


mobile

Note: Information that might identify the authors or their institution has been redacted to facilitate blinded peer review.


It looks like you are viewing this survey on a mobile device. Unfortunately, a laptop or desktop computer is required to properly view the contents of the survey. Please try again on a different device.

icf

## Study Information

Hello, welcome, and thank you for your interest in participating in this research study!

In this study, you will see 12 Instagram posts. We will ask you several questions about each of them.

The  is conducting this project to understand the effects of messages (words and pictures) from social media and commercial sources which you may come across on the internet on your perceptions of the messages themselves and of related behaviors. This is an online survey, which will take place over the Internet. This study takes, on average, 15 minutes. During that time, you will be asked to view multiple messages and provide ratings of your perceptions of these messages and related behaviors and ideas. You will also be asked to provide some information about yourself, such as basic demographic information (for instance, gender and age). **Note that some of the images may be disturbing to some participants (e.g. depicting an accident or a fight). If you would prefer not to see such content, please do not participate in this study.**

Your participation is voluntary which means you can choose whether or not to participate. If you decide to participate or not to participate, there will be no loss of benefits to which you are otherwise entitled. Before you make a decision, you will need to know the possible risks and benefits of being in the study and what you will have to do if you decide to participate. **All this information is provided in this form. Please read it carefully.**

**How much will I be paid?** Upon completion of all questions in this survey, participants will be paid at a rate of 7.52 Pounds/hour. Since your participation will take about 15 minutes, you will receive 1.88 Pounds To receive this reward, we require that you complete the survey faithfully, follow all study instructions.

For details on how we protect your privacy in this study, your rights as a participant and contact information of the researchers and the responsible ethics committee, please see here: [Full Informed Consent Form](#)

## Informed Consent to Participate

After reading the information above, do you wish to voluntarily participate in this research study? *Please choose an option below.*

- ☐ **Yes, I want to participate.** *(By choosing this option, you indicate that you understand the information given above and that you voluntarily choose to participate in this research study.)*
- ☐ **No, I do not want to participate.**

## Does not consent

We are sorry to see you go. As you do not wish to participate in this study, please return your submission on Prolific by selecting the 'Stop without completing' button.

## screeners

Please copy and paste your Prolific ID below.

What is your age? (in years)

Do you have an Instagram account?

- ☐ Yes
- ☐ No

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐  Prefer to self-describe
- ☐ Prefer not to say

**During the last 12 months, how often did you usually have any kind of drink containing alcohol?**

*By a drink we mean 15ml of absolute alcohol, for instance:*

- *a 350 ml can or glass of beer or cooler,*
- *a 150 ml glass of wine, or*
- *a drink containing 1 shot of liquor.*

Choose only one.

- ☐ Every day
- ☐ 5 to 6 times a week
- ☐ 3 to 4 times a week
- ☐ twice a week
- ☐ once a week
- ☐ 2 to 3 times a month
- ☐ once a month
- ☐ 3 to 11 times in the past year
- ☐ 1 or 2 times in the past year
- ☐ I did not drink any alcohol in the past year, but I did drink in the past.
- ☐ I never drank any alcohol in my life.

**During the last 12 months, how often did you have 5 or more (males) or 4 or more (females) drinks containing any kind of alcohol in within a two-hour period?**

*By a drink we mean 15ml of absolute alcohol, for instance:*

- *a 350 ml can or glass of beer or cooler,*
- *a 150 ml glass of wine, or*

- *a drink containing 1 shot of liquor.*

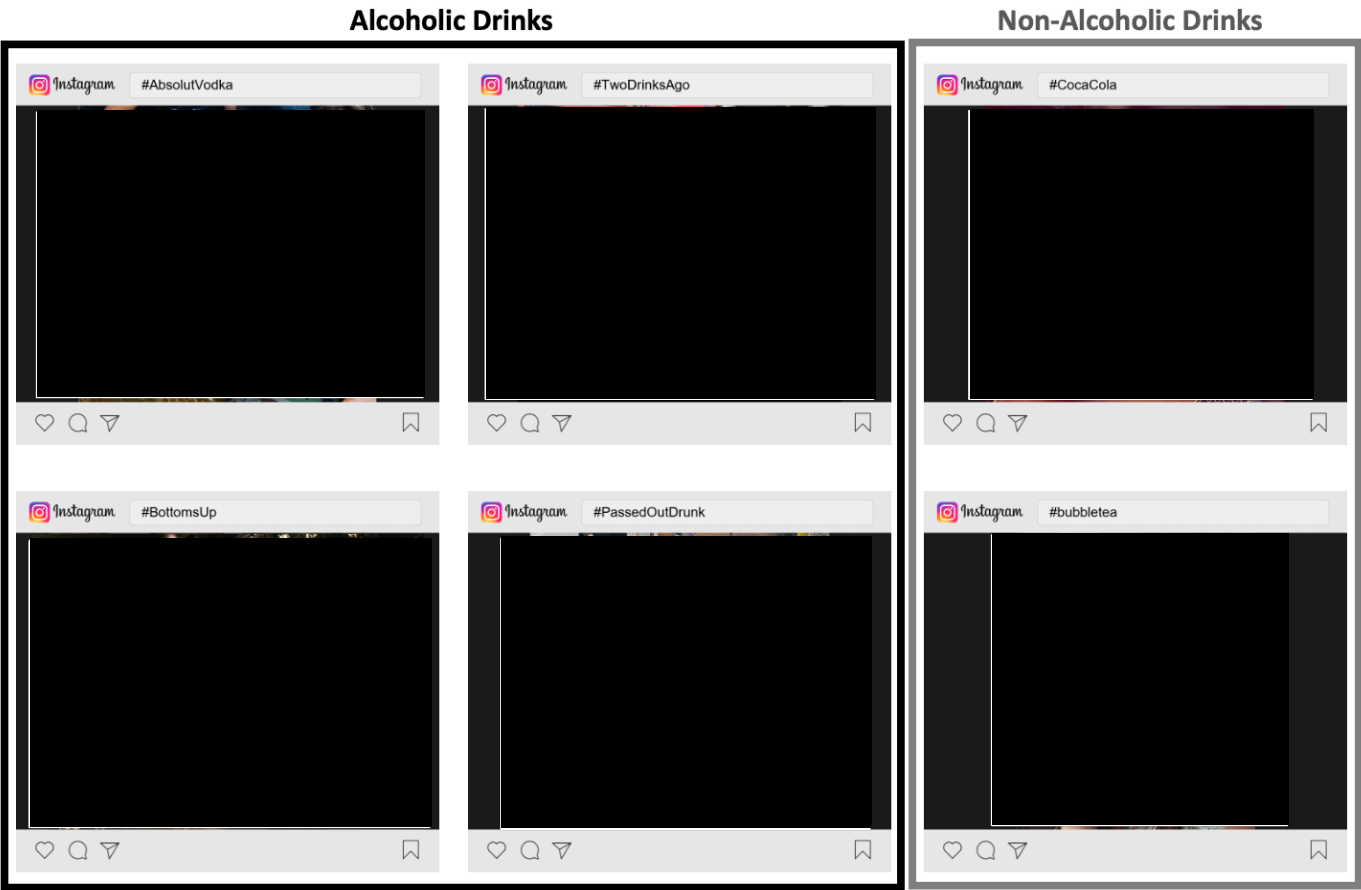
- ☐ Every day
- ☐ 5 to 6 days a week
- ☐ 3 to 4 days a week
- ☐ two days a week
- ☐ one day a week
- ☐ 2 to 3 days a month
- ☐ one day a month
- ☐ 3 to 11 days in the past year
- ☐ 1 or 2 days in the past year
- ☐ never

## image\_context

### OVERVIEW

We will now ask you to rate 12 Instagram posts. Each post will show people engaging with various kinds of beverages, some alcoholic, some non-alcoholic. You will also see posts created by different types of accounts (e.g. company accounts or normal users).

Here is an overview of the types of images you may see. Click the "Forward" button to start.





Very much



This image shows a beverage that contains alcohol OR references alcohol consumption.

True    False    Unsure



How does it make you feel?

To what extent does looking at this post make you feel the following?

	Not at all						Very much
jealous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shocked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
amused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
embarrassed (for someone else)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Please rate this Instagram post:**



Who posted this?

For each type of instagram user listed below, please indicate how certain or uncertain you are that this type of user posted this image.

	Certainly did not post this							Certainly posted this
A average user ( <i>that is someone with relatively few followers, who uses the platform for non-commercial purposes</i> )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A professional or company account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Looks familiar?

To what extent do you agree or disagree with the following statements?

This post ...

	Totally disagree							Totally agree
shows a situation I'm familiar with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows people that are like me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows an image of high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a post I could imagine seeing on my own Instagram feed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

images\_nonalc1

The following questions are about the Instagram post shown below. Have a close look at it.



Please rate this Instagram post:



How many people can you see on this image?

None1

☐

☐

2-56-10

☐

☐

>10

☐

Looking at this post makes me want to drink alcohol today.

Not at all

☐

☐

☐

☐

☐

Very much

☐

This image shows a beverage that contains alcohol OR references alcohol consumption.

TrueFalseUnsure

☐

☐

☐

How does it make you feel?

To what extent does looking at this post make you feel the following?

	Not at all						Very much
positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
jealous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Not at all						Very much
negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shocked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
embarrassed (for someone else)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
amused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate this Instagram post:



Who posted this?

For each type of instagram user listed below, please indicate how certain or uncertain you are that this type of user posted this image.

	Certainly did not post this						Certainly posted this
A average user ( <i>that is someone with relatively few followers, who uses the platform for non-commercial purposes</i> )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A professional or company account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Looks familiar?

To what extent do you agree or disagree with the following statements?

This post ...

	Totally disagree						Totally agree
shows people that are like me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Totally disagree						Totally agree
is a post I could imagine seeing on my own Instagram feed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows an image of high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows a situation I'm familiar with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

images\_alc2

The following questions are about the Instagram post shown below. Have a close look at it.



Please rate this Instagram post:



Looking at this post makes me want to drink alcohol today.

Not at all

☐☐☐☐☐☐

Very much

☐

This image shows a beverage that contains alcohol OR references alcohol consumption.

True

False

Unsure

☐☐☐

How does it make you feel?

To what extent does looking at this post make you feel the following?

	Not at all						Very much
negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
jealous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
amused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shocked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
embarrassed (for someone else)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate this Instagram post:



Who posted this?

For each type of instagram user listed below, please indicate how certain or uncertain you are that this type of user posted this image.

	Certainly did not post this						Certainly posted this
A professional or company account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A average user (that is someone with relatively few followers, who uses the platform for non-commercial purposes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Looks familiar?

To what extent do you agree or disagree with the following statements?

This post ...

	Totally disagree						Totally agree
is a post I could imagine seeing on my own Instagram feed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows an image of high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows a situation I'm familiar with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows people that are like me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

images\_nonalc2

The following questions are about the Instagram post shown below. Have a close look at it.



Please rate this Instagram post:



How many people can you see on this image?

None	1
<input type="radio"/>	<input type="radio"/>
2-5	6-10
<input type="radio"/>	<input type="radio"/>
>10	
<input type="radio"/>	

Looking at this post makes me want to drink alcohol today.

Not at all
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

☐

☐

☐

Very much

☐

This image shows a beverage that contains alcohol OR references alcohol consumption.

- ☐ True
- ☐ False
- ☐ Unsure

How does it make you feel?

To what extent does looking at this post make you feel the following?

	Not at all						Very much
positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shocked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
amused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
embarrassed (for someone else)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
jealous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
scared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate this Instagram post:



Who posted this?

For each type of instagram user listed below, please indicate how certain or uncertain you are that this type of user posted this image.

	Certainly did not post this						Certainly posted this
A professional or company account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A average user (that is someone with relatively few followers, who uses the platform for non-commercial purposes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree or disagree with the following statements?

This post ...

	Totally disagree						Totally agree
shows people that are like me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows an image of high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
shows a situation I'm familiar with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a post I could imagine seeing on my own Instagram feed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

payment

Important Payment Information

Thank you for completing this study! Please click the forward button below. You will be automatically re-directed to Prolific and we will send a completion code to Prolific to verify that you finished the survey.