**An observational study examining the effect of a social norm and a health message on the purchase of vegetables in student canteen settings: Study 4**

*Aim*

The study investigated the effect of exposure to a social norm and a health message on vegetable purchases. A vegetable-related social norm message or a health message were displayed in two different student restaurants. Participants were customers purchasing meals from two canteens serving students on a University campus.

*Design*

The study was a pre-test/post-test observational field study. Within each site, observations were made during three stages, all of which were one week long: baseline, intervention (during which the posters were displayed) and post-intervention (when the posters were removed).

*Messages*

During the intervention stage, one canteen was randomly assigned to display a social norm message (“Did you know that most students here choose to eat vegetables with their meal?”), and the other a health message (“Did you know that students who choose to eat vegetables have a lower risk of heart disease?”).

*Procedure*

Meals were deemed to contain vegetables if the catering company reported the meal to contain at least a portion (80g) of vegetables. The two researchers positioned at till-points then independently observed which meals were being purchased, recording whether they did or did not contain a portion of vegetables. Observations were made on three days during each of the three stages of the study, resulting in a total of nine days of observations. Observations were made during the busiest two-hour period of each day.