TEXT FOR THE ACCOMPANYING LETTER:

Dear colleague,

The Journal of the Norwegian Medical Association is undertaking a study in which we investigate whether varying presentations of a scientific article affect the amount of information that a reader retains. The results are foreseen to be published in a scientific journal.

Participation is voluntary. If you choose to participate, you will receive a printout of an article that you will be asked to read. You will have limited time to read it (7 minutes), which is assumed to correspond to real conditions in a busy everyday schedule. You will then be provided with a questionnaire that contains some background questions as well as questions about the topic and content of the article. You will have 7 minutes to answer the questions. Your response will be anonymous and cannot be traced back to you.

You can withdraw from the study at any time until your response has been submitted.

We wish to emphasise that this is not a knowledge test. The questions have been designed in such a way that only very few will be able to answer all questions correctly.

Having Norwegian as your first language is a precondition for participating. If Norwegian is not your first language, please let us know.

As a token of our appreciation for your help, you will receive a small consideration from us.

Yours sincerely,

Are Brean
Editor-in-Chief
Journal of the Norwegian Medical Association