**Intro**

Imagine you are scrolling through your social networks, such as Facebook or Twitter, and you see the text/comic posts below. Which message motivates you to exercise more?

(Please continue to the next question)

**Positive Message**

In the past week, you spent more time at the gym than did 65% of your friends

Congrats! You have reached your goal of exercising three times a week.

Over the past month, you exercised more than did 90% of your friends.

Your exercise activity is in the top 20% of all your friends.

Over the past three weeks, you went to the gym more often than 60% of your friends did.

**Negative Message**

65% of your friends went to the gym more often than you did in the past week!

This week, you didn't reach your goal of exercising three times a week.

Over the past month, your exercise activity was less than that of 90% of your friends.

Your exercise activity is in the bottom 20% of all your friends.

Over the past two weeks, you went to the gym less often than 60% of your friends did.