

Thank you for participating in our study, **Improving Health Communication**. We would just like to take a brief moment to tell you a bit about the study you just participated in. This is for your interest only, and you can now close the browser window to exit the study if you wish.

The success of vaccines in preventing serious illness and death depends heavily on uptake. However, a common barrier to vaccination is hesitancy due to concerns about vaccine-related side effects (e.g., Reno et al., 2021).

This study extends previous research on vaccine hesitancy by investigating potential evidenced-based ways to improve people's understanding of complex risk information. For example, the ratio-bias phenomenon (Denes-Raj et al., 1995) suggests that people judge events as being more likely when its probability is presented in the form of an equivalent ratio of larger ("10 in a million"), compare to smaller ("1 in 100,000") numbers, and hence suggests that vaccine-related side effect risks may be perceived as being greater in the former instance. We manipulate such factors in a series of screenshots which are presented to participants.

The findings of our study can help optimise communication about risks of vaccine-related side effects, so that concerns about such risks can be better understood appropriate weighted. More broadly, these findings can help increase positive community responses towards vaccination.

If you have any questions or concerns about the task you just completed, or encountered any difficulties while completing the task, please do not hesitate to get in touch with us: Amy Li at amy.x.li@unsw.edu.au, or Prof Benjamin Newell at ben.newell@unsw.edu.au. Our contact details can also be found on the informed consent form you had viewed and agreed to prior to commencing this task.