| GROUP   | ID:  | OMB#:<br>Expiration: | GROUP  | PID:                              | OMB#:<br>Expiration:                              |
|---------|--|----------------------|--------|-----------------------------------|---|
| PARTICI | PANT ID:   |                      | PARTIC | IPANT ID:                         |   |
| 1       | Which message was mos                                | t relatable?         | 0      | Which message                     | was most relatable?                               |
|         | Write at least one reason w                          | hy:                  |        | Write at least one                | reason why:                                       |
|         |  |                      |        |                                   |   |
| 2       | Which message would ma<br>while scrolling through so |                      | 2      |                                   | would make you pause<br>hrough social media?      |
|         | Write at least one reason w                          | hy:                  |        | Write at least one                | reason why:                                       |
|         |  |                      |        |                                   |   |
|         | Which message would me<br>twice about drinking too i |                      | 8      | Which message<br>twice about drin | would most make you think<br>king too much?       |
|         | Write at least one reason w                          | hy:                  |        | Write at least one                | reason why:                                       |
|         |  |                      |        |                                   |   |
|         | Which message would yo share with a family memb      |                      | 4      |                                   | would you be most likely to ily member or friend? |
|         | Write at least one reason w                          | hy:                  |        | Write at least one                | reason why:                                       |
|         |  |                      |        |                                   |   |
|         |  |                      |        |                                   |   |