Stim\_norming

NOTE: INFORMATION THAT COULD IDENTIFY THE AUTHORS OR THEIR INSTITUTION HAS BEEN REDACTED TO FACILITATE BLINDED PEER REVIEW.

Survey Flow

Branch: New Branch

If

IfDevice TypeIsMobile

Standard: mobile (1 Question)

EndSurvey:

Branch: New Branch

If

IfDevice TypeIs NotMobile

Standard: icf (2 Questions)

Branch: New Branch

If

If Informed Consent to Participate After reading the information above, do you wish to voluntarily p... <strong>Yes, I want to participate.</strong> <em>(By choosing this option, you indicate that you understand the information given above and that you&nbsp;voluntarily choose to participate in this research study.)</em> Is Not Selected

Standard: Does not consent (1 Question)

EndSurvey:

EmbeddedData

PROLIFIC\_PIDValue will be set from Panel or URL.

STUDY\_IDValue will be set from Panel or URL.

SESSION\_IDValue will be set from Panel or URL.

real\_pilot\_ppt = 1

Standard: screener (6 Questions)

Standard: evenly\_present\_random\_loops (1 Question)

Block: images (11 Questions)

Standard: payment (1 Question)

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| Page Break |  |

Start of Block: mobile

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.

End of Block: mobile

Start of Block: icf

intro **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](https://surfdrive.surf.nl/files/index.php/s/qLOlKs5ZltsMJDp)   
 

icf **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.)* (1)
* **No, I do not want to participate.** (2)

End of Block: icf

Start of Block: Does not consent

no\_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.

End of Block: Does not consent

Start of Block: screener

prolific\_id\_temp Please copy and paste your Prolific ID below.

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age What is your age? (in years)

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Insta Do you have an Instagram account?

* Yes (1)
* No (2)

gender What is your gender?

* Male (1)
* Female (2)
* Non-binary (3)
* Prefer to self-describe (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to say (5)

drinking\_freq **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 (1)
* 5 to 6 times a week (2)
* 3 to 4 times a week (3)
* twice a week (4)
* once a week (5)
* 2 to 3 times a month (6)
* once a month (7)
* 3 to 11 times in the past year (8)
* 1 or 2 times in the past year (9)
* I did not drink any alcohol in the past year, but I did drink in the past. (10)
* I never drank any alcohol in my life. (11)

binge\_drinking **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 (1)
* 5 to 6 days a week (2)
* 3 to 4 days a week (3)
* two days a week (4)
* one day a week (5)
* 2 to 3 days a month (6)
* one day a month (7)
* 3 to 11 days in the past year (8)
* 1 or 2 days in the past year (9)
* never (10)

End of Block: screener

Start of Block: evenly\_present\_random\_loops

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

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* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_5pRvnNe4lI0MgPr (298)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_3qo2EhEZBDHB4Pz (299)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_8poV7jE6FPLqHyd (300)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_0UodM511ARenWx7 (301)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_2owAehq5awtRZ7D (302)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_cvydJwIr6Xmg5P7 (303)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_0ePuD9WUwDIZQSp (304)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_40aZs2NFl54A9U1 (305)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_4I2jmcuINdBRPk9 (306)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_cTFAwvk8VSOo1W5 (307)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_77gHTrmfqP3MNEN (308)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_6lgWVxjY6cXnlrv (309)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_6G0sUE8asOmL5lz (310)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_741gljwFzr52ZN3 (311)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_eIGr9bwXKHuNzTv (312)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_1HsUTBq3dXrwTgF (313)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_eWcX1WDFTEbEegJ (314)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_4ZXNONXbKuctGxT (315)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_etjrfKBEbU8u3U9 (316)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_5oTBPBfAZtAkPsx (317)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_cMTYM93ERM5YBYF (318)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_3rg117VMpJDpmq9 (319)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_4SHVOVdNptZO6mF (320)
* https://uvacommscience.eu.qualtrics.com/ControlPanel/Graphic.php?IM=IM\_2fVHeZHwjwK9E45 (322)

End of Block: evenly\_present\_random\_loops

Start of Block: images

img\_intro 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.

img

timing Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

|  |  |
| --- | --- |
| Page Break |  |

img\_repeat1 **Please rate this Instagram post:**

|  |
| --- |
|  |

attention How many people can you see on this image?

* None (1)
* 1 (2)
* 2-5 (3)
* 6-10 (4)
* >10 (5)

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

* Not at all (1)
* (2)
* (3)
* (4)
* (5)
* (6)
* Very much (7)

|  |
| --- |
|  |

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all (1) | (2) | (3) | (4) | (5) | (6) | Very much (7) |
| amused (1) |  |  |  |  |  |  |  |
| sad (2) |  |  |  |  |  |  |  |
| scared (3) |  |  |  |  |  |  |  |
| jealous (4) |  |  |  |  |  |  |  |
| shocked (5) |  |  |  |  |  |  |  |
| happy (6) |  |  |  |  |  |  |  |
| embarrassed (for someone else) (7) |  |  |  |  |  |  |  |
| positive (8) |  |  |  |  |  |  |  |
| negative (9) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

img\_repeat2 **Please rate this Instagram post:**

|  |
| --- |
|  |

source 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 (1) | (2) | (3) | (4) | (5) | (6) | Certainly posted this (7) |
| A professional or company account (1) |  |  |  |  |  |  |  |
| An influencer (2) |  |  |  |  |  |  |  |
| A average user *(that is someone with relatively few followers, who uses the platform for non-commercial purposes)* (3) |  |  |  |  |  |  |  |

pro\_anti To what extent does this image show....

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all (1) | (2) | (3) | (4) | (5) | (6) | Very much (7) |
| positive aspects of drinking alcohol (1) |  |  |  |  |  |  |  |
| negative aspects of drinking alcohol (2) |  |  |  |  |  |  |  |

|  |
| --- |
|  |

fam To what extent do you agree or disagree with the following statements?  
  
  
This post ...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Totally disagree (1) | (2) | (3) | (4) | (5) | (6) | Totally agree (7) |
| shows people that are like me (1) |  |  |  |  |  |  |  |
| shows a situation I'm familiar with (2) |  |  |  |  |  |  |  |
| is a post I could imagine seeing on my own Instagram feed (3) |  |  |  |  |  |  |  |
| shows an image of high quality (4) |  |  |  |  |  |  |  |

End of Block: images

Start of Block: payment

complete **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.

End of Block: payment