mobile

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 University of Amsterdam 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 7.50 Euro/hour. Since your participation will take about 15 minutes, you will receive 2 Euros. 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.

screener

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

evenly_present_random_loops

This is a helper question. The loop and merge in the next block is based on this.

○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
IM=IM_0BBPRF354tQvMRT

○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
IM=IM_3lsAJmg6fGXxx1b

○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
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○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
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○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
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○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
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○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
IM=IM_eVtuzsruwzyCNrn

○ https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?
IM=IM_77c8sfbtsq0tRQN

images

The following questions are about this Instagram post. Have a close look at it first, please. Then click the forward button to rate the post.

Please rate this Instagram post:

How many people can you see on this image?

None   1

○   ○

2-5   6-10

○   ○

>10

○

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

Not at all

○

○   ○

○   ○

○

Very much

○

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

	Not at all						Very much
scared	○	○	○	○	○	○	○
sad	○	○	○	○	○	○	○
positive	○	○	○	○	○	○	○
embarrassed (for someone else)	○	○	○	○	○	○	○

	Not at all						Very much
jealous	○	○	○	○	○	○	○
amused	○	○	○	○	○	○	○
happy	○	○	○	○	○	○	○
shocked	○	○	○	○	○	○	○
negative	○	○	○	○	○	○	○

Please rate this Instagram post:

Below are two types of Instagram users. For each type, please indicate how certain or uncertain you are that this type of user posted this image.

	Certainly did not post this						Certainly posted this
An influencer	○	○	○	○	○	○	○
A average user *(that is someone with relatively few followers, who uses the platform for non-commercial purposes)*	○	○	○	○	○	○	○
A professional or company account	○	○	○	○	○	○	○

To what extent does this image show....

	Not at all						Very much
positive aspects of drinking alcohol	○	○	○	○	○	○	○
negative aspects of drinking alcohol	○	○	○	○	○	○	○

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

This post ...

	Totally disagree						Totally agree
shows people that are like me	○	○	○	○	○	○	○

	Totally disagree						Totally agree
shows an image of high quality	◯	◯	◯	◯	◯	◯	◯
shows a situation I'm familiar with	◯	◯	◯	◯	◯	◯	◯
is a post I could imagine seeing on my own Instagram feed	◯	◯	◯	◯	◯	◯	◯

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.