**Appendix 2: Experimental instructions**

**Experiment 1**

Q1.1     Informed Consent Form                           \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_                                                     Attitude towards Behaviour Change                                        This study we are going to ask you a number of questions on the subject of the use of psychological methods to change people’s behavior. If you agree to take part in this research, you will be asked to make decisions in various behaviour change situations, and to answer some demographic questions. Your participation in this study will take about 15 minutes.  Your participation in this research is confidential. In the event of publication of this research, no personally identifying information will be disclosed. Further, your participation is voluntary.  Finally, this study involves minimal risks: that is, no risks to your physical or mental health beyond those encountered in the normal course of every day life.  By agreeing below, you are verifying the following:    I agree to participate in a scientific investigation of information use in decision-making. I understand the above information. I understand and agree to the conditions of this study as described. I understand that my participation in this research is voluntary and that I may withdraw from this study at any time by notifying the person in charge. Finally I certify that I am at least 18 years of age and that to the best of my knowledge I have no physical or mental illness that would increase the risk to me of participation in this study.

* Agree (1)
* Disagree (2)

If Disagree Is Selected, Then Skip To End of Survey

Q1.2 Please enter your Prolific ID

If Please enter your Prolific ID Is Empty, Then Skip To End of Survey

Q2.1 Behaviour plays an important role in people’s health and wellbeing. There’s evidence to show that these behaviours are deeply embedded in people's social, economic and environmental context. Recently, psychological methods have been used in many day-to-day situations (canteens, supermarkets, doctors waiting rooms, leisure centres, high street banks) to bring about behavior change (e.g., quit smoking, eat healthily, reduce alcohol consumption, increase physical activity, etc.).   Typical psychological methods involve changing the type of information we use to base our decisions. This can be done by presenting the order of information in certain ways, highlighting certain information to make it more distinctive, and even simplifying the information itself to get the message across more directly. All of these methods are designed to help guide people to make the best decision for their own health and wellbeing.

Q3.1 The Top Advertising Company in the country is using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

Q6.1 The Top Researchers in laboratories across this country are using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

Q7.1 The Government in this country is using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

**Transparent**

Q4.1 You will be presented with five scenarios in which a psychological method is used, then you will be presented with some follow-up questions that we would like you to answer after reading about each psychological method.

Q4.2 [SMOKING]

Recommended Psychological Method: Design cigarette packaging so that it incorporates graphic pictures of damaged lungs and warnings such as ‘Smoking seriously harms you and others around you”, “Smoking harms your unborn baby'.

Argument for it to work: By highlighting the negative physical and moral issues concerning smoking, the negative experiences will become more obviously associated with smoking, and this will encourage smokers to reduce or even stop smoking.

Q4.3 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q4.4 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indiate (1)

Q4.5 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0 – I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.6 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q4.7 If you randomly pull out 100 people from the population who wants to reduce/quit smoking, how many of them do you think would actually want to reduce or quit smoking? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q4.8 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.9 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q4.10 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.11 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.12 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q4.13 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q4.14 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q4.15 [FOOD & NUTRITION]

Recommended Psychological Method: Design packaging on food so that the front label includes nutritional information, by using a simple traffic light system (red, amber, green) to indicate how much saturated fat, salt and sugar, and calories are in food products.

Argument for it to work: By making it easier for people to interpret the nutritional content of food items through a traffic-light labelling system, people will be more aware of which foods are healthier than others, and in turn adopt/maintain a healthier diet.

Q4.16 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q4.17 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.18 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.19 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q4.20 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q4.21 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.22 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q4.23 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.24 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q4.25 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q4.26 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q4.27 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q4.28 [ALCOHOL]

Recommended Psychological Method: Design signage in pubs and restaurants so that they include messages such as the following: “men and women are advised not to regularly drink more than 14 units a week” and “spread your drinking over three days or more if you drink as much as 14 units a week”.

 Argument for it to work: By informing people about the actual appropriate amount of alcohol consumption that is reasonable to be consumed in a typical week, because people will be more aware of exceeding the limit and this should in turn reduce alcohol overconsumption.

Q216 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q217 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q218 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q219 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q220 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q221 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q222 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q223 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q224 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q225 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q226 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q227 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q4.41 [EXERCISE]

Recommended Psychological Method: Design stairwells with ‘point-of-choice’ signage that displays messages about the health advantages of taking the stairs, such as ‘Stair climbing burns more calories per minute than tennis’, ‘7 minutes of stair climbing per day protects your heart’, etc.

Argument for it to work: By presenting messages at strategic positions, people will be encouraged to use stairs instead of lifts or escalators/elevators, and this in turn will encourage people to value being more active and in turn, exercise more in general.

Q228 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q229 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q230 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q231 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q232 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q233 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q234 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q235 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q153 This is an attention checker, to avoid being rejected. Please slide the bar to 70.

\_\_\_\_\_\_ Slide to Indicate (1)

Q236 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q237 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q238 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q239 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q4.54 [FINANCE]

Recommended Psychological Method: Design investment schemes in such a way so that customers can evaluate the associated riskiness of each product based on a traffic light system; red indicates highly risky, green indicates low risk.

Argument for it to work: By making it easier for people to interpret the riskiness of an investment scheme through a traffic-light labelling system, people will be more aware of which financial products are risker than others, and in turn help them make a better financial decision.

Q240 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q241 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q242 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q243 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q244 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q245 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q246 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q247 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q248 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q249 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q250 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q251 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q4.67 Please indicate by selecting from the options presented below, the context(s) that you think SHOULD NOT involve psychological methods designed to change people’s behaviour

* Food & Nutrition decisions concerning food, drink and nutritional intake (1)
* Smoking decisions to quit smoking (2)
* Alcohol decisions to reduce drinking (3)
* Exercise decisions to increase levels of physical activity (4)
* Financial decisions concerning investment (5)
* Financial decisions concerning savings (6)
* NONE of five contexts should have psychological methods used to influence decision-making behaviour (7)
* I cannot decide (8)
* All the contexts should have psychological methods implemented to influence decision-making behaviour (9)

**Non-Transparent**

Q5.1 You will be presented with five scenarios in which a psychological method is used, then you will be presented with some follow up questions that we would like you to answer after reading each psychological method.

Q5.2 [SMOKING]

Recommended Psychological Method: Increasing the length of the filter by 10mm and at the same time reduce the length of the cigarette to 60mm.

Argument for it to work: If a standard cigarette is 70mm then cutting back on the harmful chemicals and replacing it with more filter would seem as if the size of cigarette haven’t changed but the amount of harmful chemical is reduced. By reducing nicotine content adequately, this method helps smokers gradually adapt to lower nicotine levels, and this will encourage smokers to reduce or even stop smoking.

Q203 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q204 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indiate (1)

Q205 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0 – I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q206 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q207 If you randomly pull out 100 people from the population who wants to reduce/quit smoking, how many of them do you think would actually want to reduce or quit smoking? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q208 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q209 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q210 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q211 To what extent do you think it is acceptable to use the psychological method described this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q212 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q213 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q214 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q5.15 [FOOD & NUTRITION]

Recommended Psychological Method: Design the size of plates so that the quantity of food on them is adjusted. Large plates and bowls can make servings of food appear smaller, whereas smaller plates can lead people to misjudge that very same quantity of food as being significantly larger.

Argument for it to work: By making the plates smaller, people would be better able to adjust the amount of food they put on their plate, and avoid overconsumption of food, and in turn adopt/maintain a healthier diet.

Q252 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q253 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q254 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q255 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q256 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q257 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q258 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q259 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q260 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q261 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q152 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q263 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q5.28 [ALCOHOL]

Recommended Psychological Method: Design the glassware used in pubs and restaurants in such a way so that straight glasses are used, because relative to curvy glasses, it is easier to judge and pace the amount of alcohol consumed.

Argument for it to work: By changing the containers that are used to serve alcohol, this will in turn reduce the actual amount of alcohol consumed at any one sitting, and this should in turn reduce alcohol overconsumption.

Q264 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q265 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q266 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q267 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q268 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q269 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q270 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q271 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q272 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q273 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q274 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q275 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q5.41 [EXERCISE]

Recommended Psychological Method: Design stairwells by hanging artworks. Pictures are changed periodically to keep stair users interested to prolong effectiveness.

Argument for it to work: By presenting artworks along the stairwell this is more likely to encourage people to use stairs instead of lifts or escalators/elevators, and this in turn will encourage people to value being more active and in turn, exercise more in general.

Q276 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q277 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q278 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q279 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q280 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q281 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q282 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q283 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q154 This is an attention checker, to avoid being rejected. Please slide the bar to 70.

\_\_\_\_\_\_ Slide to Indicate (1)

Q284 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q285 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q286 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q287 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q5.54 [FINANCE]

Recommended Psychological Method: Design investment schemes with an automatic enrolment system so Bank/Building Society will decide on an individual’s behalf exactly how the money will be allocated to investment schemes. Although if the individual didn’t want it, they could opt-out of the scheme, this would involve filling in relevant paperwork.

Argument for it to work: Because people find it difficult to think about their future financial status, so making the investment schemes a default would encourage people to invest their savings, and in turn help them make a better financial decision.

Q288 There are two types of psychological methods: Transparent and non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q289 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?    Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q290 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify how my behaviour is changed by the psychological method0– I can easily identify how my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q291 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q292 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behavior changed in this context?  Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q293 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q294 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q295 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q296 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q297 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q298 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q299 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q215 Please indicate by selecting from the options presented below, the context(s) that you think SHOULD NOT involve psychological methods designed to change people’s behaviour

* Food & Nutrition decisions concerning food, drink and nutritional intake (1)
* Smoking decisions to quit smoking (2)
* Alcohol decisions to reduce drinking (3)
* Exercise decisions to increase levels of physical activity (4)
* Financial decisions concerning investment (5)
* Financial decisions concerning savings (6)
* NONE of five contexts should have psychological methods used to influence decision-making behaviour (7)
* I cannot decide (8)
* All the contexts should have psychological methods implemented to influence decision-making behaviour (9)

**Demographic**

Q8.1 Age

Q8.2 Gender

* Male (1)
* Female (2)

Q8.3 Educational Levels

* Level 4 - High School (1)
* Level 5 - Diploma/Foundation Degrees (2)
* Level 6 - Bachelors Degree (3)
* Level 7 - Masters Degree (4)
* Level 8 - Doctoral Degree (5)
* Others (6)

Q8.4 Political Persuasion

Q8.5 Religion

Q8.6 Are you a smoker?

* Yes (1)
* No (2)
* Rather not say (3)

Q8.7 To what extent do you value your health and wellbeing (i.e. the state of being comfortable, healthy, or happy)?

\_\_\_\_\_\_ Click to write Choice 1 (1)

Q8.8  To what extent do you make health your main goal in life?

\_\_\_\_\_\_ Click to write Choice 1 (1)

Q8.9 How much do you think life is there for enjoying?

\_\_\_\_\_\_ A lot (1)

Q8.10 To what extent do you think health is important because it makes your life better?

\_\_\_\_\_\_ Click to write Choice 1 (1)

Q8.11  To what extent do you think it is important to stay healthy to be able to look after your loved ones?

\_\_\_\_\_\_ Click to write Choice 1 (1)

**Experiment 2**

Q1     Informed Consent Form                           \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_                                                     Attitude towards Behaviour Change                                        This study we are going to ask you a number of questions on the subject of the use of psychological methods to change people’s behavior. If you agree to take part in this research, you will be asked to make decisions in various behaviour change situations, and to answer some demographic questions. Your participation in this study will take about 15 minutes.  Your participation in this research is confidential. In the event of publication of this research, no personally identifying information will be disclosed. Further, your participation is voluntary.  Finally, this study involves minimal risks: that is, no risks to your physical or mental health beyond those encountered in the normal course of every day life.  By agreeing below, you are verifying the following:    I agree to participate in a scientific investigation of information use in decision-making. I understand the above information. I understand and agree to the conditions of this study as described. I understand that my participation in this research is voluntary and that I may withdraw from this study at any time by notifying the person in charge. Finally I certify that I am at least 18 years of age and that to the best of my knowledge I have no physical or mental illness that would increase the risk to me of participation in this study.

* Agree (1)
* Disagree (2)

If Disagree Is Selected, Then Skip To End of Survey

Q2 Please enter your Prolific ID

If Please enter your Prolific ID Is Empty, Then Skip To End of Survey

Q4 Behaviour plays an important role in people’s health and wellbeing. There’s evidence to show that these behaviours are deeply embedded in people's social, economic and environmental context. Recently, psychological methods have been used in many day-to-day situations (canteens, supermarkets, doctors waiting rooms, leisure centres, high street banks) to bring about behavior change (e.g., quit smoking, eat healthily, reduce alcohol consumption, increase physical activity, etc.).   Typical psychological methods involve changing the type of information we use to base our decisions. This can be done by presenting the order of information in certain ways, highlighting certain information to make it more distinctive, and even simplifying the information itself to get the message across more directly. All of these methods are designed to help guide people to make better decision for their own health and wellbeing.

Q5 The Government in this country is using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

Q6 The Top Researchers in laboratories across this country are using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

Q7 The Top Advertising Company in the country is using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

**TRANSPARENT CONTEXT**

Q235 You will be presented with five scenarios in which a psychological method is used, then you will be presented with some follow up questions that we would like you to answer after reading about  each psychological method.

Q29 [SMOKING] Recommended Psychological Method: Design cigarette packaging so that it incorporates graphic pictures of damaged lungs and warnings such as ‘Smoking seriously harms you and others around you”, “Smoking harms your unborn baby'.

Q30 Argument for it to work: By highlighting the negative physical and moral issues concerning smoking, the negative experiences will become more obviously associated with smoking, and this will encourage smokers to reduce or even stop smoking.

Q31 Argument for it NOT to work: By highlighting the negative physical and moral issues concerning smoking, smokers will feel more defensive of their smoking habit, and as a result, smokers will end up smoking more, meaning that the method will lead to increases in smoking.

Q259 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q260 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q261 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q262 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q269 If you randomly pull out 100 people from the population who wants to reduce/quit smoking, how many of them do you think would actually want to reduce/quit smoking? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q270 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q271 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q272 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q273 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q274 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q275 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q276 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q277 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q263 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q264 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q265 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q266 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q267 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q268 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q32 [FOOD & NUTRITION]   Recommended Psychological Method: Design packaging on food so that the front label includes nutritional information, by using a simple traffic light system (red, amber, green) to indicate how much saturated fat, salt and sugar, and calories are in food products.

Q33 Argument for it to work: By making it easier for people to interpret the nutritional content of food items through a traffic-light labelling system, people will be more aware of which foods are healthier than others, and in turn adopt/maintain a healthier diet.

Q34 Argument for it NOT to work: ​By making it easier for people to interpret the nutritional content of food items, people change their eating habit and as a result consume more food to compensate for eating healthily, meaning that this method increases people’s overall daily calorie intake.

Q297 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q298 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q299 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q300 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q307 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q308 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q309 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q310 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q311 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q312 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q313 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q314 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q315 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q301 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q302 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q303 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q304 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q305 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q306 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q35 [ALCOHOL]   Recommended Psychological Method: Design signage in pubs and restaurants so that they include messages such as the following: “men and women are advised not to regularly drink more than 14 units a week” and “spread your drinking over three days or more if you drink as much as 14 units a week”.

Q36 Argument for it to work: By informing people about the actual appropriate amount of alcohol consumption that is reasonable to be consumed in a typical week, because people will be more aware of exceeding the limit and this should in turn reduce alcohol overconsumption.

Q37 Argument for it NOT to work: ​By informing people about the actual appropriate amount of alcohol consumption that is reasonable to be consumed in a typical week, those who drink lightly will consume more alcohol as they believe it is safe to drink 14 units a week, meaning that this method will increase overall alcohol consumption.

Q316 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q317 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q318 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q319 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q326 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q327 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q328 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q329 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q330 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q331 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q332 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q333 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q334 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q320 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q321 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q322 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q323 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q324 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q325 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q38 [EXERCISE]   Recommended Psychological Method: Design stairwells with ‘point-of-choice’ signage that displays messages about the health advantages of taking the stairs, such as ‘Stair climbing burns more calories per minute than tennis’, ‘7 minutes of stair climbing per day protects your heart’, etc.

Q39 Argument for it to work: By presenting messages at strategic positions, people will be encouraged to use stairs instead of lifts or escalators/elevators, and this in turn will encourage people to value being more active and in turn, exercise more in general.

Q40 Argument for it NOT to work: By presenting messages at strategic positions, people will avoid the stairs and hence the messages for the reason that they don’t want to feel guilty about not exercising enough, meaning that this method will lead people to being less active.

Q335 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q336 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q337 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q338 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q345 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q346 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q347 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q348 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q349 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q350 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q351 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q352 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q353 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q339 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q340 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q341 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q342 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q343 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q344 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q41 [FINANCE] Recommended Psychological Method: Design investment schemes in such a way so that customers can evaluate the associated riskiness of each product based on a traffic light system; red indicates highly risky, green indicates low risk.

Q42 Argument for it to work: By making it easier for people to interpret the riskiness of an investment scheme through a traffic-light labelling system, people will be more aware of which financial products are riskier than others, and in turn help them make a better financial decision.

Q43 Argument for it NOT to work: By making it easier for people to interpret the riskiness of an investment scheme through the traffic-light labelling system, the method highlights the potential financial gains through risky choices, meaning that it will lead people to taking more gambles with their money and be worse off in the long run.

Q354 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q355 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q356 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q357 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q364 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q365 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q366 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q367 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q368 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q369 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q370 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q371 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q372 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q358 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q359 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q360 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q361 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q362 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q363 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

**NON-TRANSPARENT CONTEXT**

Q237 You will be presented with five scenarios in which a psychological method is used, then you will be presented with some follow up questions that we would like you to answer after reading about each psychological method.

Q44 [SMOKING]   Recommended Psychological Method: Increasing the length of the filter by 10mm and at the same time reduce the length of the cigarette to 60mm.

Q45 Argument for it to work: If a standard cigarette is 70mm then cutting back on the harmful chemicals and replacing it with more filter would seem as if the size of cigarette haven’t changed but the amount of harmful chemical is reduced. By reducing nicotine content adequately, this method helps smokers gradually adapt to lower nicotine levels, and this will encourage smokers to reduce or even stop smoking.

Q46 Argument for it NOT to work: ​By reducing the length of the cigarette and cutting back on nicotine content, people will change their smoking habit and as a result smoke more to compensate for the shorter cigarette, meaning that this method will lead to people increasing their consumption of cigarettes.

Q278 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q279 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q280 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q281 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q288 If you randomly pull out 100 people from the population who wants to reduce/quit smoking, how many of them do you think would actually want to reduce/quit smoking? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q289 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q290 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q291 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q292 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q293 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q294 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q295 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q296 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q282 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q283 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q284 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q285 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q286 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q287 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q47 [FOOD & NUTRITION]   Recommended Psychological Method: Design the size of plates so that the quantity of food on them is adjusted. Large plates and bowls can make servings of food appear smaller, whereas smaller plates can lead people to misjudge that very same quantity of food as being significantly larger.

Q48 Argument for it to work: By making the plates smaller, people would be better able to adjust the amount of food they put on their plate, and avoid overconsumption of food, and in turn adopt/maintain a healthier diet.

Q49 Argument for it NOT to work: By making the plates smaller, people change their eating pattern and as a result consume more food to compensate for the smaller plate, meaning that this method will lead to increases in peoples overall daily calorie intake.

Q373 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q374 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q375 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q376 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q383 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q384 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q385 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q386 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q387 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q388 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q389 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q390 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q391 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q377 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q378 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q379 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q380 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q381 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q382 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q50 [ALCOHOL]   Recommended Psychological Method: Design the glassware used in pubs and restaurants in such a way so that straight glasses are used, because relative to curvy glasses, it is easier to judge and pace the amount of alcohol consumed.

Q51 Argument for it to work: By changing the containers that are used to serve alcohol, this will reduce the actual amount of alcohol consumed at any one sitting, and this should in turn reduce alcohol overconsumption.

Q52 Argument for it NOT to work: ​By changing the shape of the containers that are used to serve alcohol, people change their drinking habit and as a result consume more alcohol to compensate for the smaller container, meaning that this method will increase people’s overall alcohol consumption.

Q392 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q393 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q394 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q395 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q402 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q403 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q404 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q405 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q406 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q407 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q408 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q409 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q410 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q396 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q397 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q398 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q399 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q400 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q401 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q53 [EXERCISE] Recommended Psychological Method: Design stairwells by hanging artworks. Pictures are changed periodically to keep stair users interested to prolong effectiveness.

Q54 Argument for it to work: By presenting artworks along the stairwell this is more likely to encourage people to use stairs instead of lifts or escalators/elevators, and this in turn will encourage people to value being more active and in turn, exercise more in general.

Q55 Argument for it NOT to work: ​The artwork along the stairwell is not changed regularly enough, and people get bored looking at it, and so to avoid looking at it most people end up taking the lift to avoid it, and in turn overall get less exercise.

Q411 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q412 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q413 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q414 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q421 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q422 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q423 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q424 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q425 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q426 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q427 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q428 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q429 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q415 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q416 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q417 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q418 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q419 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q420 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q56 [FINANCE]   Recommended Psychological Method: Design investment schemes with an automatic enrolment system so Bank/Building Society will decide on an individual’s behalf exactly how the money will be allocated to investment schemes. Although if the individual didn’t want it, they could opt-out of the scheme, this would involve filling in relevant paperwork.

Q57 Argument for it to work: Because people find it difficult to think about their future financial status, so making the investment schemes a default would encourage people to invest their savings, and in turn help them make a better financial decision.

Q58 Argument for it NOT to work: The default investment scheme doesn’t take into account the fact that people have different needs because their lifestyles are different, and as a result the scheme means that in the long run, overall people will end up saving less.

Q430 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q431 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q432 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q433 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q440 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q441 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q442 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q443 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q444 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q445 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q446 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q447 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q448 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q434 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q435 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q436 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q437 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q438 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q439 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q28 Please indicate by selecting from the options presented below, the context(s) that you think SHOULD NOT involve psychological methods designed to change people’s behaviour

* Food & Nutrition decisions concerning food, drink and nutritional intake (1)
* Smoking decisions to quit smoking (2)
* Alcohol decisions to reduce drinking (3)
* Exercise decisions to increase levels of physical activity (4)
* Financial decisions concerning investment (5)
* Financial decisions concerning savings (6)
* NONE of five contexts should have psychological methods used to influence decision-making behaviour (7)
* I cannot decide (8)

**DEMOGRAPHIC**

Q59 Age

Q60 Gender

* Male (1)
* Female (2)

Q61 Educational Levels

* Level 4 - High School (1)
* Level 5 - Diploma/Foundation Degrees (2)
* Level 6 - Bachelors Degree (3)
* Level 7 - Masters Degree (4)
* Level 8 - Doctoral Degree (5)
* Others (6)

Q62 Political Affiliation

* Left (1)
* Right (2)
* Centre-left (3)
* Centre-right (4)
* Centre (5)
* None (6)
* Prefer Not Say (7)
* Unsure (8)
* Others (9)

Q63 Religion

Q64 Are you a smoker?

* Yes (1)
* No (2)
* Rather not say (3)

Q65 To what extent do you value your health and wellbeing (i.e. the state of being comfortable, healthy, or happy)?

\_\_\_\_\_\_ Slide to Indicate (1)

Q66  To what extent do you make health your main goal in life?

\_\_\_\_\_\_ Slide to Indicate (1)

Q67 How much do you think life is there for enjoying?

\_\_\_\_\_\_ Slide to Indicate (1)

Q68 To what extent do you think health is important because it makes your life better?

\_\_\_\_\_\_ Slide to Indicate (1)

Q69  To what extent do you think it is important to stay healthy to be able to look after your loved ones?

\_\_\_\_\_\_ Slide to Indicate (1)

**Experiment 3**

Q1     Informed Consent Form                           \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_                                                     Attitude towards Behaviour Change                                        This study we are going to ask you a number of questions on the subject of the use of psychological methods to change people’s behavior. If you agree to take part in this research, you will be asked to make decisions in various behaviour change situations, and to answer some demographic questions. Your participation in this study will take about 15 minutes.  Your participation in this research is confidential. In the event of publication of this research, no personally identifying information will be disclosed. Further, your participation is voluntary.  Finally, this study involves minimal risks: that is, no risks to your physical or mental health beyond those encountered in the normal course of every day life.  By agreeing below, you are verifying the following:    I agree to participate in a scientific investigation of information use in decision-making. I understand the above information. I understand and agree to the conditions of this study as described. I understand that my participation in this research is voluntary and that I may withdraw from this study at any time by notifying the person in charge. Finally I certify that I am at least 18 years of age and that to the best of my knowledge I have no physical or mental illness that would increase the risk to me of participation in this study.

* Agree (1)
* Disagree (2)

If Disagree Is Selected, Then Skip To End of Survey

Q2 Please enter your Prolific ID

If Please enter your Prolific ID Is Empty, Then Skip To End of Survey

Q4 Behaviour plays an important role in people’s health and wellbeing. There’s evidence to show that these behaviours are deeply embedded in people's social, economic and environmental context. Recently, psychological methods have been used in many day-to-day situations (canteens, supermarkets, doctors waiting rooms, leisure centres, high street banks) to bring about behavior change (e.g., quit smoking, eat healthily, reduce alcohol consumption, increase physical activity, etc.).   Typical psychological methods involve changing the type of information we use to base our decisions. This can be done by presenting the order of information in certain ways, highlighting certain information to make it more distinctive, and even simplifying the information itself to get the message across more directly. All of these methods are designed to help guide people to make better decision for their own health and wellbeing.

Q5 The Government in this country is using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

Q6 The Top Researchers in laboratories across this country are using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

Q7 The Top Advertising Company in the country is using psychological research to help develop a set of simple methods that adjust the way information is presented, so that it can help people to make better decisions. The reason for using psychological methods is to help improve people’s behavior, because in many day-to-day contexts people may not make a decision that is best for their own health, wellbeing, and their happiness.

**TRANSPARENT CONTEXT**

Q235 You will be presented with five scenarios in which a psychological method is used, then you will be presented with some follow up questions that we would like you to answer after reading about  each psychological method.

Q29 [SMOKING] Recommended Psychological Method: Design cigarette packaging so that it incorporates graphic pictures of damaged lungs and warnings such as ‘Smoking seriously harms you and others around you”, “Smoking harms your unborn baby'.

Q31 Argument for it NOT to work: By highlighting the negative physical and moral issues concerning smoking, smokers will feel more defensive of their smoking habit, and as a result, smokers will end up smoking more, meaning that the method will lead to increases in smoking.

Q259 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q260 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q261 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q262 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q269 If you randomly pull out 100 people from the population who wants to reduce/quit smoking, how many of them do you think would actually want to reduce/quit smoking? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q270 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q271 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q272 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q273 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q274 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q275 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q276 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q277 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q263 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q264 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q265 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q266 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q267 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q268 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q32 [FOOD & NUTRITION]   Recommended Psychological Method: Design packaging on food so that the front label includes nutritional information, by using a simple traffic light system (red, amber, green) to indicate how much saturated fat, salt and sugar, and calories are in food products.

Q34 Argument for it NOT to work: ​By making it easier for people to interpret the nutritional content of food items, people change their eating habit and as a result consume more food to compensate for eating healthily, meaning that this method increases people’s overall daily calorie intake.

Q297 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q298 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q299 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q300 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q307 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q308 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q310 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q311 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q312 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q313 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Q309 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q314 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q315 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q301 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q302 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q303 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q304 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q305 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q306 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q35 [ALCOHOL]   Recommended Psychological Method: Design signage in pubs and restaurants so that they include messages such as the following: “men and women are advised not to regularly drink more than 14 units a week” and “spread your drinking over three days or more if you drink as much as 14 units a week”.

Q37 Argument for it NOT to work: ​By informing people about the actual appropriate amount of alcohol consumption that is reasonable to be consumed in a typical week, those who drink lightly will consume more alcohol as they believe it is safe to drink 14 units a week, meaning that this method will increase overall alcohol consumption.

Q316 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q317 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q318 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q319 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q326 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q327 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q329 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q330 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q328 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q331 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q332 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q333 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q334 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q320 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q321 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q322 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q323 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q324 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q325 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q38 [EXERCISE]   Recommended Psychological Method: Design stairwells with ‘point-of-choice’ signage that displays messages about the health advantages of taking the stairs, such as ‘Stair climbing burns more calories per minute than tennis’, ‘7 minutes of stair climbing per day protects your heart’, etc.

Q40 Argument for it NOT to work: By presenting messages at strategic positions, people will avoid the stairs and hence the messages for the reason that they don’t want to feel guilty about not exercising enough, meaning that this method will lead people to being less active.

Q335 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q336 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q337 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q338 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q347 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q345 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q346 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q348 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q349 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q350 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q351 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q352 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q353 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q339 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q340 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q341 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q342 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q343 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q344 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q41 [FINANCE] Recommended Psychological Method: Design investment schemes in such a way so that customers can evaluate the associated riskiness of each product based on a traffic light system; red indicates highly risky, green indicates low risk.

Q43 Argument for it NOT to work: By making it easier for people to interpret the riskiness of an investment scheme through the traffic-light labelling system, the method highlights the potential financial gains through risky choices, meaning that it will lead people to taking more gambles with their money and be worse off in the long run.

Q354 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q355 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q356 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q357 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q364 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q365 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q367 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q368 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q369 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q370 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q371 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q372 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Q366 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q358 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q359 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q360 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q361 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q362 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q363 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

**NON-TRANSPARENT CONTEXT**

Q237 You will be presented with five scenarios in which a psychological method is used, then you will be presented with some follow up questions that we would like you to answer after reading about each psychological method.

Q44 [SMOKING]   Recommended Psychological Method: Increasing the length of the filter by 10mm and at the same time reduce the length of the cigarette to 60mm.

Q46 Argument for it NOT to work: ​By reducing the length of the cigarette and cutting back on nicotine content, people will change their smoking habit and as a result smoke more to compensate for the shorter cigarette, meaning that this method will lead to people increasing their consumption of cigarettes.

Q278 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q279 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q280 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q281 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q288 If you randomly pull out 100 people from the population who wants to reduce/quit smoking, how many of them do you think would actually want to reduce/quit smoking? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q289 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q291 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q292 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q293 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q294 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Q290 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q295 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q296 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q282 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q283 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q284 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q285 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q286 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q287 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q47 [FOOD & NUTRITION]   Recommended Psychological Method: Design the size of plates so that the quantity of food on them is adjusted. Large plates and bowls can make servings of food appear smaller, whereas smaller plates can lead people to misjudge that very same quantity of food as being significantly larger.

Q49 Argument for it NOT to work: By making the plates smaller, people change their eating pattern and as a result consume more food to compensate for the smaller plate, meaning that this method will lead to increases in peoples overall daily calorie intake.

Q373 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q374 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q375 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q376 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q383 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q384 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q386 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q387 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q388 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q389 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Q385 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q390 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q391 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q377 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q378 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q379 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q380 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q381 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q382 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q50 [ALCOHOL]   Recommended Psychological Method: Design the glassware used in pubs and restaurants in such a way so that straight glasses are used, because relative to curvy glasses, it is easier to judge and pace the amount of alcohol consumed.

Q52 Argument for it NOT to work: ​By changing the shape of the containers that are used to serve alcohol, people change their drinking habit and as a result consume more alcohol to compensate for the smaller container, meaning that this method will increase people’s overall alcohol consumption.

Q392 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q393 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q394 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q395 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q402 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q403 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q405 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q235 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q406 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q407 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q408 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q409 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q410 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q396 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q397 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q398 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q399 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q400 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q401 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q53 [EXERCISE] Recommended Psychological Method: Design stairwells by hanging artworks. Pictures are changed periodically to keep stair users interested to prolong effectiveness.

Q55 Argument for it NOT to work: ​The artwork along the stairwell is not changed regularly enough, and people get bored looking at it, and so to avoid looking at it most people end up taking the lift to avoid it, and in turn overall get less exercise.

Q411 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q412 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q423 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q413 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q414 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q421 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q422 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q424 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q425 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q426 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q427 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q428 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
* Influencing people’s behaviour by using this psychological method is a form of mind control. (2)
* It is unacceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels wrong. (4)
* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q429 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
* Influencing people by using this psychological method is common practice so there is no reason for there to be a problem. (2)
* It is acceptable to motivate people’s behaviour through means by which they are unaware of, especially if it is more likely for the method to work that way. (3)
* I don’t have a clear reason, it just feels right. (4)
* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q415 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q416 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q417 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q418 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q419 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q420 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q56 [FINANCE]   Recommended Psychological Method: Design investment schemes with an automatic enrolment system so Bank/Building Society will decide on an individual’s behalf exactly how the money will be allocated to investment schemes. Although if the individual didn’t want it, they could opt-out of the scheme, this would involve filling in relevant paperwork.

Q58 Argument for it NOT to work: The default investment scheme doesn’t take into account the fact that people have different needs because their lifestyles are different, and as a result the scheme means that in the long run, overall people will end up saving less.

Q430 There are two types of psychological methods: Transparent and Non-transparent.   A transparent psychological method works in such a way that anyone can easily identify the actual psychological method used to change their behavour, as well as easily identify how their behavior is changed by it.   A non-transparent psychological method works in such a way that no one can identify the actual psychological method used to change their behaviour, and no one can identify how their behavior is changed by it.

Q431 To what extent is it easy for you to identify the actual psychological method used to change your behaviour?  Please indicate your answer on the slider between [I cannot easily identify the psychological method used to change my behaviour0– I can easily identify the psychological method used to change my behaviour100]

\_\_\_\_\_\_ Slide to indicate (1)

Q432 To what extent is it easy for you to identify HOW your behaviour is going to be changed by the psychological method? Please indicate your answer on the slider between [I cannot easily identify HOW my behaviour is changed by the psychological method0 – I can easily identify HOW my behaviour is changed by the psychological method100]

\_\_\_\_\_\_ Slide to indicate (1)

Q433 Is the psychological method described above transparent or non-transparent?

* Transparent (1)
* Non-transparent (2)

Q440 If you randomly pull out 100 people from the population, how many of them do you think would actually want to have their behaviour changed in this context? Please indicate on a scale from 0-100.

\_\_\_\_\_\_ Slide to indicate (1)

Q441 To what extent do you want to change your behaviour through the psychological method in this particular situation? Please indicate your answer on a scale between [Not at all1 / Very Much9]

\_\_\_\_\_\_ Slide to indicate (1)

Q442 This is an attention checker, to avoid being rejected, please slide to 7.

\_\_\_\_\_\_ Slide to indicate (1)

Q443 Based on the psychological method used in this particular situation, to what extent do you think it would lead to positive changes in behaviour IN THE POPULATION?

\_\_\_\_\_\_ Slide to indicate (1)

Q444 To what extent do you think the psychological method described above would positively change YOUR behaviour?  Please indicate your answer on a scale between [Much less likely1 / Much more likely9]

\_\_\_\_\_\_ Slide to indicate (1)

Q445 To what extent do you think it is acceptable to use the psychological method described in this context to change your behaviour? Please indicate your answer on a scale between [Unacceptable1 / Acceptable9]

\_\_\_\_\_\_ Slide to indicate (1)

Q446 Do you think there are ethical issues concerning this psychological method?

* Yes (1)
* No (2)

Answer If Do you think there are ethical issues concerning this psychological method?  Yes Is Selected

Q447 Select from the following reasons which is/are closest to your views on the use of psychological methods as UNETHICAL:

* People have a right to choose what they want to do in their lives and this area of their life shouldn’t be interfered with. (1)
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* Even if there is evidence that this psychological method improves people’s behaviour, that is no reason to suggest that it should be used (5)

Answer If Do you think there are ethical issues concerning this psychological method?  No Is Selected

Q448 Select from the following reasons which is/are closest to your views on the use of psychological methods as ETHICAL:

* People need help in making the right decisions sometimes, and it seems reasonable to have an authority help improve people’s decision-making in this area (1)
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* If there is evidence that the psychological method improves people’s behaviour, then there is nothing wrong with using it for good purposes (5)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q434 Given that Government plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q435 Given that Researchers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q436 Given that Advertisers plan to implement this psychological method, to what extent do you trust that they have your best interest in mind?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Government in this country is using psychological research to help develop a set of simple me... Is Displayed

Q437 To what extent do you actually follow the advice from messages promoted through the Government?

\_\_\_\_\_\_ Slide to Indicate (1)

Answer If The Top Advertising Company in the country is using psychological research to help develop a set... Is Displayed

Q438 To what extent do you actually follow the advice from messages promoted through the Advertisers?

\_\_\_\_\_\_ Slide to indicate (1)

Answer If The Top Researchers in laboratories across this country are using psychological research to help... Is Displayed

Q439 To what extent do you actually follow the advice from messages promoted through the Researchers?

\_\_\_\_\_\_ Slide to Indicate (1)

Q28 Please indicate by selecting from the options presented below, the context(s) that you think SHOULD NOT involve psychological methods designed to change people’s behaviour

* Food & Nutrition decisions concerning food, drink and nutritional intake (1)
* Smoking decisions to quit smoking (2)
* Alcohol decisions to reduce drinking (3)
* Exercise decisions to increase levels of physical activity (4)
* Financial decisions concerning investment (5)
* Financial decisions concerning savings (6)
* NONE of five contexts should have psychological methods used to influence decision-making behaviour (7)
* I cannot decide (8)

**DEMOGRAPHIC**

Q59 Age

Q60 Gender

* Male (1)
* Female (2)

Q61 Educational Levels

* Level 4 - High School (1)
* Level 5 - Diploma/Foundation Degrees (2)
* Level 6 - Bachelors Degree (3)
* Level 7 - Masters Degree (4)
* Level 8 - Doctoral Degree (5)
* Others (6)

Q62 Political Affiliation

* Left (1)
* Right (2)
* Centre-left (3)
* Centre-right (4)
* Centre (5)
* None (6)
* Prefer Not Say (7)
* Unsure (8)

Q63 Religion

Q64 Are you a smoker?

* Yes (1)
* No (2)
* Rather not say (3)

Q65 To what extent do you value your health and wellbeing (i.e. the state of being comfortable, healthy, or happy)?

\_\_\_\_\_\_ Slide to Indicate (1)

Q66  To what extent do you make health your main goal in life?

\_\_\_\_\_\_ Slide to Indicate (1)

Q67 How much do you think life is there for enjoying?

\_\_\_\_\_\_ Slide to Indicate (1)

Q68 To what extent do you think health is important because it makes your life better?

\_\_\_\_\_\_ Slide to Indicate (1)

Q69  To what extent do you think it is important to stay healthy to be able to look after your loved ones?

\_\_\_\_\_\_ Slide to Indicate (1)