

# Survey Screenshot

[All participants]

## Values Study

OMB No.:

Expiry Date:

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0645). Do not return the completed form to this address.

Values Study

Alcohol and Breast Cancer Study

National Cancer Institute

Overview:

Today, you will be asked to participate in two studies; each study is relatively short (adding up to a total of about 30 minutes for both studies), so we have combined them for convenience.

Why is this research being done?

In the first study, Values Study, we are interested in learning about people's beliefs and values. In the second study, Alcohol and Breast Cancer, we are interested in learning about how people respond to information about alcohol and breast cancer.

Who is being asked to take part in these research studies?

We are asking women aged 18 and older to take part in these studies.

What procedures will be performed for research purposes?

If you agree to be in these studies, you will be asked to do the following:

Values Study

1. Write a paragraph or two about a value that is important to you. OR
2. Complete a short questionnaire

Alcohol and Breast Cancer Study

1. Read information about the link between alcohol and breast cancer.
2. Answer questions about the information you read and your beliefs about alcohol and breast cancer.

The total time required to complete both of these studies should be approximately 30 minutes. You will receive \$1 as remuneration for participating in these studies.

What are the benefits and risks to participation?

Participants will help contribute to the body of knowledge in social and health psychology. These studies do not include any medical procedures, and present minimal risk. Risks include any discomfort you may feel while reading about the link between alcohol and breast cancer, or while reporting your alcohol consumption.

Is participation voluntary?

Your participation in these studies is entirely voluntary and you may refuse to complete either study at any point, even after you give consent to participate, or refuse to answer any questions with which you are uncomfortable. If you stop answering questions at any point in the study, your data will not be included in study analyses. However, once you submit your survey, you will not be able to withdraw your data from analyses, as there will be no way to connect your identity with your responses.

Who will know individuals who choose to participate in these research studies?

Your name and other identifying information will not be connected to your results or to your responses on the questionnaires. Information that would make it possible to identify you or any other participant will never be included in any report or publication of results. The data will be accessible only to those working on the projects.

Contacts and Questions:

If you have questions about the Values Study, you may contact Rebecca Ferrer at rebecca.ferrer@nih.gov. If you have questions about the Alcohol and Breast Cancer Study, you may contact William Klein at william.klein@nih.gov.

Statement of Consent:

I have read the above information, and I understand that I am encouraged to contact the researchers listed if I have any que

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## [Participants in Condition 1 Only]

The screenshot shows a web browser window with the address bar displaying "SurveyMonkey Inc. [US] https://www.surveymonkey.com/r/LKZ3P97". The browser's address bar also shows "Values Study Survey" in the tab. The survey content is displayed on a white background with a dark blue header that reads "Values Study". The main text of the survey is as follows:

**In this study we are interested in investigating values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do when dealing with other people.**

**Please look at the list of values below, and check the one that is most important to you.**

- Artistic skills
- Athletics
- Business/ earning money
- Compassion
- Conscientiousness
- Creativity
- Friendliness
- Generosity
- Hedonism (the pursuit of pleasure/happiness)
- Honesty
- Independence
- Intelligence
- Kindness
- Musical ability/appreciation
- Politics
- Relations with friends or family
- Spirituality/Religiousness
- Sense of Humor
- Spontaneity/Living life in the moment
- Trustworthiness

[Participants in Condition 1 Only]


Values Study Survey

SurveyMonkey Inc. [US] https://www.surveymonkey.com/r/LKZ3P97

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**\* Please type a short statement about why this value is important to you. Take a few minutes to think about this value and how this value has influenced your past behaviors or attitudes. Please write about how you use this value in your everyday life – at work, at home, with friends, or in dealing with strangers. If you can, try to recall and write about specific occasions on which this value determined what you did.**

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## [Participants in Condition 2 Only]

Values Study Survey

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### Values Study

In this study we are interested in investigating values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do when dealing with other people.

Please look at the list of values below, and check the one that is most important to you.

- Artistic skills
- Athletics
- Business/earning money
- Compassion
- Conscientiousness
- Creativity
- Friendliness
- Generosity
- Hedonism (the pursuit of pleasure/happiness)
- Honesty
- Independence
- Intelligence
- Kindness
- Musical ability/appreciation
- Politics
- Relations with friends or family
- Spirituality/Religiousness
- Sense of Humor
- Spontaneity/Living life in the moment
- Trustworthiness

## [Participants in Condition 2 Only]

Values Study Survey


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**\* Please type a short statement about why this value is important to someone close to you (a family member, romantic partner, or close friend). Take a few minutes to think about this value and how this value has influenced his or her past behaviors or attitudes. Please write about how he or she uses this value in your everyday life – at work, at home, with friends, or in dealing with strangers. If you can, try to recall and write about specific occasions on which this value determined what he or she did.**

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## [Participants in Condition 3 Only]

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### Values Study

In this study we are interested in investigating values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do when dealing with other people.

Please look at the list of values below, and check the one that is least important to you.

- Artistic skills
- Athletics
- Business/ earning money
- Compassion
- Conscientiousness
- Creativity
- Friendliness
- Generosity
- Hedonism (the pursuit of pleasure/happiness)
- Honesty
- Independence
- Intelligence
- Kindness
- Musical ability/appreciation
- Politics
- Relations with friends or family
- Spirituality/Religiousness
- Sense of Humor
- Spontaneity/Living life in the moment
- Trustworthiness

## [Participants in Condition 3 Only]


Values Study Survey

SurveyMonkey Inc. [US] <https://www.surveymonkey.com/r/LVHQWST>

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**\* Please type a short statement about why this value could be important to another person. Take a few minutes to think about how this value may influence this person's behaviors or attitudes. Please write about how this person may use this value in everyday life – at work, at home, with friends, or in dealing with strangers. Only think about why this value might be important to another person, and not why it is unimportant to you.**

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## [Participants in Condition 4 Only]

Values Study Survey


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### Values Study

**\* Please type a short statement about why your health is important to you. Take a few minutes to think about how the way you value your health has influenced your past health behaviors or attitudes. Please write about how you value your health in your everyday life. If you can, try to recall and write about specific occasions on which the way you value your health determined what you did.**

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[Participants in Condition 5 Only]

Values Study Survey

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### Values Study

**In the past year, have you at any point done something to help another person?**

Yes

No

**If you answered yes, please give an example.**

**In the past year, have you done something that you are proud of?**

Yes

No

**If you answered yes, please give an example.**

[Participants in Condition 5 only]

Values Study Survey

SurveyMonkey Inc. [US] https://www.surveymonkey.com/r/LD8JG85

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**In the past year, has anyone paid you a compliment?**

Yes

No

**If you answered yes, please give an example.**


**Is there an aspect of your personality that you particularly like?**

Yes

No

**If you answered yes, please give an example.**

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[Participants in Condition 6 Only]

Values Study Survey x

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### Values Study

**In the past year, has someone close to you at any point done something to help another person?**

Yes  
 No

**If you answered yes, please give an example.**

**In the past year, has someone close to you done something that you are particularly proud of?**

Yes  
 No

**If you answered yes, please give an example.**

[Participants in Condition 6 Only]

Values Study Survey x

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**In the past year, has anyone paid someone close to you a compliment?**

Yes  
 No


**If you answered yes, please give an example.**

**Is there an aspect of the personality of someone close to you that you particularly like?**

Yes  
 No

**If you answered yes, please give an example.**

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[Participants in Condition 7 Only]

The image shows a browser window displaying a SurveyMonkey survey. The browser's address bar shows the URL <https://www.surveymonkey.com/r/LD8JG85>. The survey title is "Values Study".

The survey content includes two questions, each with a "Yes" or "No" radio button option and a text box for providing an example if the answer is "Yes".

**Values Study**

**In the past year, have you at any point done something to hurt someone's feelings?**

Yes  
 No

**If you answered yes, please give an example.**

**In the past year, have you done something that you wished you had done better?**

Yes  
 No

**If you answered yes, please give an example.**

[Participants in Condition 7 Only]

Values Study Survey

SurveyMonkey Inc. [US] https://www.surveymonkey.com/r/LD8JG85

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**In the past year, has anyone said something critical of you?**

Yes

No

**If you answered yes, please give an example.**

**Is there an aspect of your personality that you wish was different?**


Yes

No

**If you answered yes, please give an example.**

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[Participants in Condition 8 Only]

Values Study Survey

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### Values Study

**Is there an aspect of your personality that you think will help you to live longer?**

Yes

No

**If you answered yes, please give an example.**

**Is there something you are doing right now to maintain your health?**

Yes

No

**If you answered yes, please give an example.**

[Participants in Condition 8 Only]

Values Study Survey x

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**In the past year, have you ever gotten exercise that caused you to break a sweat?**

Yes

No

**If you answered yes, please give an example.**

**In the past year, have you ever found yourself saying "no" when offered an unhealthy food?**


Yes

No

**If you answered yes, please give an example.**

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Windows taskbar icons: File Explorer, Edge, Google Drive, Chrome, Outlook, Spotify, Word



[Participants in Condition 9 Only]

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### Values Study

**Have you ever forgiven another person when they have hurt you?**

Yes

No

**If you answered yes, please give an example.**

**Have you ever been considerate of another person's feelings?**

Yes

No

**If you answered yes, please give an example.**

[Participants in Condition 10 Only]

Values Study Survey

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**Have you ever been generous and selfless to another person?**

Yes

No

If you answered yes, please give an example.

**Have you ever tried not to hurt the feelings of another person?**


Yes

No

If you answered yes, please give an example.

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## [Participants in Condition 10 Only]

Values Study Survey

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### Values Study


Please read the following essay, and then count all instances of the letter "I" that appear in the essay. As you count, please click each instances of "I" with your mouse.

Growing up in the 1970s, I had the furtive sense that there was no turning back, that things were changing irrevocably, both in my own family and in the country around us. That feeling echoes powerfully for me in Rick Moody's second novel (after Garden State), which takes place on Thanksgiving weekend 1973, in the cozily upscale town of New Canaan, Conn., "the most congenial and superficially calm of suburbs."

Notice how, in the book's opening paragraphs, Moody (who's about 40 now) evokes how we lived then by cataloguing what we lacked: "No answering machines. And no call waiting. No Caller I.D. . . . No grand unified theory or Frequent Flyer mileage or fuel injection systems or turbo or premenstrual syndrome or rehabilitation centers. . . . No cloning or genetic engineering or biospheres or full-color photocopying or desktop copying and especially no facsimile transmission. No perestroika. No Tiananmen Square."

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## [Participants in Condition 11 Only]

Values Study Survey

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### Values Study


Please read the following essay, and then count all instances of the letter "t" that appear in the essay. As you count, please click each instances of "t" with your mouse.

Growing up in the 1970s, I had the furtive sense that there was no turning back, that things were changing irrevocably, both in my own family and in the country around us. That feeling echoes powerfully for me in Rick Moody's second novel (after Garden State), which takes place on Thanksgiving weekend 1973, in the cozily upscale town of New Canaan, Conn., "the most congenial and superficially calm of suburbs."

Notice how, in the book's opening paragraphs, Moody (who's about 40 now) evokes how we lived then by cataloguing what we lacked: "No answering machines. And no call waiting. No Caller I.D. . . . No grand unified theory or Frequent Flyer mileage or fuel injection systems or turbo or premenstrual syndrome or rehabilitation centers. . . . No cloning or genetic engineering or biospheres or full-color photocopying or desktop copying and especially no facsimile transmission. No perestroika. No Tiananmen Square."

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[The rest of the study is viewed by all participants]

The screenshot shows a web browser window with the address bar displaying "SurveyMonkey Inc. [US] https://www.surveymonkey.com/r/LD8JG85". The browser's address bar also shows several tabs and bookmarks, including "Amazon.com Shopp...", "Good Books To Rea...", "Facebook", and "Office of Space and ...".

The survey content is displayed in a white box with a dark blue header that reads "Values Study". Below the header, the text reads:

**Alcohol & Breast Cancer**

Drinking a single alcoholic drink a day (e.g., a glass of wine, bottle of beer, or a mixed drink) increases a woman's chance of developing breast cancer, according to a 2008 quantitative review of many studies examining the association of alcohol and breast cancer. Further, a recent 2011 study in the Journal of the American Medical Association found that consumption of 3-6 alcoholic drinks per week carried a 15% increased risk of breast cancer. Dr. Wendy Chen of Brigham and Women's Hospital in Boston, and lead author of this study, stated "There aren't many modifiable risk factors for breast cancer, so it's important to think about this."

**How much alcohol?**

"The recommendation would not be to stop drinking altogether, but to keep it below the range of three to six glasses a week," Chen said. Alcohol may increase the risk of breast cancer by raising the levels of estrogen in the body. Estrogen has a well-established link with breast cancer, with research suggesting estrogen can play a role in both triggering its development and encouraging the growth of tumors.

**Drinking too much could be dangerous**

Considering the potential harmful effects of drinking, including breast cancer, it is advised that those who do drink more than 7 drinks per week should cut down their consumption. Additionally, based on recent evidence, women who drink even 3-6 drinks per week might consider cutting down their consumption. According to the U.S. Department of Health and Human Services, women should not exceed 1 serving per day (12 oz. of beer, 5 oz. of wine, or 1.5 oz. of hard liquor) and should drink no more than 7 servings per week.

At the bottom of the survey content, there are two buttons: "Prev" (disabled) and "Next" (active). Below the buttons, there is a "Powered by" logo for SurveyMonkey, with the text "See how easy it is to create a survey." below it.

### Values Study

On a scale of 1 to 5, how much do you currently feel:

	1 Not at all	2	3	4	5 Extremely
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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### Values Study

On a scale of 1 to 5, how much do you currently feel:

	1 Not at all	2	3	4	5 Extremely
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anxious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Values Study Survey x

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### Values Study

**How worried are you about breast cancer?**

- 1 Not at all worried
- 2
- 3
- 4
- 5 Extremely worried

**How worried are you about your drinking behavior?**

- 1 Not at all worried
- 2
- 3
- 4
- 5 Extremely worried

**How worried are you about developing breast cancer because of your drinking behavior?**

- 1 Not at all worried
- 2
- 3
- 4
- 5 Extremely worried

Values Study Survey x

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**How would you rate your chance of developing breast cancer?**

- 1 Very low
- 2
- 3
- 4
- 5 Very high

**Overall, how do you think your chance of developing breast cancer compares to the average woman your age?**

- 1 Much lower
- 2
- 3 About the same
- 4
- 5 Much higher

**I feel very vulnerable to breast cancer.**

- 1 Strongly disagree
- 2
- 3
- 4
- 5 Strongly agree

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### Values Study

**To what extent do you agree or disagree that there is a strong association between alcohol consumption and breast cancer?**

- 1 Strongly disagree
- 2
- 3
- 4
- 5 Strongly agree

**How important do you think it is that women reduce their alcohol intake in order to avoid breast cancer?**

- 1 Not at all important
- 2
- 3
- 4
- 5 Extremely important

**To what extent do you think that you, personally, should reduce the amount of caffeine you consume?**

- 1 Not at all
- 2
- 3
- 4
- 5 As much as possible

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## Values Study

Suppose that you are relaxing at home this weekend, and there is some alcohol (beer, wine, or liquor) in your cabinet or refrigerator. How willing would you be to do each of the following?

	1 Not at all willing	2	3 Maybe	4	5 Very willing
Drink just one or two drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink several drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppose that you are out with some friends. After several drinks you begin to feel that you may have had enough. Then a friend you haven't talked to for a while starts talking to you and offers to get you another drink. How willing would you be to do each of the following?

	1 Not at all willing	2	3 Maybe	4	5 Very willing
Stay and have just one or two more drinks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay and continue to drink (more than one or two drinks).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## Values Study

**I intend to decrease my alcohol consumption in the next 2 weeks.**

- 1 Strongly disagree
- 2
- 3
- 4
- 5 Strongly agree

**To what extent do you think that you, personally, will actually reduce the amount of alcohol you consume in the next two weeks?**

- 1 Strongly disagree
- 2
- 3
- 4
- 5 Strongly agree

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### Values Study

If you have any interest in altering your alcohol consumption in the next 2 weeks, how will you go about it? Please list below any steps that you think you will take to reduce your alcohol consumption.

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### Values Study

**What conclusion did the article reach regarding the relationship between alcohol intake and breast cancer?**

- 1 No connection
- 2
- 3
- 4
- 5 Strong connection

**To what extent do you think that the conclusion of the article was justified on the basis of existing research findings?**

- 1 Not at all justified
- 2
- 3
- 4
- 5 Extremely justified

**How interested are you in seeking out additional information regarding the link between alcohol and breast cancer?**

- 1 Not at all interested
- 2
- 3
- 4
- 5 Very interested

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Values Study Survey x

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### Values Study

**What conclusion did the article reach regarding the relationship between alcohol intake and breast cancer?**

- 1 No connection
- 2
- 3
- 4
- 5 Strong connection

**To what extent do you think that the conclusion of the article was justified on the basis of existing research findings?**

- 1 Not at all justified
- 2
- 3
- 4
- 5 Extremely justified

**How interested are you in seeking out additional information regarding the link between alcohol and breast cancer?**

- 1 Not at all interested
- 2
- 3
- 4
- 5 Very interested

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## Values Study

This concludes our study. As you might imagine, everyone has theories about why people act the way they do. For this reason, sometimes when we do studies like this we can't tell you every detail about what we are studying because what we tell you could possibly change the way you go about the experiment. For example, if I was studying whether people had sexist attitudes, and I told them so, they might do everything in their power to avoid looking as if they had sexist attitudes. And if we just asked people to imagine how they would react, it is very likely that their responses would not be the same as what would happen in a real situation.

To avoid giving you information that might change your responses to our experiment, we purposely misled you by saying that you were participating in two different studies. In fact, this was one study, not two. This technique, which is commonly used in these types of studies, is intended to prevent you from figuring out what we were doing and changing the way you would naturally respond based on that knowledge. Although it may seem unfair to have misled you like this, our study design was carefully reviewed and approved by our Human Subjects Research Committee (IRB) only after they had concluded that the deception was necessary to answer the scientific question being addressed and that the likelihood of harm to study participants from using this deception was minimal. Now that your participation in the study is complete, we hope that you will understand why it was necessary to use this research method.

In this study, we were in fact interested in how people interpret health messages, but the main hypothesis was a bit more complex than that. We are particularly interested in whether something called "self-affirmation" might have an effect on whether people pay attention to a health message and whether they consider changing their behavior after they read this message. Self-affirmation involves thinking about your values or something that you like about yourself. In past studies, it has been shown that when people are given a health message that they may find threatening – as might be the case here when a

woman who drinks alcohol reads a message that it increases breast cancer risk – they tend to be critical of the message. However, if they are self-affirmed, they are more likely to accept the conclusions of the article. In this study, we are interested examining the effectiveness of several different types of self-affirmation.

Thank you for your time.

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Done