

Study 1

Relevance Measures:

Have you ever been diagnosed with cancer? (Yes, No)

Has anyone in your family ever been diagnosed with skin cancer? (Yes, No)

Do you tan in a tanning bed? (Yes, No)

Construal Level Manipulation:

High-level Construal:

The first exercise you will be completing is a short word generation task. In this task, you will be given an example word and asked to type a category that the word is an example of. So you should type a more broad or general category word that has the provided example word as a member of its category. There are many right answers, but there are also answers that do not fit, so try to find the most appropriate answer.

When you see a provided example word, you could ask yourself the question, "What is [provided word] an example of?" Then you would write down the answer you come up with.

For instance, if we gave you the example word "DOGS," you might write down the category "PETS" or even "ANIMALS," because the provided word, DOGS, is an example of a pet or animal. A POODLE, however, would NOT be a category for the word DOGS, because not all dogs are poodles.

Each "example" word will be presented in the bottom box (see the left example).

Please type the category you come up with in the upper empty box (see right example)

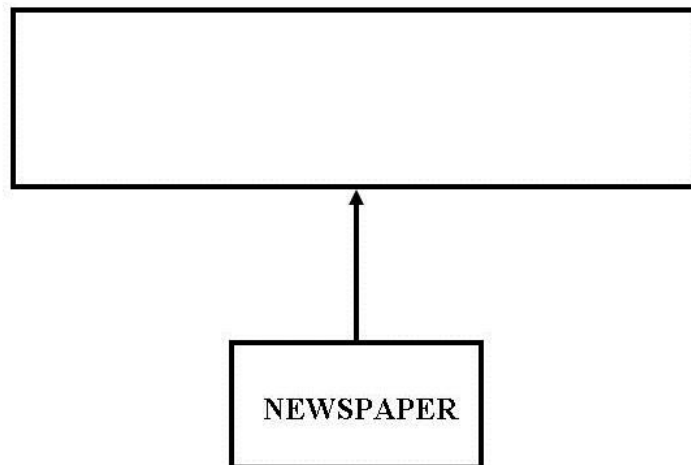
There are many right answers, so be creative and try to come up with the most general category that the provided word belongs to.

For instance, if you were given the "example" word SEDAN, you could ask yourself: "A SEDAN is an example of what?" What would the correct answer be? (Vehicle, Truck, Buick LeSabre, SUV)

[If incorrect, participants read:] Remember that you should be looking for some category that the presented word is a specific example of. In this case, a SEDAN could be an example of a VEHICLE, but other categories could be used as well. Try filling in the boxes this way for the following items.

[If correct, participants read:] Good job! Now fill in the boxes for the remaining items. When you have written a response, press Continue to move to the next screen.

[Participants then saw a small box with one of the following words in it and wrote a category to which that word belonged.]



Words: Newspaper, book, sport, shoe, movie, actor, phone, coin, tree, game, painting, college, dance, mountain, river, math, king, whale, singer.

Low-level Construal:

The first exercise you will be completing is a short word generation task. In this task, you will be given a category word and asked to type an example of that category. So you should type a more specific word that you think is an example of each provided category word. There are many right answers, but there are also answers that do not fit, so try to find a specific and appropriate answer.

When you see a provided category word, you could ask yourself the question, "What is a specific example of [provided word]?" Then you would write down the answer you come up with.

For example, if we gave you the word "DOGS," you might write down the example "POODLE" or even "LASSIE," because an example of the provided word, DOGS, is Lassie or a poodle. An ANIMAL, however, would NOT be an example of the word DOGS, because not all animals are dogs.

Each "category" word will be presented in top box (see the left example).

Please type the example you come up with in the lower empty box (see right example).

For instance, if you were given the "category" word SEDAN, you could ask yourself: "What is an example of a SEDAN?" What would the correct answer be? (Vehicle, Truck, Buick, SUV)

[If incorrect, participant read:] Remember that you should be looking for something that is a specific example of the presented word. In this case, an example of a SEDAN might be a Buick LeSabre, although there are many other possible examples. Try filling in the boxes this way for the following items.

[If correct, participant read:] Good job! Now fill in the boxes for the remaining items.

Words: Newspaper, book, sport, shoe, movie, actor, phone, coin, tree, game, painting, college, dance, mountain, river, math, king, whale, singer.

Skin Cancer Message:

Skin cancer is the most commonly diagnosed cancer in the United States. There are more than a million cases of skin cancer diagnosed each year. There are three distinct types of skin cancer. Melanoma is the most serious form of skin cancer that claims as many as 8,650 lives per year. Approximately 69,000 cases were diagnosed in 2009 alone.

Skin cancer occurs when the body is exposed to ultraviolet light, typically from BOTH the sun or a tanning bed. Both UVA and UVB rays can damage your skin. A suntan is produced because your skin tries to block harmful ultraviolet light. A suntan is actually indicating that your skin is being damaged. It is important to remember that any exposure to harmful UV rays, whether by the sun or by a tanning bed, significantly increases your risk of skin cancer. This can occur even in the winter months because UV damage accumulates over time.

There are many risk factors associated with skin cancer. Factors that are known to increase skin cancer risk include tanning behaviors, not wearing protective clothing, and failure to use and apply sunblock products. Individuals who tan and do not put on adequate protection are at a higher risk for skin cancer. This means that people who tan are more likely to be diagnosed with and die from skin cancer.

Dependent Variables:

How motivated are you to reduce your risk for skin cancer? (1 = not at all, 7 = extremely)

How motivated are you to buy sunblock? (1 = not at all, 7 = extremely)

How motivated are you to check your skin for skin cancer? (1 = not at all, 7 = extremely)

How motivated are you to receive additional information about the dangers of skin cancer and tanning? (1 = not at all, 7 = extremely)

Demographic Questions:

What is your age?

What is your gender? (Male, Female)

What is your ethnicity? Check all that apply. (African American/Black, Asian, Caucasian/White, Hispanic, Middle Eastern/Arab American, Native American, Other, Prefer not to respond)

Study 2

Relevance Measures:

Have you ever been diagnosed with cancer? (Yes, No)

Has anyone in your family ever been diagnosed with skin cancer? (Yes, No)

Do you tan in a tanning bed? (Yes, No)

Construal Level Manipulation:

High-level Construal:

“Why Do We Do the Things We Do?”

For every thing we do, there always is a reason why we do it. Moreover, we often can trace the causes of our behavior back to broad life-goals that we have. For example, you currently are participating in a psychology experiment. Why are you doing this? Perhaps to satisfy a course requirement. Why are you satisfying the course requirement? Perhaps to pass a psychology course. Why pass the course? Perhaps because you want to earn a college degree. Why earn a college degree? Maybe because you want to find a good job, or because you want to educate yourself. And perhaps you wish to educate yourself or find a good job because you feel that doing so can bring you happiness in life.

Research suggests that engaging in thought exercise like that above, in which one thinks about how one’s actions relate to one’s ultimate life goals, can improve people’s life satisfaction. In this experiment, we are testing such a technique. This thought exercise is intended to focus your attention on why you do the things you do.

For this thought exercise, please consider the following activity:

“Improving and Maintaining One’s Physical Health.”

In the space below, please list one way in which improving and maintaining your physical health could help you meet an important life goal that you have.

How much will improving and maintaining your health help you meet this important goal? (1 = A little, 2 = Somewhat, 3 = Pretty much, 4 = Very Much, 5 = Very, very Much)

In the space below, please list one way in which improving and maintaining your physical health could help you meet another important life goal that you have.

How much will improving and maintaining your health help you meet this important goal? (1 = A little, 2 = Somewhat, 3 = Pretty much, 4 = Very Much, 5 = Very, very Much)

In the space below, please list one way in which improving and maintaining your physical health could help you meet another important life goal that you have.

How much will improving and maintaining your health help you meet this important goal? (1 = A little, 2 = Somewhat, 3 = Pretty much, 4 = Very Much, 5 = Very, very Much)

To show how the activity of "improving and maintaining your physical health" can help you meet important life goals that you have, we will have you fill in four boxes. For the first box, answer the question "Why do I improve and maintain my physical health?" After this, another box will appear. You will then have to answer "Why do I engage in the behavior I just listed?"

For example, if you were asked why you participate in a psychology experiment, you may write "To complete course requirements." For the second box, you should write about why you want to complete course requirements. For example, in the second box you could write "To get a college degree."

Why should you improve and maintain your physical health?

Why should you do what you just listed?

Why should you do what you just listed?

Why should you do what you just listed?

Why should you do what you just listed?

Low-level Construal:

"How Do We Do the Things We Do?"

For everything we do, there always is a process of how we do it. Moreover, we often can follow our broad life-goals down to our very specific behaviors. For example, like most people, you probably hope to find happiness in life. How can you do this? Perhaps finding a good job, or being educated, can help. How can you do these things? Perhaps by earning a college degree. How do you earn a college degree? By satisfying course requirements. How do you satisfy course requirements? In some cases, such as today, you participate in a psychology experiment.

Research suggests that engaging in thought exercise like that above, in which one thinks about how one's ultimate life goals can be expressed through specific actions, can improve people's life satisfaction. In this experiment, we are testing such a technique. This thought exercise is intended to focus your attention on how you do the things you do.

For this thought exercise, please consider the following activity:

"Improving and Maintaining One's Physical Health."

In the space below, please list something you could do in order to improve or maintain your physical health.

How much will engaging in this activity improve and maintain your health? (1 = A little, 2 = Somewhat, 3 = Pretty much, 4 = Very Much, 5 = Very, very Much)

In the space below, please list something else you could do in order to improve or maintain your physical health.

How much will engaging in this activity improve and maintain your health? (1 = A little, 2 = Somewhat, 3 = Pretty much, 4 = Very Much, 5 = Very, very Much)

In the space below, please list something else you could do in order to improve or maintain your physical health.

How much will engaging in this activity improve and maintain your health? (1 = A little, 2 = Somewhat, 3 = Pretty much, 4 = Very Much, 5 = Very, very Much)

To show how the activity of "improving and maintaining your physical health" can help you meet important life goals that you have, we will have you fill in four boxes. For the first box, answer the question "Why do I improve and maintain my physical health?" After this, another box will appear. You will then have to answer "Why do I engage in the behavior I just listed?"

For example, if you were asked why you participate in a psychology experiment, you may write "To complete course requirements." For the second box, you should write about why you want to complete course requirements. For example, in the second box you could write "To get a college degree."

How should you improve and maintain your physical health?

How should you do what you just listed?

How should you do what you just listed?

How should you do what you just listed?

How should you do what you just listed?

Changeability Manipulation:

High Changeability

Skin cancer is the most commonly diagnosed cancer in the United States. There are more than a million cases of skin cancer diagnosed each year. There are three distinct types of skin cancer. Melanoma is the most serious form of skin cancer and can invade the lymph nodes, lungs, liver, brain, and other places. Melanoma claims as many as 65,200 lives per year in the United States. There are more than 2,200 new cases of melanoma every year in Ohio.

Some dermatologists and scientists suggest that more than fifteen minutes of daily sun exposure can be problematic. Most college students at Ohio State spend fifteen minutes walking to a single class. In fact, a student who has two classes per day at Ohio State will spend approximately an hour in the sun simply going from one place to the next.

Skin cancer occurs when the body is exposed to ultraviolet light from the sun and/or tanning beds. UV exposure, even in the absence of redness or burning, leads to DNA damage. Both UVA and UVB rays can damage your skin. The sun protection factor (SPF) indicated on a

product label is a measure of protection from UVB rays, not UVA. Only products labeled as “broad-spectrum” protect against both types of damaging rays. It is important to remember that any exposure to harmful ultraviolet rays, whether by the sun or a tanning bed, significantly increases your risk of skin cancer. This can occur even in the winter months because UV damage accumulates over time.

There are many risk factors associated with skin cancer. Skin cancer is the most curable, treatable, and preventable of all cancers. You may have a lot of control over your risk for skin cancer because only 23% of lifetime sun exposure occurs by the age of 18. Factors that are known to increase skin cancer include tanning behaviors, not wearing protective clothing, and failure to use and apply sun block products. Individuals who tan and do not put on adequate protection are at a higher risk for skin cancer. This means that people who tan are more likely to be diagnosed with and die from skin cancer.

Low Changeability

Skin cancer is the most commonly diagnosed cancer in the United States. There are more than a million cases of skin cancer diagnosed each year. There are three distinct types of skin cancer. Melanoma is the most serious form of skin cancer and can invade the lymph nodes, lungs, liver, brain, and other places. Melanoma claims as many as 65,200 lives per year in the United States. There are more than 2,200 new cases of melanoma every year in Ohio.

Some dermatologists and scientists suggest that more than fifteen minutes of daily sun exposure can be problematic. Most college students at Ohio State spend fifteen minutes walking to a single class. In fact, a student who has two classes per day at Ohio State will spend approximately an hour in the sun simply going from one place to the next.

Skin cancer occurs when the body is exposed to ultraviolet light from the sun and/or tanning beds. UV exposure, even in the absence of redness or burning, leads to DNA damage. Both UVA and UVB rays can damage your skin. The sun protection factor (SPF) indicated on a product label is a measure of protection from UVB rays, not UVA. Only products labeled as “broad-spectrum” protect against both types of damaging rays. It is important to remember that any exposure to harmful ultraviolet rays, whether by the sun or a tanning bed, significantly increases your risk of skin cancer. This can occur even in the winter months because UV damage accumulates over time.

There are many risk factors associated with skin cancer. Factors that are known to increase skin cancer age, race, family history, genetics, ozone depletion, and weather conditions. Individuals who have light skin color or a family history of skin cancer are more at risk. This means that people who are light-skinned are more likely to be diagnosed with and die from skin cancer. If you have these risk factors, you may be at risk for skin cancer despite wearing sunblock.

Dependent Variables (Selective Exposure Information):

To read any of the following information, please click on the number next to the title. There is NO NEED TO READ THE ARTICLES IN ORDER. You may spend as much time as you like on each article. You are NOT REQUIRED to read any information if you do not wish to. You may stop reading information at any time.

No Number: I don't want to read any additional information.

1. Sun damage causes premature aging of the skin

2. Vitamin D from sun exposure may be beneficial
3. Sunscreen prevents skin damage from UV rays
4. Sunscreens do not prevent damage from UV rays
5. Tanning beds are more dangerous than natural sun exposure
6. Tanning beds offer greater benefits than tanning in the sun
7. Spray tans can give the look of a tan without the dangerous UV exposure
8. Spray tans can be dangerous to your health

Related Messages:

1. Sun damage causes premature aging of the skin
Excessive exposure to sun intensifies the lines on our face and body. Depending on how we treat our skin and skin conditions, we can develop extreme wrinkles. Excessive skin exposure to the UV rays results in photoaging, which develops due to premature aging of the skin resulting from sun damage.
The ultraviolet (UV) rays of the sun and tanning beds are the main cause of premature aging and wrinkles. In fact, experts claim that exposure of UVA and UVB rays account for about ninety percent of the symptoms of premature aging. UV exposure causes wrinkles and fine lines to appear on the delicate areas of the face, such as the area around the eyes. The younger you are when you start tanning, the earlier your skin will develop wrinkles. Increased exposure to UV rays increases your risk of photoaging.
2. Vitamin D from sun exposure may be beneficial
Vitamin D is critical for proper physical growth and development. Every tissue in the body, including the brain, heart, muscles and immune system, has receptors for vitamin D, meaning that this nutrient is needed at proper levels for these tissues to function well. American Cancer Society's chief epidemiologist, Dr. Michael Thun, says that "There is now intriguing evidence that vitamin D may have a role in the prevention as well as treatment of certain cancers." Four separate studies found that Vitamin D helped protect against lymphoma and cancers of the prostate, lung and the skin.
The body's main source of Vitamin D is skin exposure to ultra-violet B (UVB) rays. Vitamin D is actually nicknamed the "sunshine vitamin" because the skin makes the vitamin from ultraviolet rays. Thus, sun exposure is extremely beneficial for the body to maintain the adequate levels of Vitamin D that are necessary for proper bodily functioning.
3. Sunscreen prevents skin damage from UV rays
Sunscreen is necessary to shield skin from sunlight, which contains two types of harmful rays (UVA and UVB rays). When we are excessively exposed to the sun's UV rays, we tend to get sunburned. A history of severe burns can lead to skin conditions such as wrinkles, age spots and skin cancer.

The way to prevent skin cancer is to prevent your skin from burning-for example, by using sunscreens. Sunscreen protects our skin by absorbing, scattering, or reflecting the sun's harmful rays from our skin. Sunscreens are distinguished by an SPF (sun protection factor) number. Higher SPF numbers indicate greater protection. Some

types of sunscreens, known as broad-spectrum sunscreens, reflect both the harmful rays of UVA and UVB, and provide the best protection. Sunscreens are of great use for protecting the skin from skin conditions such as sun rashes and photo dermatitis caused by sun damage.

4. Sunscreens do not prevent damage from UV rays

In their newly published analysis of more than 900 brand-named sunscreens, Environmental Working Group (EWG) researchers concluded that only 15% of the sunscreens are safe and effective by providing broad-spectrum sun protection. The top-selling sunscreen brands tended to be the poorest performers. None of the market leader Coppertone's sunscreen products are considered both safe and effective by the EWG.

Some sunscreens may actually encourage skin cancer growth, and others exaggerate their SPF factor or make other bogus claims. The current sun protection factor (SPF) labeling system, which was implemented three decades ago, measures only protection from UVB rays - the ultraviolet rays that cause sunburns. "You can buy a high SPF product and still have no assurance that you are being protected from UVA," says EWG research director Jane Houlihan. The EWG claims that four out of five brand-name sunscreens either provide inadequate sun protection or contain chemicals that may be unsafe.

5. Tanning beds are more dangerous than natural sun exposure

Natural sunlight contains a mixture of both short-wave UVB and longer wave UVA rays. Indoor tanning booths and beds most commonly use ultraviolet bulbs that emit predominantly UVA rays. Unfortunately, UVA rays penetrate more deeply into the skin and can even adversely affect the cells involved in the body's immune response in addition to raising an individual's risk of developing malignant melanoma and other cancers of the skin. A light source in tanning salons is two to three times more powerful than the UVA rays which occur naturally from the sun.

There is no scientific evidence that the use of tanning beds is any less damaging or harmful than exposure to outdoor sunlight. To the contrary, the evidence suggests that indoor tanning may be even more damaging and dangerous, especially because some people are constantly concerned about maintaining a deep, dark tan irrespective of the season.

6. Tanning beds offer greater benefits than tanning in the sun

Tans are our body's natural protection against sunburns and skin cancer. Tanning is necessary to prevent against burning and damaging the skin. More than 50% of people who enjoy indoor tanning say that they actually use this form of tanning as a means of controlling how much exposure to the sun they get. In other words, tanning beds give the individual control over the amount of UV rays they are exposed to, which can prevent over-exposure to UV rays.

Tanning beds have also been shown to be useful for promoting the production of Vitamin D in the skin. Vitamin D helps strengthen bones and helps prevent many diseases including several forms of cancer. The ultraviolet radiation given off by tanning beds stimulate Vitamin D production the same way that exposure to the sun's rays does, making tanning beds a great alternative to direct sun exposure.

7. Spray tans can give the look of a tan without the dangerous UV exposure

Sunless tanning products, also called self-tanners, can give your skin a tanned look without exposure to harmful ultraviolet (UV) rays. Sunless tanning products are commonly sold as creams, gels, lotions and sprays you apply to your skin. Unlike indoor tanning beds, self-tanning products like spray tans offer a safer way to tan without increased risks of skin cancer. The main ingredient for spray tanning solutions, dihydroxyacetone (DHA), has been FDA-approved since the 1970's, and offers a safe alternative to sunbathing.

Self-tanners can be applied quickly either on your own or by a professional. Spray tans can also be applied at any time of the year, regardless of where you live.

Professional spray tanning is available at many salons, spas and tanning businesses, and as of 2009, a professional spray tan costs average about \$30 per session-a great bargain to achieve a tanned look.

8. Spray tans can be dangerous to your health

The Food and Drug Administration has issued several warnings about safety and spray tans. The main ingredient for spray tanning solutions, dihydroxyacetone (DHA), essentially dyes the dead skin cells on the surface of your body. While some people may tolerate spray tans fairly well, others may experience an allergic reaction to DHA, especially if they have sensitive skin.

Spray tans can damage the eyes and lungs. Most spray tanning booth operators tell customers to shut their eyes tightly, but some solution can still get into the eyes, causing irritation, pain, itching and redness. While receiving a spray tan, customers also inhale the DHA. The FDA has never approved DHA for inhalation.

Furthermore, the FDA notes that unless the nose and mouth are protected during the tanning procedure, the spray tan is being applied in an unapproved manner by the health officials. Future research is underway to determine how serious this problem may be.

Demographics:

What is your age?

What is your gender? (Male, Female)

What is your ethnicity? Check all that apply. (African American/Black, Asian, Caucasian/White, Hispanic, Middle Eastern/Arab American, Native American, Other, Prefer not to respond)

Studies 3A & 3B

Study 3A Construal Level Manipulation:

High-level Construal

“Why Do We Do the Things We Do?” For every thing we do, there always is a reason why we do it. Moreover, we often can trace the causes of our behavior back to broad life-goals that we have. For example, you currently are participating in a psychology experiment. Why are you doing this? Perhaps to satisfy a course requirement. Why are you satisfying the course requirement? Perhaps to pass a psychology course. Why pass the course? Perhaps because you want to earn a college degree. Why earn a college degree? Maybe because you want to find a good job, or because you want to educate yourself. And perhaps you wish to educate yourself or find a good job because you feel that doing so can bring you happiness in life. Research suggests that engaging in thought exercise like that above, in which one thinks about how one’s actions relate to one’s ultimate life goals, can improve people’s life satisfaction. In this experiment, we are testing such a technique. This thought exercise is intended to focus your attention on why you do the things you do. For this thought exercise, please consider the following activity: “Improving and Maintaining One’s Physical Health.”

1a. In the space below, please list one way in which improving and maintaining your physical health could help you meet an important life goal that you have.

1b. How much will improving and maintaining your health help you meet this important goal?

- ☐ A little (1)
- ☐ Somewhat (2)
- ☐ Pretty much (3)
- ☐ Very much (4)
- ☐ Very, very much (5)

2a. In the space below, please list one way in which improving and maintaining your physical health could help you meet another important life goal that you have.

2b. How much will improving and maintaining your health help you meet this important goal?

- ☐ A little (1)
- ☐ Somewhat (2)
- ☐ Pretty much (3)
- ☐ Very much (4)
- ☐ Very, very much (5)

3a. In the space below, please list one way in which improving and maintaining your physical health could help you meet another important life goal that you have.

3b. How much will improving and maintaining your health help you meet this important goal?

- ☐ A little (1)
- ☐ Somewhat (2)
- ☐ Pretty much (3)
- ☐ Very much (4)
- ☐ Very, very much (5)

To show how the activity of “improving and maintaining your physical health” can help you meet important life goals that you have, please fill in the 4 blank boxes below. Beginning in the first blank box, fill in each box by answering the question again but referencing your previous response. To help you with this exercise, consider how our example, participating in a psychology experiment, can be linked to important life goals: “Why do I participate in a psychology experiment?” To complete course requirements. “Why do I engage in the behavior I listed above?” To get a college degree. “Why do I engage in the behavior I listed above?” To have a good job. “Why do I engage in the behavior I listed above?” To attain life happiness.

For this first box, answer the question “Why do I improve and maintain my health?”

For this next box, answer the question “;Why do I engage in the behavior I listed in the box above?”;

For this next box, answer the question “;Why do I engage in the behavior I listed in the box above?”;

For this next box, answer the question “;Why do I engage in the behavior I listed in the box above?”;

Low-level Construal

“How Do We Do the Things We Do?” For everything we do, there always is a process of how we do it. Moreover, we often can follow our broad life-goals down to our very specific behaviors. For example, like most people, you probably hope to find happiness in life. How can you do this? Perhaps finding a good job, or being educated, can help. How can you do these things? Perhaps by earning a college degree. How do you earn a college degree? By satisfying course requirements. How do you satisfy course requirements? In some cases, such as today, you participate in a psychology experiment. Research suggests that engaging in thought exercise like that above, in which one thinks about how one’s ultimate life goals can be expressed through specific actions, can improve people’s life satisfaction. In this experiment, we are testing such a technique. This thought exercise is intended to focus your attention on how you do the things you do. For this thought exercise, please consider the following activity: “Improving and Maintaining One’s Physical Health.”

1a. In the space below, please list something you could do in order to improve or maintain your physical health.

1b. How much will engaging in this activity improve and maintain your health?

- ☐ A little (1)
- ☐ Somewhat (2)
- ☐ Pretty much (3)
- ☐ Very much (4)
- ☐ Very, very much (5)

2a. In the space below, please list something else you could do in order to improve or maintain your physical health.

2b. How much will engaging in this activity improve and maintain your health?

- ☐ A little (1)
- ☐ Somewhat (2)
- ☐ Pretty much (3)
- ☐ Very much (4)
- ☐ Very, very much (5)

3a. In the space below, please list something else you could do in order to improve or maintain your physical health.

3b. How much will engaging in this activity improve and maintain your health?

- ☐ A little (1)
- ☐ Somewhat (2)
- ☐ Pretty much (3)
- ☐ Very much (4)
- ☐ Very, very much (5)

To show how the goal of “improving and maintaining your physical health” can be met through specific activities, please fill in the 4 blank boxes below. Beginning in the first blank box, fill in each box by answering the question again but referencing your previous response. To help you with this exercise, consider how our example, attaining life happiness, can be linked to specific activities: “How do I attain life happiness?” Have a good job. “Why do I engage in the behavior I listed above?” Get a college degree. “Why do I engage in the behavior I listed above?” Complete course requirements. “Why do I engage in the behavior I listed above?” Participate in a psychology experiment.

For this first box, answer the question “;How do I improve and maintain my health?”;

For this next box, answer the question “;How do I engage in the behavior I listed in the box above?”;

For this next box, answer the question “;How do I engage in the behavior I listed in the box above?”;

For this next box, answer the question “;How do I engage in the behavior I listed in the box above?”;

Study 3B Construal Level Manipulation:

High-level Construal

To clear your mind before you continue with the rest of the survey, we would like you to do the following exercise having to do with thinking about categories and examples. In each question below, you will be provided with an example and will be asked to identify a category that it belongs to. For instance: “A SKYSCRAPER is an example of a building”.

An ACTOR is an example of...
A BEER is an example of...
A BOOK is an example of...
A CANDY is an example of...
A COIN is an example of...
A COLLEGE is an example of...
A COMPUTER is an example of...
A DANCE is an example of...
A GAME is an example of...
A KING is an example of...
A LUNCH is an example of...
A MAIL is an example of...
A MATH is an example of...
A MOUNTAIN is an example of...
A MOVIE is an example of...
A NEWSPAPER is an example of...
A PAINTING is an example of...
A PASTA is an example of...
A PHONE is an example of...
A PROFESSOR is an example of...
A RESTAURANT is an example of...
A RIVER is an example of...
A SENATOR is an example of...
A SHOE is an example of...
A SINGER is an example of...
A SOAP OPERA is an example of...
A SODA is an example of...
A SPORT is an example of...
A TREE is an example of...
A WHALE is an example of...

Low-level Construal

To clear your mind before you continue with the rest of the survey, we would like you to do the following exercise having to do with thinking about categories and examples. In each question below, you will be provided with a category and will be asked to provide an example of something that belongs to it. For instance: “An example of a SKYSCRAPER is The Empire State Building”

An example of an ACTOR is...

An example of a BEER is...

An example of a BOOK is...

An example of a CANDY is...

An example of a COIN is...

An example of a COLLEGE is...

An example of a COMPUTER is...

An example of a DANCE is...

An example of a GAME is...

An example of a KING is...

An example of a LUNCH is...

An example of a MAIL is...

An example of a MATH is...

An example of a MOUNTAIN is...

An example of a MOVIE is...

An example of a NEWSPAPER is...

An example of a PAINTING is...

An example of a PASTA is...

An example of a PHONE is...

An example of a PROFESSOR is...

An example of a RESTAURANT is...

An example of a RIVER is...

An example of a SENATOR is...

An example of a SHOE is...

An example of a SINGER is...

An example of a SOAP OPERA is...

An example of a SODA is...

An example of a SPORT is...

An example of a TREE is...

An example of a WHALE is...

Changeability Manipulation:

High Changeability

Please take a moment to carefully read the following message.

Skin cancer is the most common form of cancer in the United States. There are more than 3.5 million cases of skin cancer diagnosed each year. In fact, each year there are more new cases of skin cancer than lung, breast, prostate, and colon cancer ***combined!*** One in five Americans will develop skin cancer in the course of their lifetime. The American Cancer Society estimates that there will be more than 9,000 deaths in the US in 2013.

About 86% of melanoma skin cancers are due to exposure to ultraviolet (UV) radiation from the sun alone. Tanning beds are a unique form of UV radiation that dramatically increase your risk for skin cancer. This UV light causes people to develop darker skin, or tans, because your skin tries to block the harmful ultraviolet light. Therefore, each time you get a suntan, your skin is being damaged. It is important to remember that any exposure to harmful UV rays, whether by the sun or by a tanning bed, significantly increases your risk of skin cancer. This can occur even in the winter months because UV damage accumulates over time.

There are many risk factors associated with skin cancer. Just one indoor tanning session increases users' chances of developing melanoma by 20% and each additional session during the same year boosts the risk by almost another 2%. If you go tanning only 5 times throughout the year, your risk for skin cancer is 30% higher than if you choose not to tan. Therefore, your risk for skin cancer is something you can control. If you choose to wear protective clothing, apply sunblock regularly, and avoid UV radiation, you will be able to reduce your risk you already have due to UV exposure.

I have read this message.

Low Changeability

Please take a moment to carefully read the following message.

Skin cancer is the most common form of cancer in the United States. There are more than 3.5 million cases of skin cancer diagnosed each year. In fact, each year there are more new cases of skin cancer than lung, breast, prostate, and colon cancer **combined!** One in five Americans will develop skin cancer in the course of their lifetime. The American Cancer Society estimates that there will be more than 9,000 deaths in the US in 2013.

About 86% of melanoma skin cancers are due to exposure to ultraviolet (UV) radiation from the sun alone. Tanning beds are a unique form of UV radiation that dramatically increase your risk for skin cancer. This UV light causes people to develop darker skin, or tans, because your skin tries to block the harmful ultraviolet light. Therefore, each time you get a suntan, your skin is being damaged. It is important to remember that any exposure to harmful UV rays, whether by the sun or by a tanning bed, significantly increases your risk of skin cancer. This can occur even in the winter months because UV damage accumulates over time.

There are many risk factors associated with skin cancer. Just one blistering sunburn in childhood or adolescence more than doubles a person's chances of developing melanoma later in life! Even if you had sunburns as a child that didn't blister, it only takes five sunburns over a lifetime doubles one's chances of developing melanoma. Therefore, your risk for skin cancer is something you can't control. If you choose to wear protective clothing, apply sunblock regularly, and avoid UV radiation, you won't be able to reduce the risk you already have due to your childhood sun exposure.

I have read this message.

Dependent Variables:**Motivation to Get Additional Information Items:**

Please use the following scale to answer each question.

1	2	3	4	5	6	7
Not at all						Extremely

1. How motivated are you to seek out additional information about reducing your risk for skin cancer?
2. How motivated are you to receive additional information about reducing your risk for skin cancer?
3. How motivated are you to schedule an appointment with a dermatologist?

Construal of the Message Items:

Please use the following scale to indicate your agreement/disagreement with each statement.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree

1. The author wanted to make me look foolish with this message.*
2. The author wanted to make me feel ashamed of my behavior.*
3. The author wanted to make me feel embarrassed after reading this message.*
4. The author wanted to make me feel uncomfortable when reading this message.*
5. The author wrote this information to make me recognize a problem so that I could fix it.
6. The author was trying to help me improve my health.
7. The author wanted to make me realize I am at risk for skin cancer so that I can be careful about my behavior and reduce my risk.
8. The author of this message was trying to help me understand my risk for skin cancer so I could change it.
9. The author wanted to educate me about skin cancer with this message.
10. The author wanted to enlighten me about my risk for skin cancer with this message.
11. The author wanted to impart knowledge about my risk for skin cancer with this message.
12. The author wanted to explain my risk for skin cancer with this message.

Items with a * indicate reverse-scored items.

Demographic Items:

What is your age? (Please enter it using numbers, not text. That is, if you are 38 years old, please enter "38," not "thirty eight.")

What is your gender? (Male, Female, I prefer not to respond)

What is your ethnicity (African American/Black, Asian, Caucasian/White, Hispanic/Latino, Middle Eastern/Arab American, Native American, Other, I prefer not to respond)

Have you or anyone in your family ever been diagnosed with skin cancer? (Yes/No)

Do you tan (either in a tanning bed or in the sun)? (Yes/No)