

Figure S2: Study 2 materials: Examples of gain-framed messages with embedded autonomy or heteronomy primes.

<i>Gain-framed, embedded autonomy message</i>	<i>Gain framed, embedded heteronomy message</i>
<p>Choosing to avoid eating high calorie snacks Snack foods such as cakes, biscuits, chocolate, crisps, ice-cream and pastries are high in saturated fat and added sugar. It is up to you whether you choose to avoid eating high calorie snacks. However, evidence suggests that people who opt to avoid eating high calorie snacks, compared to those that do not, are at lower risk of many serious life-threatening diseases. For example, research shows that if you decide to AVOID eating high calorie snacks, you can LOWER YOUR RISK of:</p> <ul style="list-style-type: none"> • Heart Disease and Stroke • High blood pressure • High cholesterol • Type 2 Diabetes • Cancers (e.g., bowel cancer) <p>If you elect to AVOID eating high calorie snacks You can also GAIN POTENTIAL HEALTH BENEFITS, for example:</p> <ul style="list-style-type: none"> • Healthy looking skin and hair • Healthy weight • Increased energy and vitality • Improved physical stamina • Improved concentration on mental tasks <p>The choice to avoid eating high calorie snacks is yours!</p>	<p>Requirement to avoid eating high calorie snacks Snack foods such as cakes, biscuits, chocolate, crisps, ice-cream and pastries are high in saturated fat and added sugar. It is essential that you should avoid eating high calorie snacks. Furthermore, evidence confirms that people who avoid eating high calorie snacks, compared to those that do not, are at lower risk of many serious life-threatening diseases. For example, research shows that if you make yourself AVOID eating high calorie snacks, you can LOWER YOUR RISK of:</p> <ul style="list-style-type: none"> • Heart Disease and Stroke • High blood pressure • High cholesterol • Type 2 Diabetes • Cancers (e.g., bowel cancer) <p>If you force yourself to AVOID eating high calorie snacks you can also GAIN POTENTIAL HEALTH BENEFITS, such as:</p> <ul style="list-style-type: none"> • Healthy looking skin and hair • Healthy weight • Increased energy and vitality • Improved physical stamina • Improved concentration on mental tasks <p>Avoiding eating high calorie snacks is a must!</p>