay disease-free
If you learn you are HIV-negative you can be empowered to remain disease-free.

Johanna, 25 years old
I recently heard that someone I used to know has HIV. I didn’t have sex with this person, but I made me realize that I could get AIDS too. That is why I told my friends to give me the advice of VCT. If you are not infected you can learn you how to stay disease-free. I can advise you to give up smoking and drinking alcohol. Because this makes you more vulnerable to bacteria. I was faster sceptic about the advice but I decided to try it for a month. It was not always easy to change my eating habits. When I talked to my counsellor, she told me that I needed advice. When I learned I was HIV positive, I started taking drugs. Now I try to do my best to change my eating habits.

Appendix D
Arguments and Testimonials for VCT

The effect of a digital guide in persuading students to go for VCT
If you take the medicine AZT during your pregnancy and give it to your baby from HIV transmission, there is no mother to child transmission.

No mother to child transmission

**VCT and the relationship with others**

When was your last sexual relationship? To complain about all the side effects and worry about the health, it is a whole lot better to be grateful for your own health instead of having HIV is not the same question. It was then that I realized that having HIV is not the same. The counselor was friendly, took his time and answered all my questions. It was then that I realized the value of having HIV is not the same.

**Athem, 26 years old**

The first month after being tested positive I felt depressed, useless, anxious, and the help of my counselor I started to have no bothersome, but I realized that thinking you are not feeling well will actually make you feel better. I could live with this disease and what my family would think, now I could live with this disease and what my family would think.

**Robin, 25 years old**

My doctor broke the news to me. My first reaction was one of relief. Years of uncertainty had ended. All symptoms could be explained. No more stress about whether or not I had HIV. Now I feel light. After a while I wondered about whether or not I had HIV. Now I feel light.

**Reduce uncertainty**

If you take the medicine AZT during your pregnancy and give it to your baby from HIV transmission, there is no mother to child transmission.

**VCT and psychological self**

Receive quality counselling

VCT counselors offer you high quality counselling. There is sufficient time to cover the main areas of your concern, and your counsellor will discuss all your worries about whether or not I had HIV. Now I feel light.

**VCT and the relationship with others**

Receive quality counselling

Arguments and Testimonials for VCT

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Arguments and Testimonials for VCT

Baby after birth the rate of HIV transmission from mother to child can be reduced from 25.5% to 8.3%. Preventive measures such as C-section can greatly reduce the risk of transmission.

Lisa, 27 years old
I found out that I was HIV-positive when I became pregnant. I was in college and doing well. The guys I dated were HIV-negative, but I wasn't aware of my status until I got pregnant. I chose to continue with the pregnancy and decided to have a C-section. My baby was born HIV-negative and healthy! I am now 27 years old and have a healthy 4-year-old daughter.
Arguments and Testimonials for VCT

Marten, 29 years old

To remember that life needs courage:
I decided to come out publicly because a lot of South Africans are dying. They think HIV is a problem in other countries but in our area, I have had it for 12 years. I decided to come out publicly because a lot of South Africans are dying.

To share their HIV status:
To the smaller the chance of infecting others gets.

To help others with their HIV status:
They think HIV is a problem in other countries but in our area, I have had it for 12 years. I decided to come out publicly because a lot of South Africans are dying.

To encourage people to get tested:
Arguments and Testimonials for VCT

To keep communities disease free:
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Arguments and Testimonials for VCT

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1. Website justification

The content of all websites is the same and gives basic information on HIV, AIDS and VCT. The experimental site did not have to be too detailed. This would unnecessarily complicate the overall design of the website is explained and in conclusion the appearance of the guide will be discussed.

1.1 The informative content of the website

To build not only a persuasive but also a good informative site on VCT some research was done on the Internet to find out what persuasive VCT sites that are aimed at South Africans (possibly because internet access is not that high in South Africa) look like. Information on VCT at present is confused with AIDS, and there is a need for more informative and persuasive VCT sites.

Searching the Internet

The search engine Google was the basis for the search. Combinations of "voluntary testing" "HIV" "VCT" "AIDS" and "South Africa" were used. Of the search engine Google was the basis for the search. Combinations of

By means of a textual analysis a description was made of the websites.

By means of a textual analysis a description was made of the websites' content, structures and styles. Since the experimental website had to persuade students to go for VCT it was VCT sites that were mainly researched. In South Africa it was VCT information that was mainly persuasive and informative on VCT.

Searching the Internet

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The arguments and testimonials pro VCT are the most important part of the website for the experiment. However, to make the goal of the experimental site the most important part of the experiment the topic concerning the website was visited.

Whenever appropriate the short description of Google was used and if the results of each combination the top 100 websites were studied.

The experimental site was used to see which information is given on existing websites about HIV, AIDS and VCT. The selection of websites was made so that knowledge of about four pages of information from existing sites was used for the construction of the new experimental one.

The content of all websites is the same and gives basic information on HIV, AIDS and VCT. The experimental site did not have to be too detailed.

The most important part of the experimental site is that the overall design of the website is explained and in conclusion the appearance of the guide will be discussed.
Since the information on the experimental website is brought to the students by means of a peer it is important that the student is addressed personally. Choosing the most relevant information Because most of the general information on the studied VCT sites was useful, and would only be used to explain the concept of VCT and what happens when you decide to take a test, the students found the low self-susceptibility of South Africans at the page on HIV and AIDS to be the least interesting. The concept of VCT and what happens when you decide to take a test is explained at the page on VCT. The differences between HIV and AIDS, the concept of VCT, and what happens when you decide to take a test are explained at the page on VCT.

1.2 The persuasive content of the website

The experiment requires the students to read a text on a website, which describes the advantages of VCT. These advantages appear to the students as arguments for adopting VCT. The experiment requires the students to read a text on a website, which describes the advantages of VCT. These arguments appear to the students as reasons why one should consider VCT. The differences between HIV and AIDS are explained by the students themselves, and the students are asked to explain why they found the website useful. The experiment requires the students to explain why they found the website useful.

Choosing the most relevant information

Since the information on the experimental website is brought to the students by means of a peer it is important that the student is addressed personally.
behaviour, whereas loss framed messages present the costs of not adopting the behaviour. There are two different ways in which gain and loss frames can be instantiated. Gain framed messages can focus on attaining a desirable outcome or on avoiding an undesirable outcome (both beneficial):

If you decide to get tested you may feel peace of mind that comes with knowing about your health. If you decide to get tested you may feel less anxious because you won’t wonder whether you are ill.

Loss framing can emphasize on attaining an undesirable outcome or not avoiding a desirable outcome (both costly):

If you decide not to get tested you may feel more anxious because you wonder whether you are ill. If you decide not to get tested you may feel the peace of mind that comes with knowing about your health.

Salovey et al (2002; 391) found that gain-framed messages generally are more persuasive when the target behaviour serves to avoid distress and more persuasive when the target behaviour serves to prevent illness. Moreover since HIV is a delicate subject in South Africa it is important to consider the emotional impact and personal relevance of the arguments. Therefore, arguments should be framed in a personal style and address the reader directly. The first message should be about the physical self, for the psychological self and the former used sites on VCT information. The second message uses framing of events, and frames the arguments so that positive outcomes are more likely to come from choosing VCT.

Choosing and Rewriting the Arguments

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the day. As soon as it is considered ethically sound at all places to conduct VCT, the results of this experiment can be used to persuade people to go for VCT. It is often questioned whether people could handle going for VCT or whether they think about it. The realization of the testimonials will be described next.

The design of the testimonials

As the website is meant to be persuasive, the mentioned advantages of VCT should outweigh the disadvantages people think about. Therefore, the testimonials should not contain too much fear appeals. According to Hoeken and Geurts (2003), fear appeals are very low on risk for persuasion because they personally believe that they are not at risk for infection. The website and the testimonials are perceived highly influential and can carry out the solution of the perceived self efficacy, whereas the fear appeals are relatively weak. The solution will only be perceived if the results of the experiment are positive. The first is perceived response efficacy, where the reader judges whether the solution will help him. Therefore, the testimonials should not contain too much fear appeals. According to Hoeken and Geurts (2003), fear appeals are very low on risk for persuasion. Therefore, the testimonials should not contain too much fear appeals. According to Hoeken and Geurts (2003), fear appeals are very low on risk for persuasion.
When the threat of a fear appeal in a message is too severe, and the solution seems unfeasible to the reader, he will ignore the message to control his fear. Since the decision to take VCT is more often taken under pressure, it is important that the arguments and testimonials used in the message are convincing and credible.

Choosing and rewriting the testimonials

After the selection of arguments, each argument needed a testimonial. Therefore some research on existing testimonials on the Internet was undertaken. Besides the testimonials that were found, also the discussion board on the body2 was visited which contains real-life stories of positive peers who were tested but still enjoy life. The names and ages were added to the testimonials to make it easier for the students to identify themselves with the people in the testimonials. Choosing and rewriting the testimonials

While rewriting the testimonials the theory on persuasive text discussed in Chapter 1 and in the preceding section was taken into account. In conclusion, it can be said that the testimonials that were used needed to be convincing and credible. The arguments and testimonials used in the website were found on the Internet, and the solution of VCT is a life-saving strategy. The focus in the testimonials was taken into account in the rewriting section was taken into account in order to ensure that the testimonials are convincing and credible.
The structure and the content of the website were kept simple and adapted to the goal of the site: persuasion. The site consists of a homepage with some general information to welcome the user, a page with information on HIV and AIDS, a page with information on VCT, and a page with the reasons why the user should consider VCT. This is the most important page of the experiment: the other pages only function to make the site look more realistic (see Figure 1).

Aesthetics

According to Coney & Steehouder (2000), an aesthetic website can evoke positive feelings which in turn can encourage a stronger belief in the arguments presented in the website. The following factors were taken into account when designing the website: the design of the website, the structure and the content of the website were kept simple and adapted to the goal of the site: persuasion. The site consists of a homepage with some general information to welcome the user, a page with information on HIV and AIDS, a page with information on VCT, and a page with the reasons why the user should consider VCT. This is the most important page of the experiment: the other pages only function to make the site look more realistic (see Figure 1).

1.3 The design of the website

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Appeal, can be viewed as a direct emotional reaction to some external visual stimuli (Lähteenmäki, 2000). In spite of many differences, the myriad of aesthetic principles has also had many things in common. For instance, Aristotle proposed the main elements of beauty to be orderliness, clearness, and simplicity. The idea of simplicity as the source of beauty has also had its advocates in more recent aesthetic theories. To make the website pleasant to look at but not too distracting, it was tried to make an aesthetic basic website to start from. Although the use of an adequate layout and simplicity in colour and form was sufficient for the design of the aesthetic feeling was enhanced.

Choices with regard to colour

Colour is the process of designing text-based materials to indicate the choice and use of different typefaces, and the choice of the size of text and the amount of space between letters and between lines. Typography is the process of designing text-based materials to indicate the choice and use of different typefaces, and the choice of the size of text and the amount of space between letters and between lines.

Typography

Typeface

Typeface is the style of lettering used. Making words and text easy and visually attractive consists of the use of formality and tradition, others of style elegance and sophistication, others still of informality and friendliness. Two key factors contribute to the formation of the impression of formality and tradition: others of style elegance and sophistication. The first is the ability to effectively deliver a direct impression of formality and tradition, others of informality and friendliness. The second is the ability to effectively deliver a direct impression of informality and friendliness. As a result, readers’ perception of the kind of document is thus affected. Considering these two factors, the choice of typeface can make a great contribution to the appeal.
There is a relation between colour and psychological responses. This suggests that a colour has a direct influence on how people experience emotions and colour. But this is not the case. Other research often looked at emotional value and colour tones are associated. However, we would be wrong to come to the emotional value. One would expect that since young users that were made in which the colour was used to be more restful and peaceful. Therefore, the website has no words to attract the possible. The colour used in webcasts the colour was kept in the website. The colours in the website are kept a neutral palette. To reduce the influence of additional (negative) side effects because of emotional value.

Colour preferences

It appears that colour tone can be a misleading factor and that the variation in saturation and brightness plays a far greater role when it comes to the emotional value. The colour tone is important. Although saturation and brightness are important when it comes to the emotional value.

Functional role

Experiments have shown that least in laboratory settings: certain

- Blue is hearty, calm, pleasant, reassuring, calm and quiet.
- Green is calm and pleasant.
- Yellow is seen as cheerful, joyful, exciting, friendly and stimulating.
- Red is generally seen as adventurous, sociable, strong, protective and exciting (Wheeler, 2002).

Choices with regard to colour

This shows that colours with more saturation are preferred more (Wheeler, 2002).

Website justification

The effect of a digital guide in persuading students to go for VCT
1.4 The guide’s visual appearance

Since photographs are seen as a direct copy of the reality, one of the best ways to realistically portray the guides is to show pictures of them. The theory behind using photographs is that they can help to build credibility and make the guides look more real. This is because photographs are a more direct copy of the reality, and therefore more believable than other forms of visual representation.

The eye gaze of a spokesperson plays the most important role in communicating the intended message. The gaze is a powerful tool in guiding the user’s attention and can influence their perception of a person. When a spokesperson makes eye contact, it can help to establish trust and build credibility. It can also help to draw the user’s attention to specific areas of the page or frame.

The effective portraying of people

The style in which people are portrayed affects the way that they are perceived by the audience. The way that a person is portrayed can influence the way that they are perceived and remembered. For example, a person who is portrayed in a way that emphasizes their personality can be perceived as more likable and trustworthy. On the other hand, a person who is portrayed in a way that emphasizes their competence can be perceived as more competent and capable.

Eye gaze

One of the most effective attention-getting devices is to look straight into the camera. This can help to establish eye contact and build credibility. It can also help to draw the user’s attention to specific areas of the page or frame. A spokesperson who looks away from the camera can be perceived as less trustworthy and less competent.

Website justification

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the various attentional cues that are directly modelled on real-world behaviour (Messaris, 1997; 23). According to Solso (in Messaris, 1997) people tend to be especially responsive to visual cues, especially those that encompass the eyes and the mouth, and spend most time looking at those parts when interacting with other people.

Moreover, eye gaze can also influence identification. This influence of eye gaze on eliciting identification is researched by Cappella (in Messaris 1997, 47). People tend to think that the face that is looking at them has nothing to hide. Because this cue is not possible in the textual representation the visual guide seems more credible.

Camera point of view

Camera perspective attributes meaning to the topic it represents. Peters (1974; 26) speaks of the ‘expression of the camera’ and the ‘expression of the object’. The meaning in the former case is expressed by means of the camera and in the latter by means of the object.

Size

Reeves and Nass (1996; 198) found that the size of the image influences arousal. The bigger the image, the more arousal subjects showed. Since arousal is one of the basic dimensions of emotion (next to valence), it is possible that the use of bigger images evokes emotions.

Framing

In pictures make us think that people are actually close or far away (Keenses & Nass 1996; 47). This implicitly tells people that people are actually close or far away.

Website justification

The effect of a digital guide in persuading students to go for VCT
The effects of culture on images

In the digital age, visual preferences play an important role. Visual preferences can also affect users' social decisions and behaviors. The social nature of human behavior can also have an effect on visual preferences. When users are looking at photographs, they are more likely to notice and remember the faces than the content. This is especially true when the user is looking at the photographs. It is therefore important to consider the effects of culture on images.

The effects of culture on images

The social nature of human behavior can also have an effect on visual preferences. When users are looking at photographs, they are more likely to notice and remember the faces than the content. This is especially true when the user is looking at the photographs. It is therefore important to consider the effects of culture on images.

Reeves and Nass (1996) found that people judge the pictures of faces on images and makes pictures more different from words than previously thought. They also found that people judge the pictures of faces on images and makes pictures more different from words than previously thought. They also found that people judge the pictures of faces on images and makes pictures more different from words than previously thought.

The effects of culture on images

The social nature of human behavior can also have an effect on visual preferences. When users are looking at photographs, they are more likely to notice and remember the faces than the content. This is especially true when the user is looking at the photographs. It is therefore important to consider the effects of culture on images.

Reeves and Nass (1996) found that people judge the pictures of faces on images and makes pictures more different from words than previously thought. They also found that people judge the pictures of faces on images and makes pictures more different from words than previously thought. They also found that people judge the pictures of faces on images and makes pictures more different from words than previously thought.
The effect of a digital guide in persuading students to go for VCT

Website justification

1.5 Accounting for the guide's textual appearance

Website: text

Figure 3: in which this is done will be described next.

The guide will be textually present in both experimental sites. The way

1.5 Accounting for the guide's textual appearance

Website: text

Figure 3: in which this is done will be described next.

The guide will be textually present in both experimental sites. The way

1.5 Accounting for the guide's textual appearance

Website: text

Figure 3: in which this is done will be described next.

The guide will be textually present in both experimental sites. The way

1.5 Accounting for the guide's textual appearance

Website: text

Figure 3: in which this is done will be described next.

The guide will be textually present in both experimental sites. The way

1.5 Accounting for the guide's textual appearance

Website: text

Figure 3: in which this is done will be described next.

The guide will be textually present in both experimental sites. The way
Style

Style is a concept that is difficult to define. Some state that the same content can be expressed in different forms, and others might argue that style is a reflection of the author's personality. The reader is often left to infer the perspective of the narrator in the text. In some cases, the reader is explicitly told that the stories are directly addressed to them: “I’m here to share with you what I have learned and you can read the guide is speaking directly to the reader. This is clear from sentences like: ‘I'm here to share with you what I have learned’ and ‘you can read the stories of my friends here’. The stories are written in a narrative style and the reader is addressed as ‘you’. The textual guide is written in a narrative personal way. The reader is addressed as ‘you’. This is in a narrative personal way. The reader is addressed as ‘you’.

Putting theory into practice: The textual guide

And consequently, increase the involvement with the story

Put your hand on your baby's belly, your baby is...
The effect of a digital guide in persuading students to go for VCT

Appendix F

Used websites for background information

http://www.aidslaw.ca/Maincontent/issues/testing/e-info-ta14.htm

Information sheet that discusses VCT versus testing without informed consent by pregnant women

http://www.unfpa.org/aids/prevention/index.htm

The purpose of this section is to provide staff, particularly field staff, with concise and useful information in supporting countries in their response to the HIV/AIDS epidemic

http://www.thebody.com/nmai/testing.html

AIDS and HIV information resource; fact sheet on HIV testing

http://www.cdc.gov/nchstp/od/gap/strategies/2_1_vct.htm

Centres for disease control and prevention, more general information on VCT

http://www.youandaids.org/Themes/voluntarycounseling.asp

Best practices in VCT

http://www.unaids.org

Joint united nations programme on HIV/AIDS

http://www.synergyaids.com/

Resource on program management and policy development at many levels to combat HIV/AIDS worldwide

http://www.jhuccp.org/pr/l12/l12chap4_5.shtml

More general information on Voluntary Counselling, Testing and Referral


Family health international; lessons learned from experience on VCT


Mainstreaming HIV/AIDS Progress and Challenges in South Africa's


New studies in Africa show dramatic increases in demand for VCT


Consort of pregnant women

http://www胁息est/issue/2000/inter-t42.htm

Information sheet that discusses VCT versus testing without informed consent by pregnant women

What is HIV

HIV stands for Human Immunodeficiency Virus, a virus that causes AIDS; a health condition in which a person is affected by a series of diseases because of poor immunity. HIV by itself is not an AIDS. AIDS is the health condition in which a person is affected by a series of diseases because of poor immunity. HIV is the virus that causes AIDS. An HIV infected person can lead a healthy life for several years before developing AIDS.

What is AIDS

As the name, Acquired Immunodeficiency Syndrome, indicates, AIDS is a health condition that results from the deficiency in the body's immune system, the body loses its natural ability to fight diseases. At this stage, various diseases affect the infected person.

The process of VCT

What is VCT?

Voluntary counselling and testing is a process whereby a counsellor helps you to make an informed choice about being tested for HIV. This process is confidential and the decision is entirely your own choice. The counsellor is just there to help you.

How does VCT work?

The VCT process consists of pre-test, post-test and follow-up.

Pre-test counselling

The pre-test counselling is offered before taking a test. The counsellor prepares you for the test explaining what an HIV test is, and how you will have the results on the same day. The counsellor will also correct myths about HIV and AIDS and provide emotional support and discussing how you can cope with it.

Post-test counselling

After the test the counsellor helps you to understand your test result and how to deal with the results.

The Test

The testing process itself is very simple and done by friendly and educated healthcare personnel. Only a small drop of blood is taken and the HIV test is performed.

Post-test counselling

After the test the counsellor helps you to understand your test result and how to deal with the results. The counsellor will explain to you the implications of your HIV status and ways to cope with it. The counsellor will also correct myths about HIV and AIDS and provide emotional support and discussing how you can cope with it.

What is AIDS

AIDS stands for Human Immunodeficiency Virus, a virus that causes AIDS; several years before developing AIDS.

What is HIV

HIV is the virus that causes AIDS. An HIV infected person can lead a healthy life for several years before developing AIDS.
A preliminary enquiry on several pictures was done to increase the possibility that the students liked the peer guides they could choose from to guide them through the experimental website. The conditions were as follows:

- A total of 4 white women, 4 black women, 4 white men, and 4 black men.
- Provided with 4 pages, each page consisting of 4 photographs.
- Questions were asked regarding a stranger with whom they would like to ask for directions.
- A personal situation where they would like to turn to for advice.
- 9 propositions with regard to the person or persons they had chosen in the first two questions.

The students were first asked to answer two questions considering the persons on the photographs on that particular page:

1. Imagine yourself getting lost in a strange city. Who will you ask for directions: person 1, 2, 3 or 4?
2. Imagine yourself getting lost in a strange city. Who will you turn to for advice: person 1, 2, 3 or 4?

Subsequently the students were given 9 propositions with regard to the person or persons they had chosen in the first two questions.

You can click here to start the questionnaire.

The students were asked to answer two questions concerning the people on the photographs.

The questionnaire will take about 5 minutes; it consists of 4 pages with 4 photographs of people. Every page contains 2 questions and 9 propositions concerning the people on the photographs.

You can click here to start the questionnaire.

The effect of a digital guide in persuading students to go for VCT
The effect of a digital guide in persuading students to go for VCT

Preliminary enquiry: example of webpage

<table>
<thead>
<tr>
<th>Sumpt</th>
<th>1</th>
<th>2</th>
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<th>4</th>
<th>5</th>
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<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. This person looks a bit like me</td>
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<tr>
<td>2. This person seemsスポンジ</td>
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<tr>
<td>3. This person can keep a secret</td>
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<td>4. This person seems sincere</td>
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<tr>
<td>5. This person could be a friend</td>
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<tr>
<td>6. This person is average</td>
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<tr>
<td>7. This person seems helpless</td>
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<tr>
<td>8. This person helps</td>
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</tr>
</tbody>
</table>

1 = totally disagree, 7 = don't disagree/don't agree, 10 = totally agree

Imagining you are having personal problems. Who will you turn to for advice: person 1, 2, or 12?

Imagine yourself getting lost in a strange city. Who will you ask for directions: person 1, 2, or 12?
In total there were 45 respondents, 20 men and 25 women, aged 22 to 28 with an average of 24. The results of the enquiry for each group will be briefly discussed below.

The group of white women

In the group of white women, woman 2 was chosen the most (19 times for question 1, 20 times for question 2) followed by woman 1 (15 and 18 times respectively).

Table 1: Number of Dutch students (N = 45) that preferred one of the 4 white women, based on the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

<table>
<thead>
<tr>
<th></th>
<th>Ask for directions</th>
<th>Ask for personal advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>woman 1</td>
<td>15 (33.3%)</td>
<td>18 (40%)</td>
</tr>
<tr>
<td>woman 2</td>
<td>19 (42.2%)</td>
<td>20 (44%)</td>
</tr>
<tr>
<td>woman 3</td>
<td>10 (22.2%)</td>
<td>4 (8.9%)</td>
</tr>
<tr>
<td>woman 4</td>
<td>1 (2.2%)</td>
<td>3 (6.7%)</td>
</tr>
</tbody>
</table>

The group of black women

In the group of black women, woman 4 was chosen the most with regard to the question about directions followed by woman 3 (18 and 16 times respectively). However, woman 3 had more votes when one needed personal advice (23 versus 13). It was therefore chosen to use woman 3 as a peer guide.

Table 2: Number of Dutch students (N = 45) that preferred one of the 4 black women, based on the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

<table>
<thead>
<tr>
<th></th>
<th>Ask for directions</th>
<th>Ask for personal advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>woman 1</td>
<td>1 (2.2%)</td>
<td>15 (33.3%)</td>
</tr>
<tr>
<td>woman 2</td>
<td>19 (42.2%)</td>
<td>20 (44%)</td>
</tr>
<tr>
<td>woman 3</td>
<td>16 (35.6%)</td>
<td>7 (15.6%)</td>
</tr>
<tr>
<td>woman 4</td>
<td>10 (22.2%)</td>
<td>3 (6.7%)</td>
</tr>
</tbody>
</table>

The group of white men

In the group of white men, man 2 was chosen the most (15 and 19 times) and was therefore chosen to be the peer guide.

Table 3: Number of Dutch students (N = 45) that preferred one of the 4 white men, based on the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

<table>
<thead>
<tr>
<th></th>
<th>Ask for directions</th>
<th>Ask for personal advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>man 1</td>
<td>1 (2.2%)</td>
<td>15 (33.3%)</td>
</tr>
<tr>
<td>man 2</td>
<td>19 (42.2%)</td>
<td>20 (44%)</td>
</tr>
<tr>
<td>man 3</td>
<td>10 (22.2%)</td>
<td>4 (8.9%)</td>
</tr>
<tr>
<td>man 4</td>
<td>1 (2.2%)</td>
<td>3 (6.7%)</td>
</tr>
</tbody>
</table>

Preliminary equality

The effect of a digital guide in persuading students to go for VCT is briefly discussed below. The results of the enquiry for each group will be compared with an average of 22. In total there were 45 respondents, 20 men and 25 women, aged 22 to 28 with an average of 24. The results of the enquiry for each group will be briefly discussed below.
best-scoring photos were used. To choose the photos of the friends of the peer-guide who tell their

Table 3: Number of Dutch students (N = 45) that preferred one of the 4 white men, based on the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

<table>
<thead>
<tr>
<th>Man</th>
<th>Ask for direction</th>
<th>Ask for personal advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man 1</td>
<td>19 (42.2%)</td>
<td>12 (26.7%)</td>
</tr>
<tr>
<td>Man 2</td>
<td>3 (6.7%)</td>
<td>15 (33.3%)</td>
</tr>
<tr>
<td>Man 3</td>
<td>2 (4.4%)</td>
<td>7 (15.6%)</td>
</tr>
<tr>
<td>Man 4</td>
<td>21 (46.7%)</td>
<td>7 (15.6%)</td>
</tr>
</tbody>
</table>

Lastly, in the group of black men, man 4 was chosen the most to ask directions to, followed by man 1 (21 versus 19 votes). Therefore man 1 will be the peer guide of this group.

Table 4: Number of Dutch students (N = 45) that preferred one of the 4 black men, based on the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

<table>
<thead>
<tr>
<th>Man</th>
<th>Ask for direction</th>
<th>Ask for personal advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man 1</td>
<td>11 (24.4%)</td>
<td>12 (26.7%)</td>
</tr>
<tr>
<td>Man 2</td>
<td>15 (33.3%)</td>
<td>7 (15.6%)</td>
</tr>
<tr>
<td>Man 3</td>
<td>9 (20%)</td>
<td>7 (15.6%)</td>
</tr>
<tr>
<td>Man 4</td>
<td>10 (22.2%)</td>
<td>7 (15.6%)</td>
</tr>
</tbody>
</table>

Table 5: Mean scores on the evaluation of the 4 guides on diverse variables (min. 1- max. 7). (SD between brackets)

<table>
<thead>
<tr>
<th>Man</th>
<th>Looks a bit like me</th>
<th>Seems sensible</th>
<th>Can keep a secret</th>
<th>Seems sincere</th>
<th>Could be a friend</th>
<th>Is approachable</th>
<th>Seems friendly</th>
<th>Seems helpful</th>
<th>Seem credible</th>
<th>Could be a friend</th>
<th>Seem sincere</th>
<th>Can keep a secret</th>
<th>Looks a bit like me</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man 1</td>
<td>4.05 (1.25)</td>
<td>5.75 (1.25)</td>
<td>5.00 (2.00)</td>
<td>5.30 (1.69)</td>
<td>5.50 (1.30)</td>
<td>5.50 (1.48)</td>
<td>5.80 (1.90)</td>
<td>5.50 (1.48)</td>
<td>5.50 (1.30)</td>
<td>5.50 (1.42)</td>
<td>5.40 (1.90)</td>
<td>5.50 (1.42)</td>
<td>4.05 (1.25)</td>
</tr>
<tr>
<td>Man 2</td>
<td>3.76 (1.31)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>3.76 (1.31)</td>
</tr>
<tr>
<td>Man 3</td>
<td>3.98 (1.49)</td>
<td>5.25 (1.69)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>4.50 (2.00)</td>
<td>3.98 (1.49)</td>
</tr>
<tr>
<td>Man 4</td>
<td>4.00 (1.25)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>5.00 (2.00)</td>
<td>4.00 (1.25)</td>
</tr>
</tbody>
</table>

Preliminary enquiry about the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

Table 6: Number of Dutch students (N = 45) that preferred one of the 4 black men, based on the question 'ask for direction' and 'ask for personal advice.' (percentage between brackets)

<table>
<thead>
<tr>
<th>Man</th>
<th>Ask for direction</th>
<th>Ask for personal advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man 1</td>
<td>11 (24.4%)</td>
<td>12 (26.7%)</td>
</tr>
<tr>
<td>Man 2</td>
<td>15 (33.3%)</td>
<td>7 (15.6%)</td>
</tr>
<tr>
<td>Man 3</td>
<td>9 (20%)</td>
<td>7 (15.6%)</td>
</tr>
<tr>
<td>Man 4</td>
<td>10 (22.2%)</td>
<td>7 (15.6%)</td>
</tr>
</tbody>
</table>
Dear student,

First I want to thank you for participating in my experiment. I am a student at Tilburg University in the Netherlands. For my Master thesis I am currently investigating the quality of AIDS communication. And therefore I need your help.

I will first ask you to look at a website. This website is developed within the Epidasa-project, a cooperation of South-African and Dutch universities. This project intends to research the effectiveness of HIV/AIDS and in providing care and support to those living with and affected by HIV/AIDS. This project intends to research the effectiveness of providing care and support to those living with and affected by HIV/AIDS. The website is about Voluntary Counselling and Testing, or in short VCT. On the website you will find information on VCT and stories of people who are in a situation where they have to choose whether or not to apply for VCT. The website is intended for people who are considering going for VCT.

Please take your time to look at the website and try to take the perspective of someone who is considering to go for VCT. You can read everything in the order you prefer, as long as you try to read everything in the order you prefer, as long as you try to read everything you need to answer the questions. After you have finished reading the website you can click on the link ‘quit site’ at the last page and ask for the questionnaire.

Thank you for your help!

Appendix I

Instruction experiment & questionnaire

The effect of a digital guide in persuading students to go for VCT.
The questionnaire

The effect of a digital guide in persuading students to go for VCT

The questionnaire consists of various questions and options for responses. The questions are related to the effectiveness of a digital guide in encouraging students to participate in VCT. The responses are on a scale from "Absolutely" to "Absolutely not."
The effect of a digital guide in persuading students to go for VCT

### The questionnaire

<table>
<thead>
<tr>
<th>Question</th>
<th>1</th>
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<th>5</th>
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<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you feel about the digital guide?</td>
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</tr>
<tr>
<td>Knowing that HIV/AIDS is better than not knowing it</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>The introduction of the webcast in understanding HIV/AIDS</td>
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<td>10</td>
<td>11</td>
</tr>
<tr>
<td>The source of the webcast in helping</td>
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<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>I would consider taking my parents in a high risk</td>
<td>1</td>
<td>2</td>
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<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>The introduction of the webcast makes sense</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<td>ACT will not improve people's health</td>
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<td>Hearing people should agree with ACT</td>
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</tbody>
</table>

Please circle the appropriate number:

Please indicate if you agree with the statement:

In the next part of the questionnaire, I expect you to answer a number of statements.
The effect of a digital guide in persuading students to go for VCT

The questionnaire

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The people in my community would likely help me get VCT if

1. I'm interested in HIV/AIDS topics
2. The message in the VCT brochure is clear
3. The source of the information is familiar to me
4. VCT is absolutely free of charge
5. The information on the website is clear
6. The website uses a lot of language I can understand
7. I would consider applying for VCT
8. HIV/AIDS is a very serious disease

The website doesn't influence me much in deciding whether

1. I'm interested in HIV/AIDS topics
2. The message in the VCT brochure is clear
3. The source of the information is familiar to me
4. VCT is absolutely free of charge
The effect of a digital guide in persuading students to go for VCT

The questionnaire

Please rate the items from 1 (totally disagree) to 10 (totally agree):

1. The information given was a more positive impression of VCT.

2. The information on the website is not appealing.

3. I have the information about the problem of VCT.

4. I feel_num_disagree

5. I feel_mildly_disagree

6. I feel_neutral

7. I feel_mildly_agree

8. I feel_agree

9. I feel_num_agree

10. I feel_completely_agree

Thank you very much for your help!
## Varimax Rotation

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Post hoc analysis of the effect of version on the variables of the source, the information and the persuasive power of the total group.

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Appendix K: Post hoc analysis