Figure S2: Study 2 materials: Examples of gain-framed messages with embedded

autonomy or heteronomy primes.

Gain-framed, embedded autonomy message	Gain framed, embedded heteronomy message
Choosing to avoid eating high calorie	Requirement to avoid eating high calorie
snacks	snacks
Snack foods such as cakes, biscuits,	Snack foods such as cakes, biscuits, chocolate,
chocolate, crisps, ice-cream and pastries are	crisps, ice-cream and pastries are high in
high in saturated fat and added sugar.	saturated fat and added sugar.
It is up to you whether you choose to avoid	It is essential that you should avoid eating
eating high calorie snacks. However,	high calorie snacks. Furthermore, evidence
evidence suggests that people who opt to	confirms that people who avoid eating high
avoid eating high calorie snacks, compared	calorie snacks, compared to those that do not,
to those that do not, are at lower risk of	are at lower risk of many serious life-
many serious life-threatening diseases.	threatening diseases.
For example, research shows that if you	For example, research shows that if you make
decide to AVOID eating high calorie	yourself AVOID eating high calorie snacks,
snacks, you can LOWER YOUR RISK of:	you can LOWER YOUR RISK of:
Heart Disease and Stroke	Heart Disease and Stroke
• High blood pressure	High blood pressure
• High cholesterol	• High cholesterol
• Type 2 Diabetes	• Type 2 Diabetes
• Cancers (e.g., bowel cancer)	• Cancers (e.g., bowel cancer)
If you elect to AVOID eating high calorie	If you force yourself to AVOID eating high
snacks You can also GAIN POTENTIAL	calorie snacks you can also GAIN
HEALTH BENEFITS , for example:	POTENTIAL HEALTH BENEFITS, such
• Healthy looking skin and hair	as:
• Healthy weight	Healthy looking skin and hair
• Increased energy and vitality	• Healthy weight
• Improved physical stamina	• Increased energy and vitality
• Improved concentration on mental tasks	• Improved physical stamina
The choice to avoid eating high calorie	• Improved concentration on mental tasks
snacks is yours!	Avoiding eating high calorie snacks is a
	must!