



**Topic**: Education

Message: Do not study all night **Premise**: Negative effect: Impaired memory retention

Method: Dalle

Strategy/Pos\_Neg\*: Consequence/neg

Persuasiveness Score\*: 10

Personal Information:

Annotator Id/Habit\*: 317/Yes

Age/Gender: 27/Female (2)

Psychological Characteristics\*:

• **Big5**: {'Extraversion': 2, ··· , 'Openness': 2}

• PVQ21: {'Conformity': 2.0, ..., 'Security': 3.0} • MFQ30: {'Harm/Care': 15, ..., 'Purity/Sanctity': 10} Message: Do yoga every morning **Premise:** Positive effect: You can be seen as calm

Method: Google **Strategy/Pos\_Neg\***: Perceived Persona/pos

Persuasiveness Score\*: 4

Personal Information:

Annotator Id/Habit\*: 172/No

• **Age/ Gender**: 40/Male (1)

Psychological Characteristics\*: • **Big5**: {'Extraversion': 5, ···, 'Openness': 7}

• PVQ21: {'Conformity': 4.5, ···, 'Security': 4.5} • MFQ30: {'Harm/Care': 16, ···, 'Purity/Sanctity': 17}