**The effect of social norm messages on dietary intentions: the moderating effect of social identification: Study 6**

This online questionnaire study aimed to investigate the moderating effect of social identity on responses to social norm messages about vegetable consumption in a community sample. It was hypothesised that Individuals who strongly identify as British would have stronger intentions to consume vegetables after a social norm message about national vegetable consumption than those who less strongly identify as British.

*Design*

The study used between-subjects design, with 2 factors: message type (descriptive norm message vs. health message vs. control message) and norm referent group (high identifiers vs. low identifiers with being British). Participants were randomly allocated to one of the three message conditions.

*Messages*

One of three messages were automatically and randomly presented to each participant though Qualtrics online survey system, and were displayed ostensibly to gather feedback on the posters. These messages were:

* A social norm message: ‘Did you know that 80% of people in Britain try to eat at least 5 portions of vegetables a day (Consumer and Attitudes to Food Survey, 2008)’
* A health message: ‘Did you know that people in Britain who eat 5 or more portions of vegetables a day have a lower than average risk of heart disease and cancer? (World Cancer Research Fund, 2007)’
* A neutral control message: ‘Did you know that 36 million (73%) people in Great Britain accessed the Internet every day? (Office for National Statistics, 2013)’

*Measures*

The questionnaire collected the following information:

* Demographic information (e.g. age, gender, smoker status, ethnicity) – variables 2-4
* Habitual vegetable consumption [Veg, Vegyesterday]
* International Physical Activity Questionnaire (IPAQ) which provides a comparison measurement on health-related physical activity and was parallel to the measurement of habitual eating behaviour. A total MET-minute score was calculated to indicate the volume of activity (multiples of the resting metabolic rate).
* Personality Inventory (TIPI) to measure Big Five personality traits, answerable on a 7-point likert scale ranging from strongly disagree to strongly agree [Personality1-10]
* Visual Analogue Mood Scales (100mm) to rate their mood status (including alert, anxious, happy and hungry) from not at all to very much, which was given before [VAS1 Alert-VAS1Hunger] and after the poster was displayed [VAS2Alert-VAS2Hunger].
* British identity Identification was measured with the Norm Referent Group scale (derived from Stok et al, 2014) to measure identification and connection to a certain group on a 5-point likert scale ranging from strongly disagree to strongly agree. [Iden1 – Iden14]
* The Multicomponent In-Group Identification Scale, a 14 item scale including five subscales of Solidarity [MIGIS\_Solidarity], Satisfaction [MIGIS\_Satisfaction], Centrality [MIGIS\_Centrality], Individual Self-Stereotyping [MIGIS\_SelfStereotyping] and In-Group Homogeneity [MIGIS\_Homogeneity]. Participants stated their identity between ‘strongly disagree’ and ‘strongly agree’.
* A self-Identification questionnaire measured self-identification as a person who eats sufficient vegetables through two questions: ‘Eating sufficient vegetables is something that fits with who I am’ and ‘I see myself as someone who eats sufficient vegetables‘, answerable on a 5 point likert scale ranging from strongly disagree to strongly agree [SelfIdentification1 and SelfIdentification2]
* Attitudes toward vegetable consumption were collected by presenting four pairs of words were both sides of a 5-point scale (nice-stupid, wise-unwise, pleasant-unpleasant, good-bad) [Attitude1-Attitude4]
* Self-Efficacy for eating sufficient vegetables was measured using two items that were assessed on a 5-point scale ranging from not at all like me to just like me (de Bruijn et al., 2012; Stok et al., 2014). [Selfefficacy1 and Selfefficacy2]
* A poster evaluation scale, presented after exposure to the messages (displayed as posters needing feedback). This contained 5 items to measure participants’ understanding and experiencing of posters (e.g. clear level, profession, believability, understandable and relatedness). [Poster\_Clear-Poster\_Credibility]. Participants were then asked to recall the poster message [Poster\_Content]
* Intention to eat sufficient amounts of vegetables was assessed by four questions asking participants’ predictions of future vegetable consumption [VegIntend], [VegPlan], [VegWant], [VegExpect], and the number of portions participants intend to eat [Inten\_Eating]
* To distract from the true nature of the study, physical activity intentions were assessed on a 5-point scale (e.g. ‘I intend to be more physically active in the next two months’) [Inten\_Activity]
* Self-reported measurement of BMI through questions asking for participants’ height and weight. [Weight] [Height] [BMI]

## Procedure

Participants took part in the study through the website link, and were randomly allocated to a condition. Participants were asked to complete the basic demographic questions, before being asked to rate the posters which contained the experimental messages. They then completed the remaining measures.