

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

ICF

Welcome and thank you for your interest in this research study.

The University [REDACTED] 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 online survey takes, on average, 60 minutes. You can choose to be reimbursed through a bank transfer of 7.50 Euro or 1.0 [REDACTED] research credits at the University [REDACTED] (active students only).

You are eligible to participate if:

- You have made experiences with drinking alcohol in your life.
- You have an Instagram account.
- You are at least 18 years of age.

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 the following: [Click here to access the 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.**

Demographics

What is your age? (in years)

Do you have an Instagram account?

- ☐ Yes
- ☐ No

Have you ever consumed alcoholic beverages in your life?

- ☐ Yes
- ☐ No

Have you ever been drunk or tipsy in your life?

- ☐ No, I have never been tipsy or drunk.
- ☐ Yes, but I have only been tipsy, never drunk.
- ☐ Yes, I have been drunk.

What is your gender?

- ☐ Male
- ☐ Female

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

Unfortunately, your answers indicate that you are ineligible to participate in this research study. Thank you for your interest and have a nice day!

AUDIT_part1

The following questions are about your alcohol consumption during the past year.

During the last 12 months how often have you had a drink containing alcohol?

By one drink we mean a small glass or bottle of beer, a small glass of wine or prosecco, a shot glass of liquor or spirits.

- ☐ Never
- ☐ Monthly or less
- ☐ 2 to 4 times a month
- ☐ 2 to 3 times a week
- ☐ 4 or more times a week

During the last 12 months, how many drinks containing alcohol did you have on a typical day when you were drinking?

By one drink we mean a small glass or bottle of beer, a small glass of wine or prosecco, a shot glass of liquor or spirits.

- ☐ 1 or 2
- ☐ 3 or 4
- ☐ 5 or 6
- ☐ 7, 8, or 9
- ☐ 10 or more

During the last 12 months, how often did you have six or more drinks on one occasion?

By one drink we mean a small glass or bottle of beer, a small glass of wine or prosecco, a shot glass of liquor or spirits.

- ☐ Never
- ☐ Less than monthly
- ☐ Monthly
- ☐ Weekly
- ☐ 10 or more

During the last 12 months, how often have you found that you were not able to stop drinking once you had started?

- ☐ Never
- ☐ Less than monthly
- ☐ Monthly
- ☐ Weekly
- ☐ Daily or almost daily

During the last 12 months, how often have you failed to do what was normally expected from you because of drinking?

- ☐ Never
- ☐ Less than monthly
- ☐ Monthly
- ☐ Weekly
- ☐ Daily or almost daily

During the last 12 months, how often have you needed a first drink in the morning to get yourself going after a heavy drinking session?

- ☐ Never
- ☐ Less than monthly
- ☐ Monthly

- ☐ Weekly
- ☐ Daily or almost daily

During the last 12 months, how often have you had a feeling of guilt or remorse after drinking?

- ☐ Never
- ☐ Less than monthly
- ☐ Monthly
- ☐ Weekly
- ☐ Daily or almost daily

During the last 12 months, how often have you been unable to remember what happened the night before because you had been drinking?

- ☐ Never
- ☐ Less than monthly
- ☐ Monthly
- ☐ Weekly
- ☐ Daily or almost daily

Have you or someone else been injured as a result of your drinking?

- ☐ No
- ☐ Yes, but not in the last year.
- ☐ Yes, during the last year.

Has a relative or friend or a doctor or another health care worker been concerned about your drinking or suggested you cut down?

- ☐ No
- ☐ Yes, but not in the last year.
- ☐ Yes, during the last year.

Meat consumption

Which of the following categories best describe your current diet?

Omnivorous

Consume animal products, except those excluded for taste preference, medical (e.g., allergy, intolerance), and/or religious reasons.

Semi- or partial vegetarian

Consume some, but not all, of the following: red meat (beef, veal, etc.), pork, poultry, fish, and/or seafood. Consume eggs and dairy products.

Vegetarian

Never consume red meat (beef, veal, etc.), pork, poultry, fish, or seafood, but may consume eggs and/or dairy products.

Strict vegetarian or dietary vegan

Never consume any animal products, including red meat (beef, veal, etc.), pork, poultry, fish, seafood, eggs, dairy products, or other animal products (e.g., gelatin, casein, etc.).

Lifestyle vegan

Never consume any animal products, and avoid some or all non-food animal products (e.g., leather, silk, cosmetics containing animal ingredients, etc.) and/or products tested on animals.

▼

Below is a series of statements on meat consumption.

Do you agree or disagree with these statements?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Not eating meat is socially unacceptable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
A healthy diet requires at least some meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is normal to eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people I know eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our human ancestors ate meat all the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is necessary to eat meat in order to be healthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Human beings need to eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat adds so much flavor to a meal it does not make sense to leave it out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is only natural to eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You cannot get all the protein, vitamins, and mineral you need on an all plant-based diet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human beings naturally crave meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is abnormal for humans not to eat meat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Meals without meat would just be bland and boring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Meat is delicious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is unnatural to eat an all plant-based diet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The best tasting food is normally a meat based dish (e.g., steak, chicken breast, grilled fish).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Forward

Next, we will forward you to a computer task which you can complete in your browser. While completing the task, please keep in mind the following:

- Read all instructions carefully.
- After an initial small number of questions, the task will begin to proceed from screen to screen automatically (you will be told when this begins). During the automatic part of the task, you will be asked to respond to images and questions on the screen in a fixed amount of time.
- The task takes about 20 minutes with a small break in the middle. Please try to stay focused throughout the task!
- The task may take a few seconds to load in the beginning. Please be patient.
- At the end of the task, you will be sent back to Qualtrics to continue this survey.

Start the task now by hitting the forward button.