

Information About the Alcohol Data Set

Table User

Information about the people involved in the experiment.

1. UserID: Unique ID of the participant, admin, or fake poster.
2. UserRole: Role of the person: participant, admin, or fake poster (special).
3. Group_nr: Number of the participant's registration group.
4. Condition: Experimental condition, type of fake alcohol posts shown during the last three weeks of the data collection.

Table PreSurvey

Data from the survey conducted one week before the start of (posting) data collection.

1. UserID: Unique ID of the participant, admin, or fake poster.
2. Reward: Participating for (1) money or (2) participation points.
3. Android: Mobile operating system: (1) Android, (2) iOS, (3) Other.
4. Android_other: If Q3 is other, some text.
5. Age: Person's age.
6. Gender: (1) male, (2) female.
7. Educ: Current education: (1) HBO, (2) University Bachelor, (3) University Master, (4) Other.
8. Educ_other: If Q7 is other, some text.
9. Educ_year: Number of years in current education: 1 – 6, 7 = other.
10. Educ_year_other: If Q9 is 7, some text.
11. Nation: Country of origin: (1) Netherlands, (2) Netherlands Antilles, (3) Surinam, (4) Morocco, (5) Turkey, (6) Other.
12. Nation_other: If Q11 is other, some text.
13. Nation_year: In which year did you move to The Netherlands?
14. Nation_Mom: Mom's country of origin. See Q11
15. Nation_Mom_other: If Q14 is other, some text.
16. Nation_Dad: Dad's country of origin. See Q11
17. Nation_Dad_Other: If Q16 is other, some text.
18. GroupMember_1: UserID of first (other) member of the participant's group.
19. GroupMember_2: Idem, second (other) member.
20. GroupMember_3: -- and so on --
21. GroupMember_4:
22. GroupMember_5:
23. GroupMember_6:
24. GroupMember_7:
25. GroupMember_8:
26. GroupMember_9:
27. GroupMember_10:
28. GroupMember_11:
29. GroupMember_12:
30. GroupMember_13:
31. GroupMember_14:
32. GroupMember_15:

33. GroupMember_16:
34. GroupMember_17:
35. GroupMember_18:
36. GroupMember_19:
37. GroupMember_20:
38. Group_type: Type of participants group: (1) Family, (2) Friends, (3) Fellow students (4) Sports buddies, (5) Colleagues/Acquaintances, (6) Other.
39. Group_type_other: Some text is Q38 is 6.
40. Group_familiar: How familiar are the group members; (1) Hardly anyone knows another member well .. (7) Nearly all know each other well.
41. Group_close: How close are the group members; (1) Not at all close .. (7) very close.
42. GroupMember_1_Long: How long do you know GroupMember_1? (1) Not for a long time .. (7) for a long time.
43. GroupMember_1_Familiar: How well do you know GroupMember_1? (1) Not at all well .. (7) very well.
44. GroupMember_1_GoodFriend: Is GroupMember_1 a good friend of yours? (1) Not at all .. (7) very good friend.
45. GroupMember_1_Contact: How regular is your contact with GroupMember_1? (1) Hardly any contact .. (7) very regular contact.
46. GroupMember_2_Long: As Q42, now for the second mentioned group member.
47. GroupMember_2_Familiar: As Q43, now for the second mentioned group member.
48. GroupMember_2_GoodFriend: As Q44, now for the second mentioned group member.
49. GroupMember_2_Contact: As Q45, now for the second mentioned group member.
50. GroupMember_3_Long: -- and so on --
51. GroupMember_3_Familiar:
52. GroupMember_3_GoodFriend:
53. GroupMember_3_Contact:
54. GroupMember_4_Long:
55. GroupMember_4_Familiar:
56. GroupMember_4_GoodFriend:
57. GroupMember_4_Contact:
58. GroupMember_5_Long:
59. GroupMember_5_Familiar:
60. GroupMember_5_GoodFriend:
61. GroupMember_5_Contact:
62. GroupMember_6_Long:
63. GroupMember_6_Familiar:
64. GroupMember_6_GoodFriend:
65. GroupMember_6_Contact:
66. GroupMember_7_Long:
67. GroupMember_7_Familiar:
68. GroupMember_7_GoodFriend:
69. GroupMember_7_Contact:
70. GroupMember_8_Long:
71. GroupMember_8_Familiar:
72. GroupMember_8_GoodFriend:
73. GroupMember_8_Contact:
74. GroupMember_9_Long:

75. GroupMember_9_Familiar:
76. GroupMember_9_GoodFriend:
77. GroupMember_9_Contact:
78. GroupMember_10_Long:
79. GroupMember_10_Familiar:
80. GroupMember_10_GoodFriend:
81. GroupMember_10_Contact:
82. GroupMember_11_Long:
83. GroupMember_11_Familiar:
84. GroupMember_11_GoodFriend:
85. GroupMember_11_Contact:
86. GroupMember_12_Long:
87. GroupMember_12_Familiar:
88. GroupMember_12_GoodFriend:
89. GroupMember_12_Contact:
90. GroupMember_13_Long:
91. GroupMember_13_Familiar:
92. GroupMember_13_GoodFriend:
93. GroupMember_13_Contact:
94. GroupMember_14_Long:
95. GroupMember_14_Familiar:
96. GroupMember_14_GoodFriend:
97. GroupMember_14_Contact:
98. GroupMember_15_Long:
99. GroupMember_15_Familiar:
100. GroupMember_15_GoodFriend:
101. GroupMember_15_Contact:
102. GroupMember_16_Long:
103. GroupMember_16_Familiar:
104. GroupMember_16_GoodFriend:
105. GroupMember_16_Contact:
106. GroupMember_17_Long:
107. GroupMember_17_Familiar:
108. GroupMember_17_GoodFriend:
109. GroupMember_17_Contact:
110. GroupMember_18_Long:
111. GroupMember_18_Familiar:
112. GroupMember_18_GoodFriend:
113. GroupMember_18_Contact:
114. GroupMember_19_Long:
115. GroupMember_19_Familiar:
116. GroupMember_19_GoodFriend:
117. GroupMember_19_Contact:
118. GroupMember_20_Long:
119. GroupMember_20_Familiar:
120. GroupMember_20_GoodFriend:
121. GroupMember_20_Contact:

122. GroupMember_1_Communi: How often did you speak/chat/app with GroupMember_1 last month? (1) not at all, (2) less than once a week, (3) once a week, (4) a few times a week, (5) daily, (6) several times a day.
123. GroupMember_2_Communi: As Q122 but now for the second mentioned group member.
124. GroupMember_3_Communi: -- and so on --
125. GroupMember_4_Communi:
126. GroupMember_5_Communi:
127. GroupMember_6_Communi:
128. GroupMember_7_Communi:
129. GroupMember_8_Communi:
130. GroupMember_9_Communi:
131. GroupMember_10_Communi:
132. GroupMember_11_Communi:
133. GroupMember_12_Communi:
134. GroupMember_13_Communi:
135. GroupMember_14_Communi:
136. GroupMember_15_Communi:
137. GroupMember_16_Communi:
138. GroupMember_17_Communi:
139. GroupMember_18_Communi:
140. GroupMember_19_Communi:
141. GroupMember_20_Communi:
142. GroupMember_1_Communi_Import: How important were these contacts (Q122) to you, on average? (1) very unimportant, (2) unimportant, (3) a little important, (4) important, (5) very important.
143. GroupMember_2_Communi_Import: As Q142 but now for the second mentioned group member.
144. GroupMember_3_Communi_Import: -- and so on --
145. GroupMember_4_Communi_Import:
146. GroupMember_5_Communi_Import:
147. GroupMember_6_Communi_Import:
148. GroupMember_7_Communi_Import:
149. GroupMember_8_Communi_Import:
150. GroupMember_9_Communi_Import:
151. GroupMember_10_Communi_Import:
152. GroupMember_11_Communi_Import:
153. GroupMember_12_Communi_Import:
154. GroupMember_13_Communi_Import:
155. GroupMember_14_Communi_Import:
156. GroupMember_15_Communi_Import:
157. GroupMember_16_Communi_Import:
158. GroupMember_17_Communi_Import:
159. GroupMember_18_Communi_Import:
160. GroupMember_19_Communi_Import:
161. GroupMember_20_Communi_Import:
162. GroupMember_1_Rangorde: Rank order of GroupMember_1 in terms of contact. 1 is the highest rank.
163. GroupMember_2_Rangorde: As Q162 but now for the second mentioned group member.

164. GroupMember_3_Rangorde: -- and so on --
165. GroupMember_4_Rangorde:
166. GroupMember_5_Rangorde:
167. GroupMember_6_Rangorde:
168. GroupMember_7_Rangorde:
169. GroupMember_8_Rangorde:
170. GroupMember_9_Rangorde:
171. GroupMember_10_Rangorde:
172. GroupMember_11_Rangorde:
173. GroupMember_12_Rangorde:
174. GroupMember_13_Rangorde:
175. GroupMember_14_Rangorde:
176. GroupMember_15_Rangorde:
177. GroupMember_16_Rangorde:
178. GroupMember_17_Rangorde:
179. GroupMember_18_Rangorde:
180. GroupMember_19_Rangorde:
181. GroupMember_20_Rangorde:
182. Alc_Freq_Normal: How often do you drink alcohol? (1) never, (2) at most once a month, (3) 2 – 3 times a month, (4) once a week, (5) twice a week, (6) 3-4 times a week, (7) 5-6 times a week, (8) at least once per day.
183. NoAlc_reason1: I don't drink alcohol because of my religion. (1) yes, (NA) no or not applicable.
184. NoAlc_reason2: I don't drink alcohol because of my health. (1) yes, (NA) no or not applicable.
185. NoAlc_reason3: I don't drink alcohol because of I am in principle against alcohol. (1) yes, (NA) no or not applicable.
186. NoAlc_reason4: I don't drink alcohol because I don't like it. (1) yes, (NA) no or not applicable.
187. NoAlc_reason5: I don't drink alcohol because I can't afford it. (1) yes, (NA) no or not applicable.
188. NoAlc_reason6: I don't drink alcohol because of another reason. (1) yes, (NA) no or not applicable.
189. NoAlc_reason_other: some text is Q188 was checked.
190. Alc_Freq_Past_Month: How often do you drink alcohol? (1) never, (2) at most once a month, (3) 2 – 3 times a month, (4) once a week, (5) twice a week, (6) 3-4 times a week, (7) 5-6 times a week, (8) at least once per day.
191. Binge_Freq_Past_Month: On how many occasions in the last month did you drink at least 5 glasses of alcohol? (1) none, (2) about once a month, (3) 2 – 3 times a month, (4) once a week, (5) twice a week, (6) 3-4 times a week, (7) 5-6 times a week, (8) at least once per day.
192. Alc_Quantity_Normal: How many glasses do you usually drink on a drinking day? 1 – 9, (10) 10 or more.
193. Alc_Alone_Others: When you drink alcohol, do you tend to drink alone or with others? (1) alone, (2) with others, (3) both options about equally often.
194. DMQ_1: How often did you drink alcohol in the past twelve months because of fitting better in the group of people I like? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
195. DMQ_2: How often did you drink alcohol in the past twelve months because you did not want to be excluded? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.

196. DMQ_3: How often did you drink alcohol in the past twelve months because it improves parties? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
197. DMQ_4: How often did you drink alcohol in the past twelve months because you want to avoid depression or stress? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
198. DMQ_5: How often did you drink alcohol in the past twelve months because you want to get 'high'? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
199. DMQ_6: How often did you drink alcohol in the past twelve months because you want to be liked? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
200. DMQ_7: How often did you drink alcohol in the past twelve months because it improves social activities? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
201. DMQ_8: How often did you drink alcohol in the past twelve months because you want to forget your problems? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
202. DMQ_9: How often did you drink alcohol in the past twelve months because it helps you to have fun during a party? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
203. DMQ_10: How often did you drink alcohol in the past twelve months because you want to be happier during a sad period? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
204. DMQ_11: How often did you drink alcohol in the past twelve months because it gives you a good feeling? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
205. DMQ_12: How often did you drink alcohol in the past twelve months because it is fun? (1) never/nearly never, (2) sometimes, (3) half of the time, (4) most of the times, (5) nearly always/always.
206. Alc_Att1: If I would drink alcohol the coming week, I would find that (1) very unpleasant .. (7) very pleasant.
207. Alc_Att2: If I would drink alcohol the coming week, I would find that (1) not very nice .. (7) very nice.
208. Alc_Att3: If I would drink alcohol the coming week, I would find that (1) very unsensible .. (7) very sensible.
209. Alc_Att4: If I would drink alcohol the coming week, I would find that (1) very harmful .. (7) very unharmed.
210. Alc_Att5: If I would drink alcohol the coming week, I would find that (1) very negative .. (7) very positive.
211. Alc_Att6: If I would drink alcohol the coming week, I would find that (1) very bad .. (7) very good.
212. Alc_IN1: If I would drink alcohol the coming week, people who are most important to me would (1) condemn this strongly .. (7) appreciate this strongly.
213. Alc_IN2: If I would drink alcohol the coming week, people who are most important to me would (1) be very negative .. (7) be very positive.
214. Alc_IN3: If I would drink alcohol the coming week, people who are most important to me would (1) not accept this at all .. (7) fully accept this.

215. Alc_DN: How often, do you think, would people who are most important to you, drink alcohol the coming week? (1) never .. (7) very often.
216. Alc_Int1: I plan to drink alcohol the coming week. (1) totally disagree .. (7) totally agree.
217. Alc_Int2: I have decided to drink alcohol the coming week. (1) totally disagree .. (7) totally agree.
218. Alc_Ass1: Imagine that I would drink alcohol; I would then feel relaxed. (1) totally disagree .. (7) totally agree.
219. Alc_Ass2: Imagine that I would drink alcohol; I would then feel guilty. (1) totally disagree .. (7) totally agree.
220. Alc_Ass3: Imagine that I would drink alcohol; I would then be clumsy. (1) totally disagree .. (7) totally agree.
221. Alc_Ass4: Imagine that I would drink alcohol; I would then take risks. (1) totally disagree .. (7) totally agree.
222. Alc_Ass5: Imagine that I would drink alcohol; I would then be loud. (1) totally disagree .. (7) totally agree.
223. Alc_Ass6: Imagine that I would drink alcohol; I would then enjoy sex more. (1) totally disagree .. (7) totally agree.
224. Alc_Ass7: Imagine that I would drink alcohol; I would then talk to people more easily. (1) totally disagree .. (7) totally agree.
225. Alc_Ass8: Imagine that I would drink alcohol; I would then feel down. (1) totally disagree .. (7) totally agree.
226. Alc_Ass9: Imagine that I would drink alcohol; I would then dare more things. (1) totally disagree .. (7) totally agree.
227. Alc_Ass10: Imagine that I would drink alcohol; I would then feel courageous. (1) totally disagree .. (7) totally agree.
228. Alc_Ass11: Imagine that I would drink alcohol; I would then behave socially. (1) totally disagree .. (7) totally agree.
229. Alc_Ass12: Imagine that I would drink alcohol; I would then feel dizzy. (1) totally disagree .. (7) totally agree.
230. Alc_Ass13: Imagine that I would drink alcohol; I would then behave aggressively. (1) totally disagree .. (7) totally agree.
231. Alc_Ass14: Imagine that I would drink alcohol; I would then be a better sex partner. (1) totally disagree .. (7) totally agree.
232. Alc_Ass15: Imagine that I would drink alcohol; I would then feel calm. (1) totally disagree .. (7) totally agree.
233. Proto_1: Does the following characteristic fit to a person of your age who drinks alcohol: inaccurate? (1) fits not at all .. (6) fits very well.
234. Proto_2: Does the following characteristic fit to a person of your age who drinks alcohol: self-assured? (1) fits not at all .. (6) fits very well.
235. Proto_3: Does the following characteristic fit to a person of your age who drinks alcohol: unattractive? (1) fits not at all .. (6) fits very well.
236. Proto_4: Does the following characteristic fit to a person of your age who drinks alcohol: immature? (1) fits not at all .. (6) fits very well.
237. Proto_5: Does the following characteristic fit to a person of your age who drinks alcohol: boring? (1) fits not at all .. (6) fits very well.
238. Proto_6: Does the following characteristic fit to a person of your age who drinks alcohol: popular? (1) fits not at all .. (6) fits very well.

239. Proto_7: Does the following characteristic fit to a person of your age who drinks alcohol: cool? (1) fits not at all .. (6) fits very well.
240. Proto_Like_Me: To what extent do you resemble such a person? (1) not at all .. (7) very much.
241. Sport_Freq_Past_Year: How often did you sport last month? (1) never, (2) at most once a month, (3) 2 – 3 times a month, (4) once a week, (5) twice a week, (6) 3 times a week, (7) 4 times a week, (8) 5-6 times a week, , (9) every day, (10) several times per day.
242. Sport_Quant_Normal: If you sport, how many minutes on average? (1) 5 minutes, (2) 10 min, (3) 20 min, (4) 30 min, (5) 40 min, (6) 50 min, (7) at least 60 minutes.
243. Sport_Alone_Other: Do you usually sport alone or with others? (1) alone, (2) with others, (3) both options equally often.
244. Sport_Att1: Imagine that I would sport several times the coming week, I would find that (1) very negative .. (7) very positive.
245. Sport_Att2: Imagine that I would sport several times the coming week, I would find that (1) very bad .. (7) very good.
246. Sport_IN1: If I would sport the coming week, people who are most important to me would Sport_IN21 be very negative .. (7) be very positive.
247. Sport_IN2: If I would sport the coming week, people who are most important to me would (1) condemn this strongly .. (7) appreciate this strongly.
248. Sport_DN: How often, do you think, would people who are most important to you, sport the coming week? (1) never .. (7) very often.
249. Sport_Int1: I plan to sport the coming week. (1) totally disagree .. (7) totally agree.
250. Sport_Int2: I have decided to sport the coming week. (1) totally disagree .. (7) totally agree.
251. Snack_Freq_Past_Year: How often did you snack last month? (1) never, (2) at most once a month, (3) 2 – 3 times a month, (4) once a week, (5) twice a week, (6) 3 times a week, (7) 4 times a week, (8) 5-6 times a week, , (9) every day, (10) twice a day, (11) three times a day, (12) at least four times a day.
252. Snack_Quant_Normal: If you snack, how many snack moments do you have on average? (1) .. (6), (7) 7 or more.
253. Snack_Alone_Other: Do you usually sport alone or with others? (1) alone, (2) with others, (3) both options equally often.
254. Snack_Att1: Imagine that I would snack several times the coming week, I would find that (1) very negative .. (7) very positive.
255. Snack_Att2: Imagine that I would snack several times the coming week, I would find that (1) very bad .. (7) very good.
256. Snack_IN1: If I would snack the coming week, people who are most important to me would Snack_IN21 be very negative .. (7) be very positive.
257. Snack_IN2: If I would snack the coming week, people who are most important to me would (1) condemn this strongly .. (7) appreciate this strongly.
258. Snack_DN: How often, do you think, would people who are most important to you, snack the coming week? (1) never .. (7) very often.
259. Snack_Int1: I plan to snack the coming week. (1) totally disagree .. (7) totally agree.
260. Snack_Int2: I have decided to snack the coming week. (1) totally disagree .. (7) totally agree.
261. NFP_1: It is important to me that people think that I am popular. 1) totally disagree .. (7) totally agree.
262. NFP_2: I have sometimes adjusted my dress to be more popular. 1) totally disagree .. (7) totally agree.
263. NFP_3: I have bought stuff because it was hip to have this. 1) totally disagree .. (7) totally agree.

264. NFP_4: I have neglected some friends because of what people think. 1) totally disagree .. (7) totally agree.
265. NFP_5: I would do nearly anything to avoid being seen as a loser. 1) totally disagree .. (7) totally agree.
266. NFP_6: I have befriended people because other people like them. 1) totally disagree .. (7) totally agree.
267. NFP_7: I have sometimes gone out with people because they were popular. 1) totally disagree .. (7) totally agree.
268. Lonely_1: I miss company. (1) totally untrue ..(5) totally true.
269. Lonely_2: I don't feel strongly connected with anyone. (1) totally untrue ..(5) totally true.
270. Lonely_3: I feel isolated from other people. (1) totally untrue ..(5) totally true.
271. Lonely_4: I feel like being a part of a group of friends. (1) totally untrue ..(5) totally true.
272. Lonely_5: I don't feel alone. (1) totally untrue ..(5) totally true.
273. Lonely_6: I feel like I get along well with other people. (1) totally untrue ..(5) totally true.
274. Lonely_7: I can find company whenever I want it. (1) totally untrue ..(5) totally true.
275. Lonely_8: I feel excluded. (1) totally untrue ..(5) totally true.
276. Big5_1: I hardly ever feel sad. (1) does not apply to me at all .. (5) applies fully to me.
277. Big5_2: I am usually relaxed. (1) does not apply to me at all .. (5) applies fully to me.
278. Big5_3: I talk to a lot of people at parties. (1) does not apply to me at all .. (5) applies fully to me.
279. Big5_4: I feel for other people's feelings. (1) does not apply to me at all .. (5) applies fully to me.
280. Big5_5: I do not talk a lot. (1) does not apply to me at all .. (5) applies fully to me.
281. Big5_6: I feel other people's emotions. (1) does not apply to me at all .. (5) applies fully to me.
282. Big5_7: I remain in the background. (1) does not apply to me at all .. (5) applies fully to me.
283. Big5_8: I am not interested in other people. (1) does not apply to me at all .. (5) applies fully to me.
284. Big5_9: I am a party animal. (1) does not apply to me at all .. (5) applies fully to me.
285. Big5_10: I am quickly upset. (1) does not apply to me at all .. (5) applies fully to me.
286. Big5_11: I am not interested in other person's problems. (1) does not apply to me at all .. (5) applies fully to me.
287. Big5_12: My mood changes often. (1) does not apply to me at all .. (5) applies fully to me.
288. SNSID_1: My membership of social media is an important reflection of who I am. (1) totally disagree .. (7) totally agree.
289. SNSID_2: My membership of social media is in general an important part of my self-image. (1) totally disagree .. (7) totally agree.
290. SNSID_3: If I think of myself as member of an online social network, I generally feel good. (1) totally disagree .. (7) totally agree.

Table WeekData

Information from the weekly surveys.

1. **week_nr**: Number of the week within the experiment at which the survey is fielded: 1 .. 6.
2. **day_nr**: Number of the day within the experiment at which the survey is fielded: 1 .. 6.
3. **UserID**: Unique ID of the participant, admin, or fake poster.
4. **StartDate**: Date and time at which the participant started completing the survey.
5. **EndDate**: Date and time at which the participant ended completing the survey.
6. **Progress**: Percentage of the survey completed by the participant.

7. **Duration__in_seconds_**: Completion time of the survey (in seconds).
8. **Finished: Did the participant finish the survey**: (0) no, (1) yes.
9. **Alc_Ass1**: Imagine that I would drink alcohol; I would then feel courageous. (1) totally disagree .. (7) totally agree.
10. **Alc_Ass2**: Imagine that I would drink alcohol; I would then feel guilty. (1) totally disagree .. (7) totally agree.
11. **Alc_Ass3**: Imagine that I would drink alcohol; I would then behave aggressively. (1) totally disagree .. (7) totally agree.
12. **Alc_Ass4**: Imagine that I would drink alcohol; I would then talk to people more easily. (1) totally disagree .. (7) totally agree.
13. **Alc_Ass5**: Imagine that I would drink alcohol; I would then feel relaxed. (1) totally disagree .. (7) totally agree.
14. **Alc_Ass6**: Imagine that I would drink alcohol; I would then feel calm. (1) totally disagree .. (7) totally agree.
15. **Alc_Ass7**: Imagine that I would drink alcohol; I would then feel down. (1) totally disagree .. (7) totally agree.
16. **Alc_Ass8**: Imagine that I would drink alcohol; I would then be loud. (1) totally disagree .. (7) totally agree.
17. **Alc_Ass9**: Imagine that I would drink alcohol; I would then feel dizzy. (1) totally disagree .. (7) totally agree.
18. **Alc_Ass10**: Imagine that I would drink alcohol; I would then be clumsy. (1) totally disagree .. (7) totally agree.
19. **Alc_Ass11**: Imagine that I would drink alcohol; I would then be a better sex partner. (1) totally disagree .. (7) totally agree.
20. **Alc_Ass12**: Imagine that I would drink alcohol; I would then take risks. (1) totally disagree .. (7) totally agree.
21. **Alc_Ass13**: Imagine that I would drink alcohol; I would then enjoy sex more. (1) totally disagree .. (7) totally agree.
22. **Alc_Ass14**: Imagine that I would drink alcohol; I would then behave socially. (1) totally disagree .. (7) totally agree.
23. **Alc_Ass15**: Imagine that I would drink alcohol; I would then dare more things. (1) totally disagree .. (7) totally agree.
24. **Alc_IN1**: If I would drink alcohol the coming week, people who are most important to me would (1) condemn this strongly .. (7) appreciate this strongly.
25. **Alc_IN2**: If I would drink alcohol the coming week, people who are most important to me would (1) be very negative .. (7) be very positive.
26. **Alc_IN3**: If I would drink alcohol the coming week, people who are most important to me would (1) not accept this at all .. (7) fully accept this.
27. **Alc_DN**: How often, do you think, would people who are most important to you, drink alcohol the coming week? (1) never .. (7) very often.
28. **Sns_often**: How often did you use or look at the sns tool last week? (1) not at all, (2) 1x, (3) 2x, .. (7) 6x, (8) every day, (9) several times a day.
29. **Sns_serious**: How seriously did you use or look at the sns tool last week? (1) not seriously at all, -- (7) very seriously.

Brief Comprehensive Effects of Alcohol scale; B-CEOA (Ham, Stewart, Norton, & Hope, 2005).

Table II. Principal Components Analyses of the Brief Comprehensive Effects of Alcohol: Obliquely Rotated Factor Loadings (Pattern Matrix) for Expectancies in the Nonclinical Sample ($N = 575$)

	Factor 1: RA/LC/Soc	Factor 2: SP/CBI	Factor 3: Sex	Factor 4: TR
Eigenvalues	4.36	1.92	1.26	1.14
Variance explained (%)	29.04	12.83	8.39	7.61
Cronbach's alpha	.81	.60	.60	.60
<i>B-CEOA item content (theoretical scale)</i>				
19. Brave and daring (LC)	.73	-.02	.22	-.09
31. Easier to talk to people (Soc)	.71	-.11	-.04	.18
38. Sociable (Soc)	.70	-.04	-.09	.13
36. Take risks (RA)	.67	.07	.25	-.12
22. Courageous (LC)	.64	.02	.31	.09
17. Loud, boisterous, noisy (RA)	.57	.31	.01	-.27
28. Guilty (SP)	-.33	.75	.16	.05
13. Dizzy (CBI)	.20	.65	-.27	.10
30. Moody (SP)	.02	.64	.22	-.11
15. Clumsy (CBI)	.41	.55	-.30	.10
32. Better lover (Sex)	.11	.01	.77	.14
12. Enjoy sex more (Sex)	.15	.00	.65	.23
25. Aggressive (RA)	.25	.23	.45	-.39
18. Peaceful (TR)	.04	.11	.13	.77
29. Calm (TR)	.12	.03	.11	.74

Table DayData

Information from the daily surveys.

1. **day_nr**: Number of the day within the experiment that is the topic of the survey: 1 .. 43.
2. **UserID**: Unique ID of the participant, admin, or fake poster.
3. **StartDate**: Date and time at which the participant started completing the survey.
4. **EndDate**: Date and time at which the participant ended completing the survey.
5. **Progress**: Percentage of the survey completed by the participant.
6. **Duration__in_seconds_**: Completion time of the survey (in seconds).
7. **Finished**: Did the participant finish the survey? (0) no, (1) yes.
8. **Alc_Occ**: Did you drink alcohol yesterday? (1) no, (2) yes.
9. **Alc_Freq**: (If so,) How many glasses of alcohol did you drink? (open)
10. **Alc_Soc**: (If so,) Did you drink alcohol alone or with others? (1) alone, (2) with others (including people from my research group), (3) with others (but not people from my research group).
11. **Sport_Occ**: Did you sport yesterday? (1) no, (2) yes.
12. **Sport_Freq**: (If so,) How many minutes did you sport? (open)
13. **Sport_Soc**: (If so,) Did you sport alone or with others? (1) alone, (2) with others (including people from my research group), (3) with others (but not people from my research group).
14. **Snack_Occ**: Did you snack yesterday? (1) no, (2) yes.
15. **Snack_Freq**: (If so,) On how many occasions did you snack? (open)
16. **Snack_Soc**: (If so,) Did you snack alone or with others? (1) alone, (2) with others (including people from my research group), (3) with others (but not people from my research group).
17. **Feel**: How do you feel at this moment? (slider/emoticon; (1) not so good .. (5) good.

Table Post

Information about the posts that participants saw in the sns tool during the experiment.

1. **PostID**: Unique ID number for each post.
2. **Fakepost**: Is the post a fake post (posted by researcher)? (0) no, (1) yes.

3. **Alcoholpost:** Is the post about alcohol? (0) no, (1) yes.
4. **Alcoholpost_fake:** Is the post about alcohol and fake? (0) no, (1) yes.
5. **Alcoholpost_valence:** If alcohol post, is it (1) positive or (0) negative.
6. **Alcoholpost_social:** If alcohol post, is it (2) social or (0) non-social.
7. **Lubachpost:** Does the post concern (a show by?) Arjen Lubach? (0) no, (1) yes.
8. **Sportpost:** Does the post concern sports? (0) no, (1) yes.
9. **Snackpost:** Does the post concern snack(ing)? (0) no, (1) yes.
10. **Facebookpost:** Was the post originally posted on Facebook? (0) no, (1) yes.
11. **PostTitle:** Contents of the post title (Dutch).
12. **PostHeader:** Contents of the post header (Dutch).
13. **PostText1:** First part of the post text (Dutch).
14. **PostText2:** Second part of the post text (Dutch).
15. **PostTime:** Time of posting.
16. **PostCreator:** UserID of person who posted this post.
17. **PostComments:** Number of comments added to the post.
18. **PostLikes:** Number of likes added to the post.
19. **PostViews:** Number of views of the post.
20. **SyncTime:** Time at which the experiment's sns tool was synced with participants' Facebook.
21. **ViewerID:** UserID of the participant who viewed this post.

Table Like

Information about likes received by posts in the sns tool during the experiment.

1. **PostID:** Unique ID number for each post.
2. **LikerID:** UserID of the participant who liked the post.

Table Comment

Information about comments received by posts in the sns tool during the experiment.

1. **PostID:** Unique ID number for each post.
2. **CommentTime:** Time at which the comment was posted.
3. **CommenterID:** UserID of the participant who added the comment to the post.
4. **CommentContent:** Text of the comment (Dutch).

Table Login

Information about the times at which participants logged on to the sns app.

5. **UserID:** UserID of the participant who logged on to the sns app.
6. **CommentTime:** Time at which the participant logged on to the sns app.