CONSENT FORM

ALCOHOL HEALTH WARNING MESSAGES

Please confirm that the following questions to the best of your knowledge by initialling in the boxes provided.

**PLEASE CONFIRM THAT YOU:**

- Are you fluent in English?
- You have drunk over 14 alcohol units in week preceding study sign up
- You drink beer
- Do you consent to the procedures as documented in the information sheet [v.1.0 (28.03.2017)]?

**HAVE YOU:**

- Been given information explaining about the study and had an opportunity to ask questions?
- Had an opportunity to ask questions and discuss this study, and received satisfactory answers to all of the questions you asked?
- Received enough information about the study for you to make a decision about participation?

**DO YOU UNDERSTAND THAT YOU MAY:**

- Withdraw from the study at any time without having to give a reason, and without your medical or legal rights being affected?
- Withdraw your data up to one year after the study or until the data are made open for sharing (whichever comes first) without having to give a reason?

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I hereby fully and freely consent to my participation in this study

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Final consent: Having participated in this study

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Name of Experimenters: Carlos Sillero-Rejon
Title of Experiment: Alcohol health warning messages

Background to the Experiment:
Alcohol abuse causes more than 3.3 million deaths every year, accounting for almost 6% of all death around the world (WHO, 2014).

Health warning labels have been on tobacco products in the UK since 1971, with pictures added to these warnings in 2008. Given that tobacco warnings have been shown to have an effect on consumer behaviour (Hammond, 2011) and communicating risk (Noar et al., 2015), it has been suggested that similar warnings be placed on alcohol products (Eurocare, 2012). Our recent online survey has observed that 77% of alcohol consumers agreed that health warnings should be placed on alcohol containers (Attwood et al., in preparation).

In 2011, alcohol companies in the UK pledged to put warning labels on 80% of alcohol containers as part of the Responsibility. Research by Kersbergen & Field, (2017) using eye-tracking technology demonstrates that consumers pay minimal attention to these voluntary warning labels and they have no impact on drinking behaviour. Furthermore, in an online survey we found that over a quarter of alcohol consumers said they would try and avoid health warnings on alcohol containers and students and harmful drinkers reported even higher levels of avoidance (Attwood et al., In preparation). We have observed similar avoidance of health warnings on tobacco products using eye-tracking technology (Maynard et al., 2014).

In the present eye-tracking study, we will examine defensive and positive reactions to pictorial alcohol health warnings and determine whether these responses can be prevented. Specifically, we explore how health warning content (that is, the health impacts presented), the severity (i.e. moderately severe versus highly severe warnings) and the self-affirmation strategy (enhance one’s self-concept through a value-essay task) impact visual attention to the health warnings, intentions to reduce alcohol consumption, perceived susceptibility to the health risk, perceived effectiveness of the health warnings and self-reported avoidance of and reactance to the warnings. Previous research on tobacco health warnings has reached different conclusions regarding message severity (Kees et al., 2010). Besides, self-affirmation strategy has proven to have positive effects undermining defensive reactions to health messages and enhancing positive reactions with relevant implications to the future behavioral change (Epton et al., 2015). Finally, we expect differences in defensive and positive reactions depending on warning content and message severity.

Further reading:

Lead Researcher: Carlos Sillero-Rejon; School of Experimental Psychology, 12a Priory Road, Bristol, BS8 1TU;
Email: cs16092@bristol.ac.uk

If you have any concerns related to your participation in this study, please direct them to the Faculty of Science Human Research Ethics Committee, via Liam McKervey (Liam.Mckervey@bristol.ac.uk, +44 (0) 117 928 7841).