**CODEBOOK**

**HITId** : id assigned to the HIT, provided by Amazon

**HITTypeID** : id assigned to the type of HIT, provided by Amazon

**Title** : Title of the HIT, provided by e.t.

**Description** :Description of the HIT, provided by e.t.

**Keywords** : keywords describing the HIT, provided by e.t.

**Reward** : Price paid to turkers for the HIT

**CreationTIme** : Time that the HIT was created

**MaxAssignments** : Number of turkers that can complete the HIT

**RequesterAnnotation** : Provides the batch ID

**AssignmentDurationInSections** : How long it took the turker to complete the HIT

**AutoApprovalDelayInSecons** : How long e.t. selected to delay the approval of the HIT after it was complete

**Expiration** : Date that the HIT would expire

**NumberOfSimilarHITs** :

**LifetimeInSeconds** :

**AssignmentID** : ID of the assignment to an turker

**WorkerId** : ID of the worker completing the HIT

**AssignmentStatus** : Status of the assignment (approved or submitted)

**AcceptTime** : Time at which the HIT was accepted by the turker

**SubmitTime** : Time at which the HIT was completed by the turker

**AutoApprovalTime** : Time at which e.t. approved the HIT

**RejectionTime** : Time at which e.g. rejected the HIT

**WorkTImeInSeconds** : Who long it took to complete the HIT

**LifetimeApprovalRate** : Turker’s approval rate

**Last30DaysApproval** : Turker’s approval rate in the last 30 days

**Last70DaysApproval** : Turker’s approval rate in the last 70 days

**Input.url** : url to board provided by e.t.

**Input.pinner\_avatar** : url to avatar image, provided by e.t.

**Input.board\_id** : board id, provided by e.t. (indexing 5 images x 400 boards)

**Input.pin\_url** : url to pin, provided by e.t.

**Input.pin\_no** : pin number, provided by Pinterest/e.t.

**Input.index** : id for each image, provided by e.t.

**Input.batch** : batch number, provided by e.t.

**Answer.Q01Answer0** : What is your gender?

[Male, Female, Don’t want to answer]

**Answer.Q02Answer0** : What is your age? (Fill in below)

**Answer.Q03Answer0** : What is your race?

[White/Non-Hispanic, Black/Non-hispanic, Hispanic, Asian, Other, Don’t want to answer]

SECTION A

**Answer.Q1Answera** : How many people are in the image above?

[0, 1, 2 or more]

**Answer.Q12Answera** : Where was the image taken? (Tick only one)

[indoors, outdoors, image shows artificial background, don’t know]

**Answer.Q13Answera** : What do you see in the image (Tick all that apply)

**[**Food/Drink, Nutritional supplements, Fitness equipment, Clothes, Nature scene, Urban scene, Other]

**Answer.Q13Answera\_other** : Filled in with respect to ‘other’ in Q13Answera

**Answer.Q14Answera** : If there is text in the image, please type it into the field below. (If it is more than about 100 words, please focus on the most important parts such as the title and the main headings.)

**Answer.Q11Answera** : What is the image about? (Tick all that apply)

[Health, Disease/Illness, Medicine, Mensuration, Science, Infographic, Physical fitness/Sport, Cycling, Running, Yoga/Pilates, Fitness equipment, Workout plan/instructions, Fashion, Weight loss/Dieting, Food/drink, Sugar, Detoxing, Nutritional supplements/Herbs, Mental health, Emotional wellbing, Beauty/Physical appearance, Sleep, Other]

**Answer.Q11Answera\_other** : Filled in with respect to ‘other’ in Q11Answera

SECTION B

**Answer.Q1Answerb** : How many people are in the image above? (Tick only one)

**Answer.Q2Answerb** : Is this an image of an actual person or body parts of an actual person (i.e. not a drawing)?

[yes, no]

**Answer.Q3Answerb** : Which parts of the body do you see? (Tick all that apply)

[Head, Face, Upper torso (front), Upper torso (back), Stomach, Upper arm, Lower arm, Hand, Bum, Hip, Upper leg, Lower leg, Feet]

**Answer.Q4Answerb** : Which parts of the body do you see naked? (Tick all that apply)

[Head, Face, Upper torso (front), Upper torso (back), Stomach, Upper arm, Lower arm, Hand, Bum, Hip, Upper leg, Lower leg, Feet]

**Answer.Q5Answerb** : What is the race of this person? Please take your best guess. (Tick only one)

[White/Non-Hispanic, Black/Non-hispanic, Hispanic, Asian, Other, Don’t want to answer]

**Answer.Q6Answerb** : What is the gender of this person? (Tick only one)

[Female, Male, Don’t know]

**Answer.Q7Answerb** : What is the age of this person? Please take your best guess. (Tick only one)

[Younger than 18, 18-29, 30-49, 50 or older, Don’t know]

**Answer.Q8Answerb** : How does this person appear to feel? (Tick only one)

[Happy, Neither happy nor sad, Sad, Don’t know]

**Answer.Q15Answerb** : How health do you think this person is? (Tick only one)

[Very unhealthy, Somewhat unhealthy, Average, Somewhat healthy, Very healthy]

**Answer.Q25Answerb** : Do you find this person physically attractive? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q26Answerb** : Do you find this person sexually attractive? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q19Answerb** : Does this image portray the person in a sexualized manner? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q9Answerb** : How would you describe the physical condition of this person? (Tick only one)

[In-shape/athletic, Average, Out of shape, Don’t know]

**Answer.Q10Answerb** : Which of the following sketches comes closest to the body shape of this person? (Tick only one)

[A, B, C, D,E]

**Answer.Q12Answerb** : Where was the image taken? (Tick only one)

[indoors, outdoors, image shows artificial background, don’t know]

**Answer.Q13Answerb** : What, other than the person, do you see in the image? (Tick all that apply)

[Food/Drink, Nutritional supplements, Fitness Equipment, Clothes, Nature scene, Urban scene, Other]

**Answer.Q13Answerb\_other** : Filled in with respect to ‘other’ in Q13Answerb

**Answer.Q14Answerb** : : If there is text in the image, please type it into the field below. (If it is more than about 100 words, please focus on the most important parts such as the title and the main headings.)

**Answer.Q11Answerb** : What is the image about? (Tick all that apply)

Health, Disease/Illness, Medicine, Mensuration, Science, Infographic, Physical fitness/Sport, Cycling, Running, Yoga/Pilates, Fitness equipment, Workout plan/instructions, Fashion, Weight loss/Dieting, Food/drink, Sugar, Detoxing, Nutritional supplements/Herbs, Mental health, Emotional wellbing, Beauty/Physical appearance, Sleep, Other]

**Answer.Q11Answerb\_other** : Filled in with respect to ‘other’ of Q11Answerb

**Answer.Q16Answerb** : Is this image about improving health? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q17Answerb** : Is this image about improving physical fitness? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q18Answerb** : Is this image about improving physical attractiveness? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q20Answerb** : Is this image about curing health problems/illness? (Tick only one)

[Yes, No, Don’t know]

**Answer.Q21Answerb** : Is this image about preventing health problems/illness? (Tick only one)

[Yes, No, Don’t know]

SECTION C

**Answer.Q1Answerc** : How many people are in the image above? (Tick only one)

[0, 1, 2 or more]

**Answer.Q2Answerc** : Is this an image of actual people or body parts of actual people (i.e. not a drawing)?

[Yes, No]

**Answer.Q22Answerc** : How many people are in this image? (Tick only one)

[2, 3, 4, 5, 6, 7, 8, 9, 10, 11 or more]

**Answer.Q5Answerc** : What is the race of these people? Please take your best guess. (Tick only one)

[ALL White/Non-Hispanic, ALL Black/Non-hispanic, ALL Hispanic, ALL Asian, ALL Other, Mixed, Don’t know]

**Answer.Q6Answerc** : What is the gender of these people? (Tick only one)

[ALL female, ALL male, Mixed, Don’t know]

**Answer.Q8Answerc** : How do these people appear to feel? (Tick one only)

[Happy, Neither happy nor sad, Sad, Don’t know]

**Answer.Q23Answerc** : Are these people interacting with each other? (Tick only one)

[Yes, No, Don’t know]

**Answer.Q12Answerc** : Where was the image taken? (Tick only one)

[indoors, outdoors, image shows artificial background, don’t know]

**Answer.Q13Answerc** : What, other than the people, do you see in the image? (Tick all that apply)

[Food/Drink, Nutritional supplements, Fitness Equipment, Clothes, Nature scene, Urban scene, Other]

**Answer.Q13Answerc\_other** : Filled in with relation to ‘other’ of Q13Answerc

**Answer.Q11Answerc** : What is the image about? (Tick all that apply)

[Health, Disease/Illness, Medicine, Mensuration, Science, Infographic, Physical fitness/Sport, Cycling, Running, Yoga/Pilates, Fitness equipment, Workout plan/instructions, Fashion, Weight loss/Dieting, Food/drink, Sugar, Detoxing, Nutritional supplements/Herbs, Mental health, Emotional wellbing, Beauty/Physical appearance, Sleep, Other]

**Answer.Q11Answerc\_other** : Filled in with relation to ‘other’ of Q11Answerc

**Answer.Q16Answerc** : Is this image about improving health? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q17Answerc** : Is this image about improving physical fitness? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q18Answerc** : Is this image about improving physical attractiveness? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q20Answerc** : Is this image about curing health problems/illness? (Tick only one)

[Yes, No, Don’t know]

**Answer.Q21Answerc** : Is this image about preventing health problems/illness? (Tick only one)

[Yes, No, Don’t know]

**Answer.Q24Answerc** : Does this image focus on a particular person? (Tick only one)

[No, Yes]

**Answer.Q3Answerc** : Which parts of the body do you see? (Tick all that apply)

[Head, Face, Upper torso (front), Upper torso (back), Stomach, Upper arm, Lower arm, Hand, Bum, Hip, Upper leg, Lower leg, Feet]

**Answer.Q4Answerc** : Which parts of the body do you see naked? (Tick all that apply)

[Head, Face, Upper torso (front), Upper torso (back), Stomach, Upper arm, Lower arm, Hand, Bum, Hip, Upper leg, Lower leg, Feet]

**Answer.Q23Answerc** : If this image focuses on one particular person, what is the race of this person? Please take your best guess. (Tick only one)

[White/Non-Hispanic, Black/Non-hispanic, Hispanic, Asian, Other, Don’t want to answer]

**Answer.Q24Answerc** : If this image focuses on a particular person, what is the gender of this person? (Tick only one)

[Female, Male, Don’t know]

**Answer.Q25Answerc** : If this image focuses on a particular person, what is the age of this person? Please take your best guess. (Tick only one)

[Younger than 18, 18-29, 30-49, 50 or older, Don’t know]

**Answer.Q26Answerc** : If this image focuses on a particular person, how does this person appear to feel? (Tick only one)

[Happy, Neither happy nor sad, Sad, Don’t know]

**Answer.Q15Answerc** : If this image focuses on a particular person, how health do you think this person is? (Tick only one)

[Very unhealthy, Somewhat unhealthy, Average, Somewhat healthy, Very healthy]

**Answer.Q25Answerc** : If this image focuses on a particular person, do you find this person physically attractive? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q26Answerc** : If this image focuses on a particular person, do you find this person sexually attractive? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q19Answerc** : If this image focuses on a particular person, does this image portray the person in a sexualized manner? (Tick only one)

[Not at all, Somewhat, Very much]

**Answer.Q9Answerc** : If this image focuses on a particular person, how would you describe the physical condition of this person? (Tick only one)

[In-shape/athletic, Average, Out of shape, Don’t know]

**Answer.Q10Answerc** : If this image focuses on a particular person, which of the following sketches comes closest to the body shape of this person? (Tick only one)

[A, B, C, D,E]