

17. How likely do you think it is that you will visit the emergency room if you combine ALCOHOL with ENERGY DRINKS?

0-----1-----2-----3-----4-----5-----6
Not at all
likely
Very
likely

18. Would you say that you are the type of person who is likely to visit the emergency room if you combine ALCOHOL with ENERGY DRINKS?

0-----1-----2-----3-----4-----5-----6
Definitely no
Definitely yes

19. Compared to other people your age and gender, what are your chances of visiting the emergency room if you combine ALCOHOL with ENERGY DRINKS?

- 0) ___ much below average
- 1) ___ below average
- 2) ___ a little below average
- 3) ___ average for people my age and gender
- 4) ___ a little above average
- 5) ___ above average
- 6) ___ much above average

20. Compared to other people your age and gender, how susceptible do you feel to emergency room visits if you combine ALCOHOL with ENERGY DRINKS?

0-----1-----2-----3-----4-----5-----6
Not at all
susceptible
Very
susceptible

21. Compared to other people your age and gender, would you say that you are the type of person who is likely to visit the emergency room if you combine ALCOHOL with ENERGY DRINKS?

0-----1-----2-----3-----4-----5-----6
Definitely no
Definitely yes

22. Compared to other people your age and gender, how likely do you think it is that you will visit the emergency room if you combine **ALCOHOL** with **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
 Not at all Very
 likely likely

Drinking Norm

For each of the social influences in your life, indicate how much **energy drinks** they would consider appropriate for you to consume in a month (please circle one number for each social influence).

Appropriate number of **energy drinks**

	none	1-3/month	1-3/week	1/day	1+/day
1. Your mother	1	2	3	4	5
2. Your father	1	2	3	4	5
3. Siblings	1	2	3	4	5
4. Spouse/Significant other	1	2	3	4	5
5. Close friends	1	2	3	4	5
6. Roommate	1	2	3	4	5
7. Social group members	1	2	3	4	5
8. Work/Office acquaintances	1	2	3	4	5
9. Moral/Religious authorities	1	2	3	4	5
10. Health authorities	1	2	3	4	5
11. Government officials	1	2	3	4	5

(Energy Drink Susceptibility Dependent Measure: Own Absolute Risk & Direct Comparative Risk)

The next several items pertain to your beliefs about **ENERGY DRINKS** from the informational sheet you read previously. Recall, the fact about caffeine-related hospitalizations requiring intensive care. Please circle the number that best represents your response. There are no right or wrong answers.

23. How susceptible do you feel to emergency room visits if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
 Not at all Very
 susceptible susceptible

24. Compared to other people your age and gender, what are your chances of visiting the emergency room if you consume **ENERGY DRINKS**?

- a) _____ much below average
- b) _____ below average
- c) _____ a little below average
- d) _____ average for people my age and gender
- e) _____ a little above average
- f) _____ above average
- g) _____ much above average
- h) _____

25. What is the chance that you will visit the emergency room if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Very low Very high
chance chance

26. Compared to other people your age and gender, would you say that you are the type of person who is likely visit the emergency room if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Definitely no Definitely yes

27. How likely do you think it is that you will visit the emergency room if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Not at all Very likely
likley

28. Compared to other people your age and gender, what is the chance that you will visit the emergency room if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Very low Very high
chance chance

29. Would you say that you are the type of person who is likely visit the emergency room if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Definitely no Definitely yes

30. Compared to other people your age and gender, how susceptible do you feel to emergency room visits if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Not at all Very
susceptible susceptible

31. Compared to other people your age and gender, how likely do you think it is that you will visit the emergency room if you consume **ENERGY DRINKS**?

0-----1-----2-----3-----4-----5-----6
Not at all Very likely
likley

Perceived Benefits of Health Behaviors (adopted from Bryan , Aiken, & West, 1997)

1. To what extend do you believe **NOT** mixing ALCOHOL with **ENERGY DRINKS** would help you stay healthier?

0-----1-----2-----3-----4-----5-----6
Help Help
very little very much

2. How beneficial do you believe **NOT** mixing ALCOHOL with **ENERGY DRINK** would be for your body?

0-----1-----2-----3-----4-----5-----6
Not Very
beneficial beneficial

3. To what extent do you believe **NOT** mixing ALCOHOL with **ENERGY DRINKS** would help keep you out of the emergency room?

0-----1-----2-----3-----4-----5-----6
Not Very
effective effective

4. To what extent do you believe **NOT** mixing ALCOHOL with ENERGY DRINKS would help keep you from driving while intoxicated?

0-----1-----2-----3-----4-----5-----6
Not effective Very effective

5. To what extent do you believe **NOT** consuming ENERGY DRINKS would help you stay healthier?

0-----1-----2-----3-----4-----5-----6
Help very little Help very much

6. How beneficial do you believe **NOT** consuming ENERGY DRINKS would be for your body?

0-----1-----2-----3-----4-----5-----6
Not beneficial Very beneficial

7. To what extent do you believe **NOT** consuming ENERGY DRINKS would help keep you out of the emergency room?

0-----1-----2-----3-----4-----5-----6
Not effective Very effective

To what extent do you believe **NOT** consuming ENERGY DRINKS would help keep you from driving while intoxicated?

0-----1-----2-----3-----4-----5-----6
Not effective Very effective

(Manifestation of God in the Body Scale, Moheney, et al., 2005)

For each of the following statements, circle the number on the 7-point scale (1 = strongly disagree, 7 = strongly agree) that best describes how that statement applies to you.

	Strongly Disagree			Strongly Agree			
1. My body is a temple of God.	1	2	3	4	5	6	7
2. My body is created in God's image.	1	2	3	4	5	6	7
3. My body is a gift from God.	1	2	3	4	5	6	7
4. God is present in my body.	1	2	3	4	5	6	7
5. God uses my body to do God's will.	1	2	3	4	5	6	7
6. My body is united with God.	1	2	3	4	5	6	7
7. My body is bonded to the everlasting Spirit of God.	1	2	3	4	5	6	7
8. A spark of the divine resides in my body.	1	2	3	4	5	6	7
9. God lives through my body.	1	2	3	4	5	6	7
10. God is glorified through my body.	1	2	3	4	5	6	7
11. My body is an instrument of God.	1	2	3	4	5	6	7
12. The power of God moves through my body.	1	2	3	4	5	6	7

Eysenck Personality Questionnaire – Neuroticism (Eysenck & Eysenck, 1968)

- | | | |
|--|-----|----|
| 1. Does your mood often go up and down? | Yes | No |
| 2. Do you ever feel <u>just miserable</u> for no reason? | Yes | No |
| 3. Are you an irritable person? | Yes | No |
| 4. Are your feelings easily hurt? | Yes | No |
| 5. Do you often feel <u>fed up</u> ? | Yes | No |
| 6. Would you call yourself a nervous person? | Yes | No |
| 7. Are you a worrier? | Yes | No |
| 8. Would you call yourself tense or <u>high-strung</u> ? | Yes | No |
| 9. Do you worry too long after an embarrassing experience? | Yes | No |
| 10. Do you suffer from <u>nerves</u> ? | Yes | No |
| 11. Do you often feel lonely? | Yes | No |
| 12. Are you often troubled about feelings of guilt? | Yes | No |

Manipulation Check

The next few items pertain to the information sheet you just read. Please check the answer best represents your response.

1. Were you provided with information on energy drinks and combining energy drinks with alcohol?
 Yes No
2. Were you provided with information on the benefits of not consuming energy drinks with alcohol?
 Yes No
3. Were you provided with information on the benefits of not consuming energy drinks?
 Yes No
4. Were you provided with information on the costs of consuming energy drinks with alcohol?
 Yes No
5. Were you provided with information on the costs of consuming energy drinks?
 Yes No

The next few items pertain to the information sheet you just read. Please circle the number that best represents your response.

6. How well did the information sheet emphasize the **benefits** of **not** consuming energy drinks versus the **costs** of consuming energy drinks?

1-----2-----3-----4-----5-----6-----7
Costs of Consuming Energy Drinks Benefits of Not consuming Energy Drinks

7. How well did the information sheet emphasize the **benefits** of **not** combining alcohol with energy drinks versus the **costs** of combining alcohol with energy drink?

1-----2-----3-----4-----5-----6-----7
Costs of Consuming Energy Drinks Benefits of Not consuming Energy Drinks

8. How well did the information sheet emphasize the **reasons/benefits** of consuming energy drinks?

1-----2-----3-----4-----5-----6-----7
Very Poorly Very Well

9. How well did the information sheet emphasize the **reasons/benefits** of combining alcohol with energy drinks?

1-----2-----3-----4-----5-----6-----7
Very Poorly Very Well

10. I learned a lot from reading the information sheet?

1-----2-----3-----4-----5-----6-----7
Disagree Agree

APPENDIX B

Information Sheets

Information Sheet for Gain Framed, One-Sided Message

Monster, Red Bull, Rockstar, and Venom all have one thing in common they are energy drinks sold and consumed by many university students. Energy drink's main ingredients are caffeine and sugar. An 8-ounce energy drink usually contains 80-mg – 141-mg of caffeine compared to 5-ounces of coffee or two typical 12-ounce cans of caffeinated soft drinks. **Recent research has found that about 50% of college age students drink energy drinks and 85% of those students mix energy drinks with alcohol.**

Benefits of NOT using energy drinks

- You will **decrease** your chances of experiencing a caffeine-related hospitalization requiring intensive care.
- You **decrease** your chances of emergency room visits.
- You will **decrease** your chances of using gateway drugs such as:
 - Cigarettes
 - Alcohol
 - Marijuana
- You **decrease** your chances of:
 - Seizures
 - Acute mania (becoming euphoric and/or hyperactive).
 - Stroke
 - Death
- You will **decrease** your chances of having chronic daily headaches.

Benefits of NOT combining energy drinks with alcohol

- You **decrease** your chances of sexual assault or being sexually assaulted
- You **decrease** your chances of riding in a car with a drunk driver
- You **decrease** your risk of driving while under the influence
- You will **decrease** your chance of having alcohol-related problems such as:
 - Heavy episodic drinking
 - Four or more drinks for females
 - Five or more drinks for males
 - Frequent episodes of weekly drunkenness
- When you **stop** consuming energy drinks, you **take control** of your health. You look and feel **healthy**.

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Information Sheet for Gain Framed, Two-Sided Message

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Consuming energy drinks may increase alertness, physical endurance, psychomotor performance, attention, visual processing, and verbal reasoning. Therefore, the four most common reasons for college students to drink energy drinks are to compensate for lack of sleep, increase energy, study for exams, and to combine with alcohol for partying. Research has found mixing energy drinks with alcohol increases alertness and makes one feel more awake. The combination of the stimulant in energy drinks and alcohol reduces the feelings of tiredness associated with drunkenness.

Benefits of NOT using energy drinks

- You will **decrease** your chances of experiencing a caffeine-related hospitalization requiring intensive care.
- You **decrease** your chances of emergency room visits.
- You will **decrease** your chances of using gateway drugs such as:
 - Cigarettes
 - Alcohol
 - Marijuana
- You **decrease** your chances of:
 - Seizures
 - Acute mania (becoming euphoric and/or hyperactive).
 - Stroke
 - Death
- You will **decrease** your chances of having chronic daily headaches.

Benefits of NOT combining energy drinks with alcohol

- You **decrease** your chances of sexual assault or being sexually assaulted
- You **decrease** your chances of riding in a car with a drunk driver
- You **decrease** your risk of driving while under the influence
- You will **decrease** your chance of having alcohol-related problems such as:
 - Heavy episodic drinking
 - Four or more drinks for females
 - Five or more drinks for males
 - Frequent episodes of weekly drunkenness
- When you **stop** consuming energy drinks, you **take control** of your health. You look and feel **healthy**.

References on the back

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Information Sheet for Loss Framed, One-Sided Message

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Costs of Using Energy Drinks

- You will **increase** your chances of experiencing a caffeine-related hospitalization requiring intensive care.
- You **increase your chances** of emergency room visits.
- You will **increase** your chances of using gateway drugs such as:
 - Cigarettes
 - Alcohol
 - Marijuana
- You **increase** your chances of:
 - Seizures
 - Acute mania (becoming euphoric and/or hyperactive).
 - Stroke
 - Death
- You will **increase** your chances of having chronic daily headaches.

Costs of Combining Energy Drinks with Alcohol

- You **increase** your chances of sexual assault or being sexually assaulted
- You **increase** your chances of riding in a car with a drunk driver
- You **increase** your risk of driving while under the influence
- You will **increase** your chance of having alcohol-related problems such as:
 - Heavy episodic drinking
 - Four or more drinks for females
 - Five or more drinks for males
 - Frequent episodes of weekly drunkenness
- When you **continue** to consume energy drinks, you **lose control** of your health. You look and feel **unhealthy**.

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APPENDIX C

Forms and Debriefing Sheets

Do you think there is anything about this study that we haven't already told you?

Yes _____ No _____

If yes, what do you think that might be?

Did the above suspicions arise now that we are asking you about them, during the course of the experiment or before the experiment?

Now _____ During the Experiment _____ Before the Experiment _____

If you checked the above for during the experiment, when did your suspicions occur?

Did these suspicions cause you to alter the way you answered the questions on the last survey you took?

Did anyone tell you about this experiment prior to coming here? Please answer truthfully there is no penalty if you were informed?

What exactly did they tell you?

Did this change your responses to the last survey? _____yes _____no

If yes, how did it change your responses?

Debriefing Sheets

Debriefing Sheet #1: Risky Drinking Behaviors

For this study, we were interested in using message framing and argument types to measure your intentions and behaviors to use healthier choices in the future. Participants in this study were asked to read an informational sheet about energy drinks. Some participants read an informational sheet on the benefits of not using energy drinks, while others read one on the costs of drinking energy drinks. Half of the participants in this experiment were given only this information, while the other half were given the benefits of drinking energy drinks. We specifically anticipated that those given gains (i.e., messages giving the benefits of not using energy drinks) and a two sided argument (i.e., giving the benefits and the costs of using energy drinks) would choose to be healthier in the future. We want to make it clear that while these patterns are expected across samples of hundreds of respondents that these relationships may or may not apply to you personally. This may be true regardless if you were given losses (i.e., messages giving the costs of using energy drinks) and only one side of an argument (i.e., giving only the costs of using energy drinks). It is also important for you to understand that any of your responses to this experiment will be kept completely anonymous. Your teachers and parents will not have access to your responses. Moreover, the researcher who will be looking at the surveys will not know who you are. All responses will be coded by a number only and will not be linked to you in any way. Thank you very much for participating in this study. Your participation will help us to better understand ways to influence people to choose healthier choices in their lives. If you have any questions or concerns regarding this experiment, please feel free to contact Lindsey Backer at (254) 710-2921 or Dr. Patock-Peckham at (254) 710-2239. Free counseling is available on the second floor of the McLane Student Life Center (Baylor ID is needed for entry into the SLC). Enrolled students may call (254) 710-2467 to schedule a counseling appointment.

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Debriefing Sheet #2: Risky Drinking Behaviors

For this portion of the study, we were interested in cognitive load on your choices for choosing healthy versus unhealthy beverages. Some participants were given a one-digit number while others were given a ten-digit number. We specifically anticipated that those individuals who were given a one-digit number would be more likely to choose a healthier beverage while those with a ten-digit number would be more likely to choose an unhealthy beverage. We want to make it clear that while these patterns are expected across samples of hundreds of respondents that these relationships may or may not apply to you personally. This may be true regardless if you were given a ten-digit number. Again, it is also important for you to understand that any of your responses to this experiment will be kept completely anonymous. Your teachers and parents will not have access to your responses. Moreover, the researcher who will be looking at the surveys will not know who you are. All responses will be coded by a number only and will not be linked to you in any way. Thank you very much for participating in this study. Your participation will help us to better understand ways to influence people to choose healthier choices in their lives. If you have any questions or concerns regarding this experiment, please feel free to contact Lindsey Backer at 710-2921 or Dr. Patock-Peckham at (254) 710-2239. Free counseling is available on the second floor of the McLane Student Life Center (Baylor ID is needed for entry into the SLC). Enrolled students may call (254) 710-2467 to schedule a counseling appointment.

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APPENDIX D

Procedures

Condition A: Gain-Framed Two-sided Message with Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Tell them to turn off their phone.**
4. **Write down their gender, date, and time**
5. Tell the participant:

–From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”

6. Say: —“As you know, this experiment is interested in risky habits of Baylor undergraduates.”
7. –First, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”
8. **Make sure you sign the last page on the research signature line and put in the 1st drawer on the left.**
9. Say: –Before we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your**

10. **name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”

Feel free to show them how the box works

11. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

12. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

13. At this point, you should hand the participant the Information Sheet (Gain, Two-sided Message)

Say: —Athis point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

14. Once the participant has read PERSUASION:

Say: —Aright, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

15. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

16. Once the participant has finished the survey, have them place the survey into the drop off box.

17. Pull out the **PARTICIPANT SUSPICIONS SHEET**. Go through and ask the participant each question. Be sure to write down the participant’s answers in his or her own words.

18. Say: —Yu were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”

19. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!
20. Say: —~~You~~ randomly selected yourself to receive the gain-framed, two-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

21. Say: —~~Before~~ you leave, we would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from a lab. So, please follow me into the next room.”
22. Walk over to the refrigerator.
23. Say: —So I am going to give you a multiplication problem and I want you to give me the answer.” **What is 491 X 7? Answer is 3437**
24. Give them a few moments (approximately 10 seconds) and say —Alright, so while you are trying to figure out the answer, choose which item you would like and you can give me the answer after you choose.”
25. Once the participant has chosen a beverage, write down the beverage they chose on their folder.
26. Next, have the participant tell you their answer.

- ❖ If the participant **incorrectly** recites their number, say: “**You did not quite get the correct answer, but we would still like for you to receive the beverage you chose from the refrigerator.**
- ❖ If the participant **correctly** recites their number, say: —**You got the right answer, so you are free to get your beverage of choice out of the refrigerator.**

27. After participant grabs their beverage of choice, hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

28. –You randomly selected yourself to receive the cognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

29. Thank the participant for participating in the experiment.

30. Check to make sure the folder contains:

Suspicion Form
Debriefing Sheet #1
Debriefing Sheet #2

REPLACE BEVERAGE!!!!

Condition B: Loss-Framed Two-sided Message with Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Tell them to turn off their cell phones**

4. **Write down their gender, date, and time on their folder**

5. Tell the participant:

—From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”

6. Say: —“As you know, this experiment is interested in risky habits of Baylor undergraduates.”

7. First, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”

8. **Make sure you sign the last page on the research signature line and put in the 1st drawer on the left.**

9. Say: —“Before we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”

Feel free to show them how the box works

10. The experimenter should leave the room. It is —ok if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

11. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

12. At this point, you should hand the participant the Information Sheet (Loss, Two-sided Message)

Say: —“At this point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

13. Once the participant has read PERSUASION:

Say: —Right, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

14. The experimenter should leave the room. It is ~~o~~k if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

15. Once the participant has finished the survey, have them place the survey into the drop off box.

16. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant’s answers in his or her own words.

17. Say: —You were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”

18. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!

19. Say: —You randomly selected yourself to receive the loss-framed, two-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

20. Say: —Before you leave, we would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from a lab. So, please follow me into the next room.”

21. Walk over to the refrigerator.

22. Say: —SoI am going to give you a multiplication problem and I want you to give me the answer.” **What is 491 X 7? Answer is 3437**
23. Give them a few moments (approximately 10 seconds) to think it over and say, —Alright, so while you are trying to figure out the answer, choose which item you would like and you can give me the answer after you choose.”
24. Once the participant has chosen a beverage, write down the beverage they chose on their folder.
25. Next, have the participant tell you their answer.
 - ❖ If the participant **incorrectly** recites their number, say: **“You did not quite get the correct answer, but we would still like for you to receive the beverage you chose from the refrigerator.**
 - ❖ If the participant **correctly** recites their number, say: **—You got the right answer, so you are free to get your beverage of choice out of the refrigerator.**
26. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

27. —You randomly selected yourself to receive the cognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

28. Thank the participant for participating in the experiment.
29. Check to make sure the folder contains:

**Debriefing Sheet #1
Suspicion Form
Debriefing Sheet #2**

REPLACE BEVERAGE!!!!

Condition C: Gain-Framed Two-sided Message with Minimal Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Have them turn off their cell phones.**
4. **Write down their gender, date, and time on their folder.**
5. Tell the participant:

–From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”

6. Say: —“You know, this experiment is interested in risky habits of Baylor undergraduates.”
7. –First, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”

Make sure you sign the last page on the research signature line and put in the 1st drawer on the left.

8. Say: –Before we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer

for question number 5. I will be asking you which number you chose after you have completed the survey.”

Feel free to show them how the box works

9. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

10. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

11. At this point, you should hand the participant the Information Sheet (Gain, Two-sided Message)

Say: —Athis point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

12. Once the participant has read PERSUASION:

Say: —Aright, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

13. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

14. Once the participant has finished the survey, have them place the survey into the drop off box.

15. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant’s answers in his or her own words.

16. Say: —Yu were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”

17. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!

18. Say: —~~You~~ randomly selected yourself to receive the gain-framed, two-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

19. Say: —~~Before~~ you leave, we would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from a lab. So, please follow me into the next room.”

20. Walk over to the refrigerator.

21. Say: —So I am going to give you a multiplication problem and I want you to give me the answer.” **What is 7 X 11 and immediately open the refrigerator and say: “ and while you are thinking about that, which beverage would you like if you get the correct answer?”**

22. Once the participant has chosen a beverage, write down the beverage they chose on their folder.

23. Next, have the participant tell you their answer.

❖ If the participant **incorrectly** recites their number, say: **“You did not quite get the correct answer, but we would still like for you to receive the beverage you chose from the refrigerator.**

❖ If the participant **correctly** recites their number, say: **—You got the right answer, so you are free to get your beverage of choice out of the refrigerator.**

24. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

25. —~~You~~ randomly selected yourself to receive the noncognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are

randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?"

Look them in the eye when you say this

26. Thank the participant for participating in the experiment.

27. Check to make sure the folder contains:

**Debriefing Sheet #1
Suspicion Form
Debriefing Sheet #2**

REPLACE BEVERAGE!!!

Condition D: Loss-Framed Two-sided Message with Minimal Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Tell them to turn off their cell phones**
4. **Write down their gender, date, and time on their folder**
5. Tell the participant:

–From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”

6. Say: —~~A~~ you know, this experiment is interested in risky habits of Baylor undergraduates.”
7. ~~F~~irst, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”
8. **Make sure you sign the last page on the research signature line.**
9. Say: ~~B~~efore we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”

Feel free to show them how the box works

10. The experimenter should leave the room. It is ~~o~~k if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

11. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

12. At this point, you should hand the participant the Information Sheet (Loss, Two-sided Message)

Say: —~~A~~this point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

13. Once the participant has read PERSUASION:

Say: —~~A~~right, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

14. The experimenter should leave the room. It is ~~o~~k if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.
 15. Once the participant has finished the survey, have them place the survey into the drop off box.
 16. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant's answers in his or her own words.
 17. Say: —~~Y~~u were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”
 18. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!
 19. Say: —~~Y~~u randomly selected yourself to receive the loss-framed, two-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”
- ***Look them in the eye when you say this***
20. Say: —~~B~~efore you leave, we would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from a lab. So, please follow me into the next room.”
 21. Walk over to the refrigerator.
 22. Say: —So~~I~~ am going to give you a multiplication problem and I want you to give me the answer.” **What is 7 X 11 and immediately open the refrigerator and say: “and while you are thinking about that, which beverage would you like if you get the correct answer?”**

23. Once the participant has chosen a beverage, write down the beverage they chose on their folder.

24. Next, have the participant tell you their answer.

- ❖ If the participant **incorrectly** recites their number, say: **“You did not quite get the correct answer, but we would still like for you to receive the beverage you chose from the refrigerator.”**
- ❖ If the participant **correctly** recites their number, say: **“You got the right answer, so you are free to get your beverage of choice out of the refrigerator.”**

25. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

26. ~~You~~ randomly selected yourself to receive the noncognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

27. Thank the participant for participating in the experiment.

28. Check to make sure the folder contains:

Debriefing Sheet #1
Suspicion Form
Debriefing Sheet #2

REPLACE BEVERAGE!!!

Condition E: Gain-Framed One-sided Message with Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Tell participant to turn off their cell phone**
4. **Write down their gender, date, and time**
5. Tell the participant:

–From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”

6. Say: —~~A~~ you know, this experiment is interested in risky habits of Baylor undergraduates.”
7. –First, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”
8. **Make sure you sign the last page on the research signature line.**
9. Say: –Before we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”

Feel free to show them how the box works

10. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

11. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

12. At this point, you should hand the participant the Information Sheet (Gain, One-sided Message)

Say: —Athis point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

13. Once the participant has read PERSUASION:

Say: —Aright, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

14. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

15. Once the participant has finished the survey, have them place the survey into the drop off box.

16. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant’s answers in his or her own words.

17. Say: —Yu were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”

18. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!

19. Say: —Yu randomly selected yourself to receive the gain-framed, one-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students,

people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?"

Look them in the eye when you say this

20. Say: ~~Before~~ you leave, we would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from a lab. So, please follow me into the next room."
21. Walk over to the refrigerator.
22. Say: —So I am going to give you a multiplication problem and I want you to give me the answer." **What is 491 X 7? Answer is 3437**
23. Give them a few moments (approximately 10 seconds) to think it over say, ~~Alright~~, so while you are trying to figure out the answer, choose which item you would like and you can give me the answer after you choose."
24. Once the participant has chosen a beverage, write down the beverage they chose on their folder.
25. Next, have the participant tell you their answer.
 - ❖ If the participant **incorrectly** recites their number, say: **"You did not quite get the correct answer, but we would still like for you to receive the beverage you chose from the refrigerator.**
 - ❖ If the participant **correctly** recites their number, say: **—You got the right answer, so you are free to get your beverage of choice out of the refrigerator.**
26. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

27. ~~You~~ randomly selected yourself to receive the cognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need

to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?"

Look them in the eye when you say this

28. Thank the participant for participating in the experiment.

29. Check to make sure the folder contains (in this order):

Debriefing Sheet #1
Suspicion Form
Debriefing Sheet #2

REPLACE BEVERAGES!!!

Condition F): Loss-Framed One-sided Message with Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Tell participant to turn off their cell phone.**
4. **Write down their gender, date, and time on their folder**
5. Tell the participant:

—From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.

6. Say: —“You know, this experiment is interested in risky habits of Baylor undergraduates.”

7. –First, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”
 8. **Make sure you sign the last page on the research signature line.**
 9. Say: –Before we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”
- ***Feel free to show them how the box works***
10. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

11. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**
12. At this point, you should hand the participant the Information Sheet (Loss, One-sided Message)

Say: —Athis point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

13. Once the participant has read PERSUASION:

Say: —Aright, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

14. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

15. Once the participant has finished the survey, have them place the survey into the drop off box.
 16. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant's answers in his or her own words.
 17. Say: —You were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”
 18. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!
 19. Say: —You randomly selected yourself to receive the loss-framed, one-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”
- ***Look them in the eye when you say this***
20. Say: —Before you leave, we would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from a lab. So, please follow me into the next room.”
 21. Walk over to the refrigerator.
 22. Say: —SoI am going to give you a multiplication problem and I want you to give me the answer.” **What is 491 X 7? Answer is 3437**
 23. Give them a few moments (approximately 10 seconds) to think it over and say, —Alright, so while you are trying to figure out the answer, choose which item you would like and you can give me the answer after you choose.”
 24. Once the participant has chosen a beverage, write down the beverage they chose on their folder.

25. Next, have the participant tell you their answer.

- ❖ If the participant **incorrectly** recites their number, say: **“You did not quite get the correct answer, but we would still like for you to receive the beverage you chose from the refrigerator.”**
- ❖ If the participant **correctly** recites their number, say: **“You got the right answer, so you are free to get your beverage of choice out of the refrigerator.”**

26. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

27. **“You randomly selected yourself to receive the cognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”**

*****Look them in the eye when you say this*****

28. Thank the participant for participating in the experiment.

29. Check to make sure the folder contains (in this order):

**Debriefing Sheet #1
Suspicion Form
Debriefing Sheet #2**

REPLACE BEVERAGES!!!

Condition G): Gain-Framed One-sided Message with Minimal Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
 2. Have the participant print their name on the sign-in sheet.
 3. **Have them turn off their cell phones**
 4. **Write down their gender, date, and time on their folder**
 5. Tell the participant:
—From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”
 6. Say: —~~A~~ you know, this experiment is interested in risky habits of Baylor undergraduates.”
 7. —~~F~~irst, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”
 8. **Make sure you sign the last page on the research signature line.**
 9. Say: —~~B~~efore we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your name or any other identifying information off this form.** When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”
- ***Feel free to show them how the box works***
10. The experimenter should leave the room. It is —~~o~~k if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.
- The participant should finish the survey and drop it into the drop off box.
11. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

12. At this point, you should hand the participant the Information Sheet (Gain, One-sided Message)

Say: —At this point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

13. Once the participant has read PERSUASION:

Say: —Right, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

14. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

15. Once the participant has finished the survey, have them place the survey into the drop off box.

16. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant’s answers in his or her own words.

17. Say: —Ųu were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”

18. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!

19. Say: —Ųu randomly selected yourself to receive the gain-framed, one-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

20. Say: —Before you leave, I would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from the lab. So, please follow me into the next room.”
21. Walk over to the refrigerator.
22. Say: —So I am going to give you a multiplication problem and I want you to give me the answer.” **What is 7 X 11 and immediately open the refrigerator and say: “and while you are thinking about that, which beverage would you like if you get the correct answer?”**
23. Once they choose their beverage, have them give you the answer.
 - ❖ If the participant **correctly** recites their number, say: —You correctly recited the number, so you are free to get your beverage of choice out of the refrigerator.
 - ❖ If the participant **incorrectly** recites their number, say: —You did not quite recite the number correctly, but we would still like for you to receive the beverage you chose from the refrigerator.
24. **Write down the beverage they chose and if they got the multiplication problem correct.**
25. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

26. —You randomly selected yourself to receive the noncognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

27. Thank the participant for participating in the experiment.
28. Check to make sure the folder contains:

**Debriefing Sheet #1
Suspicion Form
Debriefing Sheet #2**

REPLACE BEVERAGE!!!

Condition H): Loss-Framed One-sided Message with Minimal Cognitive Load

Before Subject Arrives:

Make sure all beverages are in place! (It is okay if you make the participant wait outside while you resupply the refrigerator)

Make sure you have folder ready for participant and correct clip board in hand.

After Subject Arrives:

1. Greet the participant as he or she enters the lab with lab coat on and clip board in hand.
2. Have the participant print their name on the sign-in sheet.
3. **Have them turn off their cell phones**
4. **Write down their gender, date, and time on their folder**
5. Tell the participant:

–From now on you are being tracked in the experiment by a preassigned code and your name will not be associated with any of the information collected at this point.”

6. Say: —“You know, this experiment is interested in risky habits of Baylor undergraduates.”
7. —“First, I would like to give you our informed consent form to read over. The stapled one is the one you need to read carefully and initial every page and sign and date the last page. The other one is for you to keep.”
8. **Make sure you sign the last page on the research signature line.**
9. Say: —“Before we can continue with this experiment, I need to first ask you to fill out a survey for us. **Except for question number 5** on this survey, all of your answers will be confidential. This survey asks a variety of personal questions, so please do not talk to me about the way you answer the questions on this form. Please answer everything **honestly, but be sure to leave your**

name or any other identifying information off this form. When you are finished with filling out the information, please drop your form in the drop off box. This box is taped to protect your identity. This box will not be opened until the end of the semester, so I will never have access to your answers. Also, make sure to remember what number (a one, two, or three) you answer for question number 5. I will be asking you which number you chose after you have completed the survey.”

Feel free to show them how the box works

10. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. The experimenter should take a seat at their desk.

The participant should finish the survey and drop it into the drop off box.

11. **Ask the participant what number they chose for question number 5 and write their answer on their folder.**

12. At this point, you should hand the participant the Information Sheet (Loss, One-sided Message)

Say: —Athis point I would like for you to read this information sheet carefully and let me know when you feel you have had ample time to read and understand the information.”

13. Once the participant has read PERSUASION:

Say: —Aright, at this time I would like for you to fill out another survey for us. The same rules apply here from the previous survey. Please fill out this survey, **but do not put your name or any other identifying information on it.**”

14. The experimenter should leave the room. It is —oĳ if the door is ajar, but be sure to never get close enough to the participant that you could peer at their responses. Again, have a seat at the desk.

15. Once the participant has finished the survey, have them place the survey into the drop off box.

16. Pull out the PARTICIPANT SUSPICIONS SHEET. Go through and ask the participant each question. Be sure to write down the participant’s answers in his or her own words.

17. Say: —Yu were randomly assigned to the experimental condition for this experiment, so at this point, I would like to tell you the purpose of this experiment.”

18. Hand the participant the debriefing sheet. Allow them a few minutes to read over it and then ask them if they have any questions about the experiment.
Make sure they return the debriefing sheet!
19. Say: —~~You~~ randomly selected yourself to receive the loss-framed, one-sided argument condition, but other participants in this experiment will not receive such an experience. This experiment focuses on message framing and argument type and participants are randomly selected to a gain-framed or loss framed message and a one-sided or two-sided argument type. It is important that you do not discuss what goes on here with other Psy 1305 students, people who socialize with Psy 1305 students, or those students able to take extra credit until the semester ends. Can you please do us a favor and promise not to discuss this experiment with anyone until the semester ends? For our experiment to be properly tested, participants need to be naïve (not to know what this is about until the end of the experiment). I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”
- ***Look them in the eye when you say this***
20. Say: —~~Before~~ you leave, I would like for you to do a multiplication task for us. If you correctly answer the question, you will be able to get an item from the lab. So, please follow me into the next room.”
21. Walk over to the refrigerator.
22. Say: —~~I~~, I am going to give you a multiplication problem and I want you to give me the answer.” **What is 7 X 11 and immediately open the refrigerator and say: “and while you are thinking about that, which beverage would you like if you get the correct answer?”**
23. Once they choose their beverage, have them give you the answer.
- ❖ If the participant **correctly** recites their number, say: —~~You~~ correctly recited the number, so you are free to get your beverage of choice out of the refrigerator.
 - ❖ If the participant **incorrectly** recites their number, say: —~~You~~ did not quite recite the number correctly, but we would still like for you to receive the beverage you chose from the refrigerator.
24. Hand the participant the second debriefing sheet

Allow the participant a few minutes to read it over and **make sure you collect it back!**

25. —You randomly selected yourself to receive the noncognitive load condition, but other participants in this experiment will not receive such an experience. This part of the experiment focuses on cognitive load and participants are randomly selected to either a cognitive load or noncognitive load condition. Again, I must emphasize the importance of not discussing what goes on here with other Psy 1305 students. For our experiment to be properly tested, participants need to not know what this is about until the end of the experiment. I know this is a difficult thing to ask, but it is crucial for this project. Can you keep from discussing this with anyone else until the end of the semester?”

Look them in the eye when you say this

26. Thank the participant for participating in the experiment.

27. Check to make sure the folder contains (in this order):

Debriefing Sheet #1

Suspicion Form

Debriefing Sheet #2

REPLACE BEVERAGES!!!

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