

Supporting Statement B for

Self-Affirmation Construct Validity (NCI)

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Attachment B – Screenshots

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B. Collection of Information Employing Statistical Methods

The proposed study is formative in nature. Data collection will not make use of statistical sampling methods, but as is common with research on questionnaires that is formative in nature, will rely on a convenience sample obtained through use of an existing, opt-in, Internet-based system. The sample obtained is not to be regarded as representative of the U.S. household population. No statistical point estimates for the U.S. population will be produced, or published, based on this information collection. Analyses will involve examining correlations and interactions among self-affirmation survey condition, risk perceptions, defensiveness against the message, and intentions to reduce alcohol consumption.

B.1 Respondent Universe and Sampling Methods

The proposed study is formative in nature. Therefore, data collection will not make use of statistical sampling methods, but as is common with research on questionnaires that is formative in nature, will rely on a convenience sample obtained through use of an existing, opt-in, Internet-based system named Amazon Mechanical Turk (mTurk; www.mturk.com). The sample obtained is not to be regarded as representative of the U.S. household population: No statistical estimates of U.S. characteristics will be produced as a result of this data collection, as the objective is to assess differences between experimental conditions.

This study is based on a sample design approach dependent on volunteers via the Amazon Mechanical Turk system (mTurk: www.mturk.com). These respondents are known to be similar to the population of internet users, but are not a representative sample of the U.S. population. The respondent universe consists of the over 500,000 members from over 190 countries registered in the mTurk system. Only English-speaking ambulatory U.S. residents will be included in this study because the proposed mechanisms of self-affirmation and questions used to examine these processes may not be valid for non-English-speaking, non-U.S. samples.

B.2 Procedures for the Collection of Information

This study will involve an internet Amazon mTurk sample ($N = 1100$), which is an internet service that allows researchers to gather survey data (mTurk also supports other purposes related to “crowd-sourcing”; (<https://requester.mturk.com/>)). Data collection through mTurk is generally high quality, and the data collection process is quick, likely because participants are motivated to participate because they find the tasks and surveys to be interesting (see selected readings, **Attachment A**), and previously approved studies have successfully used mTurk (0925-0645-06, expiry 12/31/14; 0925-0645-08, expiry 12/31/14). No recruitment materials are required; the survey will be listed on the mTurk website by title (Values Study). Participants will complete a screener, and if they meet inclusion criteria (women who drink more than seven alcoholic drinks per week). It is

anticipated that we will need to screen 10,000 individuals to recruit 1100 who meet eligibility criteria.

Participants will be randomly assigned to one of 11 self-affirmation or no affirmation surveys. These conditions involve either writing a short essay about a general or health value, reading a short paragraph, or answering a short series of questions about a general or health value. All participants will then read a message about alcohol and breast cancer risk and complete follow-up measures (see full study screenshots, **Attachment B**).

Analyses will involve examining correlations and interactions among self-affirmation survey condition, risk perceptions, defensiveness against the message, and intentions to reduce alcohol consumption. We will disseminate our findings to relevant audiences – health psychologists/ public health researchers who capitalize on basic psychological science advances to develop efficacious health communications and interventions, and basic psychological scientists who study self-affirmation and affective experiences.

No statistical point estimates for the U.S. population will be produced, or published, based on this information collection.

B.3 Methods to Maximize Response Rates and Deal with Nonresponse

Given the nature of the non-probability-based method used for this project, a standard survey response rate cannot be computed: According to the American Association for Public Opinion Research (http://www.aapor.org/AAPORKentico/AAPOR_Main/media/MainSiteFiles/StandardDefinitions2011_1.pdf), “For non-probability samples, response rate calculations make little sense, given the broader inferential concerns. Further, for many of these surveys, the denominator is unknown, making the calculation of response rates impossible.” Similarly, because participants will not be selected via a random process, they are not considered respondents in the usual sense, and therefore the concept of nonresponse does not apply.

B.4 Test of Procedures or Methods to be Undertaken

NA

B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

The principle investigator (Rebecca Ferrer) will be collecting and analyzing the collected information.

