

# Supplemental Data – Digital Nudging for Food Choices

## Screenshots of web application

### 1) Introduction and instructions

## Welcome

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Thank you for taking part in our survey on food and nutritional preferences.

The objective of this online survey is to investigate the participants' food preferences and eating habits.

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**Directions:**

You will be asked to choose 3 out of 5 food categories. After that please select 1 out of 6 recipes for each of these food categories. Furthermore, you will need to rate each recipe. Please choose according to your personal taste and food preferences. In a final step you need to explain your decisions. This survey will take approximately 15 minutes for you to complete and at the end you will be provided with the code needed to complete the study on Amazon MTurk.

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**Please note that this application is not suitable for mobile devices.** Please continue on a desktop system.

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**Risks:** There are no known risks associated with participating in this study.

**Confidentiality and anonymity:** The web application does not gather any data that will allow you to be personally identified.

Only the researchers involved in the study will have access to the underlying data. All other access to this information, in the form of a publication for example, will only disclose anonymous data.

**Voluntary participation:** You have the right to withdraw from this study. To withdraw, simply exit the website before completing the survey.

**Data conservation:** Data will be conserved after project completion for 5 years.

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Start survey

## 2) Selection of food categories

Please select three out of five food categories.



Vegetarian Dishes



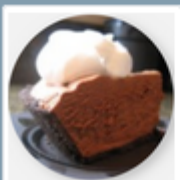
Sandwiches



Pasta



Fish Dishes



Chocolate Desserts




Submit choice

### 3) Recommendation of recipes – Nudged variant (Vegetarian)

**Category (1 of 3): Vegetarian Dishes**

Which of the following recipes would you like to try?  
Please select the one you want to try by marking it with the star and rate every recipe based on its attractiveness based on your personal opinion.

Spinach Enchiladas



*Cook's Note: If you like spinach and Mexican food, you'll love these easy vegetarian enchiladas made with ricotta cheese and spinach.*

Ingredients: Monterey Jack cheese, corn tortillas, enchilada sauce, butter, green onions, garlic, frozen chopped spinach, ricotta cheese, sour cream


Cooking time: 20 min

510 kcal  
36g fat  
32g carbohydrates  
18g protein

How attractive is this recipe to you? 

Please select an option

Eggplant Parmesan



*Cook's Note: This is a no fry variation of this popular dish, and is just as delicious!*

Ingredients: Eggplant, eggs, Italian seasoned breadcrumbs, spaghetti sauce, mozzarella cheese, Parmesan cheese, dried basil


Cooking time: 35 min

487 kcal  
16g fat  
62g carbohydrates  
24g protein

How attractive is this recipe to you? 

Please select an option

Pesto Pizza



*Cook's Note: A great alternative to your regular pizza.*

Ingredients: Pre-baked pizza crust, pesto, tomato, green bell pepper, black olives, red onion, artichoke hearts, feta cheese

Cooking time: 10 min

394 kcal  
19g fat  
39g carbohydrates  
17g protein


How attractive is this recipe to you? 


Please select an option

#### 4) Recommendation of recipes – Control group (Fish)


**Category (3 of 3): Pasta**


Which of the following recipes would you like to try?  
Please select the one you want to try by marking it with the star and rate every recipe based on its attractiveness based on your personal opinion.

**Afghan Beef Raviolis (Mantwo)**  
  
*Cook's Note: This is a time consuming recipe, but it's worth it!*  
Ingredients: Plain yogurt, fresh mint leaves, dried yellow split peas, chicken bouillon, wrappers, garlic, ground beef, onion, carrot, salt, ground black pepper, ground coriander, ground cumin, tomato paste, red pepper flakes  
Cooking time: 1 hour  
25 min  
506 kcal  
15g fat  
56g carbohydrates  
34g protein





How attractive is this recipe to you?  
Please select an option

**Shanghai Noodle Salad**  
  
*Cook's Note: Tangy, addictive, Asian pasta salad.*  
Ingredients: Thick Chinese wheat noodles, ketchup, sesame oil, soy sauce, brown sugar, salt, lime juice, green onion, carrots, zucchini, red bell pepper, toasted sesame seeds, red pepper flakes  
Cooking time: 25 min  
258 kcal  
7g fat  
41g carbohydrates  
5g protein



How attractive is this recipe to you?  
Please select an option

**Pasta Primavera with Smoked Gouda**  
  
*Cook's Note: What better way to get your veggies in than with a savory Italian dish like Pasta Primavera. It's a wonderful combination of crunchy and creamy.*  
Ingredients: Whole wheat penne pasta, zucchinis, carrots, package mushrooms, canned stewed tomatoes, chicken broth, onions, olive oil, Parmesan cheese, Gouda cheese, green bell pepper, garlic  
Cooking time: 20 min  
320 kcal  
7g fat  
54g carbohydrates  
14g protein



How attractive is this recipe to you?  
Please select an option

## 5) After decision questionnaire (Vegetarian)

Category: Vegetarian Dishes (1 of 3)



You have chosen "Eggplant Parmesan" in the category "Vegetarian Dishes"



How did you come to your decision? Please explain in one sentence:

Please answer a few questions regarding your choice:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	strongly disagree			neither agree nor disagree			strongly agree
It was difficult for me to choose one recipe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my selection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident I made the best possible decision in this category.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to chose the most delicious recipe in this category.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am convinced the chosen recipe suits my taste best.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would choose the same recipe again.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit answers

## 6) Post-task questionnaire

### Please answer a few final questions

	(1) strongly disagree	(2)	(3)	(4) neither agree nor disagree	(5)	(6)	(7) strongly agree
I am confident I will like the chosen dishes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choosing my favorite dishes was easy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am answering with care and choose option 2 for this question.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to try the chosen recipes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of information available was sufficient to make good decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating healthy is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in the nutritional facts of the meals I prepare.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate my cooking skills high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The system guided me through the decision making process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

My age

Please select an option -

My gender

☐ Male

☐ Female

☐ Other

Please leave feedback or suggestions regarding this survey:

Complete Study

### After decision questionnaire

Question (Statement to rate)	Key in CSV	Possible values
It was difficult for me to choose one recipe.	Difficulty	1-7 (Likert Scale)
I am satisfied with my selection.	Satisfaction	1-7 (Likert Scale)
I am confident I made the best possible decision in this category.	Confidence	1-7 (Likert Scale)
It was easy to choose the most delicious recipe in this category.	Navigation	1-7 (Likert Scale)
I am convinced the chosen recipe suits my taste best.	Belief	1-7 (Likert Scale)
I would choose the same recipe again.	Repeated Selection	1-7 (Likert Scale)
How did you come to your decision? Please explain in one sentence:	Motivation	Textfield

### Post-task questionnaire

Question (Statement to rate)	Key in CSV	Possible values
I am confident I will like the chosen dishes.	Q1	1-7 (Likert Scale)
Choosing my favorite dishes was easy.	Q2	1-7 (Likert Scale)
I would like to try the chosen recipes.	Q3	1-7 (Likert Scale)
The amount of information available was sufficient to make good decisions.	Q4	1-7 (Likert Scale)
Eating healthy is important to me.	Q5	1-7 (Likert Scale)
I am interested in the nutritional facts of the meals I prepare.	Q6	1-7 (Likert Scale)
I rate my cooking skills high.	Q7	1-7 (Likert Scale)
The system guided me through the decision making process.	Q8	1-7 (Likert Scale)
I am answering with care and choose option 2 for this question.	Attention check	1-7 (Likert Scale)
My age	age	Younger than 26, 26-35, 36-45, 46-55, older than 55
My gender	gender	Male, Female, and Other
Please leave feedback or suggestions regarding this survey:	survey comment	Textfield