

Supplemental Table 2. Sample sizes, primary outcome, secondary outcomes, and discriminant items by letter condition for Experiments 1-3

Variables	Experiment 1 Liberal arts university			Experiment 2 Community college			Experiment 3 Mechanical Turk		
	Infographic letter	Control letter	Difference*	Infographic letter	Control letter	Difference	Infographic letter	Control letter	Difference
	Estimate (95% CI)	Estimate (95% CI)	Difference* (95% CI)	Estimate (95% CI)	Estimate (95% CI)	Difference (95% CI)	Estimate (95% CI)	Estimate (95% CI)	Difference (95% CI)
Sample size	42	35		204	202		177	174	
Primary outcome									
Knowledge, correctly answered question, %	90.5% (77.4-97.3)	74.3% (56.7-87.5)	16.2% (-6.5-37.7)	63.2% (56.2-69.9)	48.5% (41.4-55.6)	14.7% (4.8-24.2)	88.7% (83.1-93.0)	66.7% (59.1-73.6)	22.0% (11.7-32.2)
Secondary outcomes[†]									
Transparency of organization, mean	3.8 (3.5-4.1)	2.9 (2.5-3.3)	0.8 (0.4-1.3)	3.7 (3.6-3.9)	3.2 (3.0-3.3)	0.6 (0.4-0.8)	4.6 (4.5-4.7)	3.6 (3.5-3.8)	0.9 (0.7-1.1)
Value of retention, mean ^{††}	3.8 (3.5-4.1)	3.3 (2.9-3.6)	0.5 (0.1-1.0)	3.9 (3.8-4.1)	3.7 (3.6-3.9)	0.2 (0.0-0.4)	4.7 (4.6-4.8)	4.3 (4.2-4.5)	0.4 (0.2-0.6)
Trust of organization, mean	3.2 (2.9-3.5)	2.3 (2.0-2.5)	0.9 (0.5-1.3)	2.9 (2.8-3.1)	2.7 (2.6-2.9)	0.2 (0.0-0.4)	4.1 (4.0-4.2)	3.7 (3.5-3.8)	0.4 (0.3-0.6)
Discriminant items[†]									
Value of study outcome, mean ^{†††}	4.2 (4.0-4.4)	4.1 (3.8-4.3)	0.2 (-0.2-0.5)	4.2 (4.0-4.3)	4.2 (4.0-4.3)	0.0 (-0.2-0.2)	4.2 (4.0-4.3)	4.2 (4.0-4.3)	0.0 (-0.2-0.2)
Keep commitments, mean	3.9 (3.6-4.2)	4.1 (3.8-4.3)	-0.2 (-0.5-0.2)	4.2 (4.1-4.3)	4.2 (4.1-4.4)	-0.1 (-0.2-0.1)	4.5 (4.4-4.6)	4.3 (4.2-4.4)	0.1 (0.0-0.3)

*Absolute differences in percentages (or absolute differences in means) between the two letter conditions. Cohen's d effect sizes were almost identical to the absolute difference in means for each of the continuous secondary outcomes and discriminant items across all three samples given the pooled standard deviations of the differences ranged from 0.7-1.1.

[†]Secondary outcomes and discriminant items were assessed with 5-point scales scored 1-5 with the following response options (Not at all, A little bit, Moderately, Quite a bit, Extremely).

^{††}Value of retention: It is important to me that I complete the survey at the end of the program, whether or not I eat more fruits & vegetables.

^{†††}Value of study outcome: It is important to me that I eat more fruits & vegetables.

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