**Relationships between changes in perceived social norms and self-reported food intake among university students across an academic year: Study 8**

*Aim*

This longitudinal survey study aimed to examine the relationship between changes in perceived social norms and self-reported food intake among university students in a longitudinal study. It was hypothesised that the changes in norm perception would predict self-reported food intake 3 months (time 2) and 12 months (time 3).

*Participants*

The study consisted of an initial sample of 673 undergraduate students at University of Birmingham. The dropout was 42% and 389 participants’ data was received at 3 months of the study. The dropout at 12 months was 59% and 268 participants’ data was received at 12 months.

*Recruitment*

The study was advertised as a “Student Lifestyle Study”. Participants were informed that the aim of the study is to investigate undergraduate student general lifestyle including their eating behaviours, physical activity at different time points across an academic year.

*Measures*

Students’ perceptions of both descriptive and injunctive norms of other students’ food intake (vegetable, fruit, junk food and sugar-sweetened beverage) were measured by asking ‘How many servings of vegetables do you think a UOB (University of Birmingham) student eats a day?’ [TimeX\_StudentVeg] and How many servings of vegetables do you think a UOB student should eat a day?’ [TimeX\_StudentVegShould]. The perception of how much other students’ like the items in question were also measured on a visual analogue scale from 0 (not at all) to 100 (very much) [TimeX\_StudentVegEnjoy].

Participants reported their habitual consumption of vegetables, fruit, junk food and sugar-sweetened beverages. For example, participants were asked to indicate the actual intake of food items (e.g. How many servings of vegetables do you normally eat a day?) [TimeX\_VegServings] and the intentions to eat food in numbers (e.g. How many servings of vegetables do you try to eat a day?) [TimeX\_VegServingsTry] and also their enjoyment of eating those kinds of food in a 100 visual analogue scale (e.g. How much do you enjoy eating vegetables from not at all to very much) [TimeX\_VegEnjoy].

Moreover, there were measures of :

* Participants’English proficiency (to ensure that questions were all understandable) [TimeX\_English1 – TimeX\_English11]
* Physical activity levels (to match the cover story that the study was about the general lifestyle of students including eating behaviours and physical activities) [TimeX\_VigorousActivitiesDays/TimeX\_VigorousActivitiesTime, TimeX\_ModerateActivitiesDays/TimeX\_ModerateActivitiesTime, TimeX\_WalkingDays/TimeX\_WalkingTime]
* National identity
* Student identity (to examine if identity strength interacts with the perceived norms on dietary behaviours) [Time1\_StudentIdentification, Time1\_StudentConnection]
* Dietary acculturation ratings (to access migrating groups ‘adaptation to dietary changes) [TimeX\_Acculturation]
* Culture orientation (to access the strength of collectivism and individualism and how it relates to dietary behaviour) [TimeX\_CultureOrientation1 – TimeX\_CultureOrientation\_16]
* Food purchasing, preparation and consumption
* Frequency of food consumptions (to investigate factors that may affect dietary behaviours).
* The Three Factor Eating Questionnaire [TimeX\_TFEQ]

*Procedure*

Participants completed the online questionnaire at three time points: at the beginning of the academic year and 3 and 12 months later. The length of the study recruitment at each time point was a month period. Then participants’ perceived social norms and dietary behaviours were measured.