

CHAPTER 9. APPENDIX

Here I present the stimulus I used for my studies.

9.1. Study 2a Stimuli

9.1.1 Posts on Timeline

9.1.1.1 Message on Why-focused design

Taylor thinks 7 Day Healthy Eating Challenge **great** to do because *“I want to cleanse myself. I was stressful recently and my diet has been terrible.”* Why does it matter? *“Cleansing myself will make me stronger and healthier. I will feel better about myself”*. Why does it matter? *“Feeling good about yourself makes you to be confident in work and life”* Why does it matter? *“Confidence brings you success and happiness in your life. I want it so bad!! Keep your goal in mind!”*

9.1.1.2 Message on How-focused design

Taylor thinks 7 Day Healthy Eating Challenge **easy** to do because *“It is only 7 days to do by myself.”* How can it be done? *“For a week, I just focus on real foods rather than processed ones. That’s the way to eat healthy.”* How can it be done? *“I will buy the whole foods like fruits, vegetables, eggs, or nuts, and eat them following the clean eating recipes.”* How can it be done? *“Before grocery shopping, I will make a meal plan for a week. In the shop, I will start from the raw foods section to fill up the cart. Have a goal in mind!”*

9.1.1.3 The Examples of Posts

Far, Why-focused design (left: High-level matching) vs. Near, How-focused design (right: Low-level matching)



9.1.2 Event Pages

9.1.2.1 The Example of Far, Why-focused event page

The 7-day Healthy Eating Challenge will make you feel **great** about yourself.

Enjoy REAL food and feel more energetic.

Eating clean regulates your blood sugar, helping you avoid fatigue-inducing blood sugar spikes, which can occur after you eat processed carbohydrates such as sweets or refined grains. **Enjoy** the strength from real foods—a natural and pure source of nutrition!!

Have a **healthier** and **happier** life

Eating real foods reduces the incidence of chronic illnesses such as heart attacks, cancer, and diabetes.

Food and mood go hand in hand as well! Try this challenge for just 7 days before the holiday rush. You will feel much **healthier** and **happier** after just 7 days!

The **great** support will go a long way in helping you reach your goals.

Be **accountable** with the group. Holiday season is the hardest time of the year to stay on track with your health goals. You will not be alone. Stay **connected** with the private group and get supports on your journey.

The screenshot shows a Facebook event page for a "7-Day Healthy Eating Challenge" hosted by "Healthy Living at Lake Hart". The event is scheduled for January 8th to January 15th. The page includes a navigation menu on the left with options like "Events", "Calendar", "Birthdays", "Discover", "10-Day Health Challenge", and "Past". The main content area features a "Details" section with the following text: "After holiday rush ends, how about doing something good for your health? Take the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us! The new group begins January 8th! You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each other!" Below this, there are sections titled "Why you should participate in the event" and "About Healthy Living at Lake Hart". The "Why you should participate" section lists benefits such as "Enjoy REAL food and feel more energetic" and "Have a healthier and happier life". The "About Healthy Living at Lake Hart" section describes it as a community offering opportunities to become more healthy in areas like physical, financial, and relational. At the bottom, it indicates "5 posts in the discussion" and provides a link to "See Discussion".

9.1.2.2 *The Example of Near, How-focused event page*

The 7-day Healthy Eating Challenge is **simple** to do. There are only 5 steps!

1. Sign up by one-clicking ‘Going’ (you DO NOT need a Facebook account)
2. Receive **Free** daily guidance on the 7-day Healthy Eating Challenge
3. Follow the **easy** recipes and tips that we provide in the guide
4. Check in to the group each day and leave a message about how you feel
5. Talk to us on Facebook if you face any struggle!

Tips that can help you

- **Easy** 7-Day Recipes : [Click here](#)
- One-page Grocery list : [Click here](#)
- The Beginner’s Guide : [Click here](#)
- 10 **Simple** Clean Eating Swaps : [Click here](#)
- 1 Hour to Food Prep: Your **Fast, Easy** Plan for Success : [Click here](#)
- 10 Easy, Healthy Cooking Hacks : [Click here](#)
- Your **All-In-One** Guide to Storing Fresh Produce : [Click here](#)

It is a **quick** and **painless** challenge you can do for your health!

Only for 7 days, you can do it! Join us!

f Search
Alex Home Find Friends

Events

Events

Calendar

Birthdays

Discover

10-Day Health Challenge

Past

+ Create Event

NOV 15

7-Day Healthy Eating Challenge

Public · Hosted by Healthy Living at Lake Hart

★ Interested | ✓ Going

➦ Share

📅 November 15 - November 22

⌄ See Times

About

Discussion

Details

Before holiday rush starts, how about doing something good for your health? Take the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us! The new group begins November 15th! You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each other!

How you could participate in the event

The 7-day Healthy Eating Challenge is **simple** to do. There are only 5 steps!

1. Sign up by one-clicking 'Going' (you DO NOT need a Facebook account)
2. Receive **Free** daily guidance on the 7-day Healthy Eating Challenge
3. Follow the **easy** recipes and tips that we provide in the guide
4. Check in to the group each day and leave a message about how you feel
5. Talk to us on Facebook if you face any struggle!

Tips that can help you

- **Easy** 7-Day Recipes : [Click here](#)
- One-page Grocery list : [Click here](#)
- The Beginner's Guide : [Click here](#)
- 10 **Simple** Clean Eating Swaps : [Click here](#)
- 1 Hour to Food Prep: Your **Fast, Easy** Plan for Success : [Click here](#)
- 10 Easy, Healthy Cooking Hacks : [Click here](#)
- Your **All-In-One** Guide to Storing Fresh Produce : [Click here](#)

It is a **quick** and **painless** challenge you can do for your health! Only for 7 days, you can do it! Join us!

About Healthy Living at Lake Hart

Healthy Living at Lake Hart

Community

Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.

5 posts in the discussion.

See Discussion

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9.2 Study 2b Stimuli

9.2.1 The Examples of Posts on Timeline

Far, text only condition (Left: High-level matching) vs. Near, text plus image condition (Right; Low-level matching)

The image displays two side-by-side screenshots of Facebook posts, illustrating different matching conditions for a study. Both posts are from Taylor Wilson, shared 19 hours ago, and promote a '7 Day Healthy Eating Challenge'.

Left Post (High-level matching): This post includes a text-based description of the challenge and a large, detailed image of a healthy meal. The text reads: "Anyone who wants to do 7 Day Healthy Eating Challenge with me? One of my friends is organizing this event, and I would like to help him out and be healthier for myself as well! Just for a week, you need to focus on real foods rather than processed ones and check in here on Facebook! It is a great and easy way to reset the routines and find the inner balance. It's free and public event, so please join me!". The image shows a bowl of salad, a smoothie, and a plate of food. Below the image, the event details are: "FEB 22 7 Day Healthy Eating Challenge Feb 22 - Feb 28 38 people interested" with an "Interested" button.

Right Post (Low-level matching): This post is identical in text to the left one but lacks the large image. Instead, it features a smaller, simplified version of the event image. The text is the same: "Anyone who wants to do 7 Day Healthy Eating Challenge with me? One of my friends is organizing this event, and I would like to help him out and be healthier for myself as well! Just for a week, you need to focus on real foods rather than processed ones and check in here on Facebook! It is a great and easy way to reset the routines and find the inner balance. It's free and public event, so please join me!". The event details are: "JAN 24 7 Day Healthy Eating Challenge Jan 24 - Jan 30 38 people interested" with an "Interested" button.

9.2.2 The Examples of Event Pages

Far, text only condition

The image shows a screenshot of a Facebook event page. The top navigation bar includes a search bar, the user's name 'Alex', and links for 'Home' and 'Find Friends'. The left sidebar contains navigation options: 'Events', 'Calendar', 'Birthdays', 'Discover', '7-Day Health Challenge' (highlighted), and 'Past', along with a '+ Create Event' button. The main content area features the event title '7-Day Healthy Eating Challenge' (Public, Hosted by Healthy Living at Lake Hart) with 'FEB 22' and buttons for 'Interested', 'Going', and 'Share'. The event dates are 'February 22 - February 28'. Below the title are tabs for 'About' and 'Discussion'. The 'Details' section contains text: 'Before the spring starts, how about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook! The new group begins February 22nd! You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each other! You will redefine your relationship with food, and have a healthier life. It is totally free and anyone is welcome!' Below this is a 'Share in Messenger' section with a 'To: Choose friends' field and an 'Add a message...' field. The 'About Healthy Living at Lake Hart' section includes a profile picture and text: 'Healthy Living at Lake Hart Community Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.)'. At the bottom, it shows '5 posts in the discussion' and a 'See Discussion' link. The right sidebar contains language options (English, Spanish, Portuguese, French, German) and links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More', with a copyright notice for Facebook © 2017.

Near, text plus image condition

The image shows a Facebook event page for a "7-Day Healthy Eating Challenge". The page layout includes a top navigation bar with a search bar, user profile, and navigation links. On the left, there is a sidebar with event categories and a "Create Event" button. The main content area features a large promotional image with the text "7 Day Healthy Eating Challenge" and a description: "Clean up your eating habits with 7 days of fresh & healthy recipes Starting January 24th!". Below the image, the event details are listed: "JAN 24", "Public", and "Hosted by Healthy Living at Lake Hart". There are buttons for "Interested", "Going", and "Share". The event dates are "January 24 - January 30". Below this, there are tabs for "About" and "Discussion". The "About" section contains a "Details" heading and a paragraph of text: "Before this January ends, how about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook!". It also mentions "The new group begins January 24th!" and provides more details about the challenge, including "survival tips", "daily check-ins", and that it is "totally free". Below the "About" section is a "Share In Messenger" section with a "To:" field and a message input box. At the bottom, there is an "About Healthy Living at Lake Hart" section with a logo and a description of the community. Finally, there is a section for "5 posts in the discussion" with a "See Discussion" link.

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Events

Events
Calendar
Birthdays
Discover
7 -Day Health Challenge
Past
[+ Create Event](#)

7 Day Healthy Eating Challenge

Clean up your eating habits with 7 days of fresh & healthy recipes Starting January 24th!

JAN 24 **7-Day Healthy Eating Challenge**
Public · Hosted by Healthy Living at Lake Hart

★ Interested ✓ Going [Share](#) ⋮

🕒 January 24 - January 30 [See Times](#)

About Discussion

Details

Before this January ends, how about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook!


The new group begins January 24th!


You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each other! You will redefine your relationship with food, and have a **healthier life**. It is **totally free** and anyone is welcome!

Share In Messenger

To:

About Healthy Living at Lake Hart

 **Healthy Living at Lake Hart**
Community
Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.



5 posts in the discussion.

[See Discussion](#)

9.3. Study 2c Stimuli

9.3.1 The Examples of Posts on Timeline

A Post of illustration in the far condition (Left); A Post of picture in the near condition (Right)

Taylor Wilson shared Healthy Living at Lake Hart's event. 19 hrs · 🌐

Anyone want to do the 7 Day Healthy Eating Challenge with me? One of my friends is organizing this event, and I would like to help him out and be healthier at the same time! For just a week you need to choose real foods rather than processed ones and check in here on Facebook! It is a great and easy way to reset your eating routines and find your inner balance. It's a free and public event, so please join me!



APR 1 7 Day Healthy Eating Challenge
APR 1 - APR 7
38 people interested

★ Interested

Like Comment Share

Write a comment...

Taylor Wilson shared Healthy Living at Lake Hart's event. 19 hrs · 🌐

Anyone want to do the 7 Day Healthy Eating Challenge with me? One of my friends is organizing this event, and I would like to help him out and be healthier at the same time! For just a week you need to choose real foods rather than processed ones and check in here on Facebook! It is a great and easy way to reset your eating routines and find your inner balance. It's a free and public event, so please join me!



MAR 6 7 Day Healthy Eating Challenge
Mar 6 - Mar 12
38 people interested

★ Interested

Like Comment Share

Write a comment...

Taylor Wilson shared Healthy Living at Lake Hart's event. 19 hrs · 🌐

Anyone want to do the 7 Day Healthy Eating Challenge with me? One of my friends is organizing this event, and I would like to help him out and be healthier at the same time! For just a week you need to choose real foods rather than processed ones and check in here on Facebook! It is a great and easy way to reset your eating routines and find your inner balance. It's a free and public event, so please join me!



MAR 15 7 Day Healthy Eating Challenge
Mar 15 - Mar 21
38 people interested


★ Interested

Like Comment Share

Write a comment...

Taylor Wilson shared Healthy Living at Lake Hart's event. 19 hrs · 🌐

Anyone want to do the 7 Day Healthy Eating Challenge with me? One of my friends is organizing this event, and I would like to help him out and be healthier at the same time! For just a week you need to choose real foods rather than processed ones and check in here on Facebook! It is a great and easy way to reset your eating routines and find your inner balance. It's a free and public event, so please join me!



FEB 15 7 Day Healthy Eating Challenge
Feb 15 - Feb 22
38 people interested

★ Interested

Like Comment Share

Write a comment...

9.3.2 The Examples of Posts on Event Pages

Event page with an illustration in the far condition

The image shows a screenshot of a Facebook event page. At the top, there is a navigation bar with a search bar, the user's name 'Alex', and links for 'Home' and 'Find Friends'. Below this is a sidebar with navigation options: 'Events', 'Calendar', 'Birthdays', 'Discover', '7-Day Health Challenge' (highlighted), and 'Past'. A '+ Create Event' button is at the bottom of the sidebar.

The main content area features a large, colorful illustration with various food items like watermelon, a bowl of fruit, and a sun. Below the illustration, the event title is '7-Day Healthy Eating Challenge', dated 'APR 1', and it is 'Public - Hosted by Healthy Living at Lake Hart'. There are buttons for 'Interested', 'Going', and 'Share'. The dates 'April 1 - April 7' and a 'See Times' link are also present.

Below the event details are two tabs: 'About' and 'Discussion'. The 'About' tab is active, showing a 'Details' section with the following text: 'Spring is here! How about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook! The new group begins April 1st! You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each others! You will redefine your relationship with food, and have a healthier life. It is totally free and anyone is welcome!'. There is also a 'Share In Messenger' section with a 'To: Choose friends' dropdown and an 'Add a message...' input field.

At the bottom, there is an 'About Healthy Living at Lake Hart' section with a logo and text: 'Healthy Living at Lake Hart Community Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.'. Below this, there are three profile pictures and the text '5 posts in the discussion.' with a 'See Discussion' link.

On the right side of the page, there is a language selection menu with options: 'English (US) · Español · Português (Brasil) · Français (France) · Deutsch'. Below this are links for 'Privacy · Terms · Advertising · Ad Choices' and 'Cookies · More', and a copyright notice 'Facebook © 2017'.

Event page with a photo in the near condition


Search

Alex Home Find Friends

Events

- Events
- Calendar
- Birthdays
- Discover
- 7-Day Health Challenge**
- Past

+ Create Event



English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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MAR 6 **7-Day Healthy Eating Challenge**
Public · Hosted by Healthy Living at Lake Hart

★ Interested ✓ Going Share ...

🕒 March 6 - March 12 See Times

About Discussion

Details

Spring is here! How about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook!

The new group begins March 6th!


You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each others! You will redefine your relationship with food, and have a healthier life. It is totally free and anyone is welcome!

Share in Messenger

To: Choose friends

Add a message...

About Healthy Living at Lake Hart



Healthy Living at Lake Hart
Community

Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.

5 posts in the discussion.

See Discussion


Event page with an illustration in the far condition

Search

Alex Home Find Friends

Events

Events
Calendar
Birthdays
Discover
7-Day Health Challenge
Past
[+ Create Event](#)



Healthy Eating Challenge

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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MAR 15 **7-Day Healthy Eating Challenge**
Public · Hosted by Healthy Living at Lake Hart

★ Interested ✓ Going [Share](#) ⋮

🕒 March 15 - March 21 [See Times](#)

[About](#) [Discussion](#)

Details

Spring is here! How about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook!

The new group begins March 15th!


You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each others! You will redefine your relationship with food, and have a healthier life. It is totally free and anyone is welcome!

Share In Messenger


To: Choose friends

Add a message...

About Healthy Living at Lake Hart



Healthy Living at Lake Hart
Community
Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.


5 posts in the discussion.

[See Discussion](#)

Event page with a photo in the near condition

The image shows a screenshot of a Facebook event page. At the top, there is a navigation bar with the Facebook logo, a search bar, and the user's name 'Alex' along with navigation links for 'Home' and 'Find Friends'. Below the navigation bar, the left sidebar contains a menu with 'Events', 'Calendar', 'Birthdays', 'Discover', and '7 -Day Health Challenge' (highlighted), and a '+ Create Event' button. The main content area features a large photo of a healthy salad with avocado, tomatoes, and nuts. Below the photo, the event title is '7-Day Healthy Eating Challenge' (February 15th), hosted by 'Healthy Living at Lake Hart'. It is a public event with 'Interested' and 'Going' buttons, and a 'Share' button. The dates are 'February 15 - February 22'. There are tabs for 'About' and 'Discussion'. The 'About' section contains the following text: 'Spring is here! How about doing something good for your health? Join us the 7-Day Healthy Eating Challenge! You just eat healthy for a week, and share your experience with us on our private group in Facebook! The new group begins February 15th! You can expect to get survival tips and help with planning out your meals. Stay motivated with daily check-ins! We are all here to support each others! You will redefine your relationship with food, and have a healthier life. It is totally free and anyone is welcome!'. Below this is a 'Share In Messenger' section with a 'To:' field and a message input box. The 'About Healthy Living at Lake Hart' section includes a logo and text: 'Healthy Living at Lake Hart Community Offering Lake Hart staff opportunities to become more healthy in areas like: physical, financial, relational (thus the marriage conference one recent, etc.'. At the bottom, there are three profile pictures and the text '5 posts in the discussion.' with a 'See Discussion' link. The right sidebar shows language options (English, Spanish, Portuguese, French, German) and links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More', along with the copyright notice 'Facebook © 2017'.

9.4. Study 4 Stimuli

Why We Should Prepare for Earthquakes

Communities, families, and individuals should be prepared for earthquakes.

Why should we prepare for earthquakes?

An earthquake is a sudden, rapid shaking of the earth, striking without warning, at any time of year, day or night. Forty-five U.S. states and territories are at moderate to very high risk of earthquakes. Once an

earthquake happens, you will have no time to prepare. This means you could be in danger with little or no warning.

Why is being prepared important?

Your precautionary efforts can significantly lessen the impact of earthquakes. Taking steps to prepare for earthquakes can reduce the fear, anxiety, and losses that accompany earthquakes. It can protect you and your family, home, and assets, and also help you to recover faster if it happens.

Why does being prepared matter?

Your and your family's safety and happiness are important! You should protect yourself and your family by knowing what to do before, during and after an event. Local responders may not be able to reach you immediately, or they may need to focus their efforts elsewhere. Earthquake preparedness is everyone's responsibility.

How We Could Prepare for Earthquakes

Communities, families, and individuals could be prepared for earthquakes.

How could we prepare for earthquakes?

You can easily learn about what to do and where to go during or/and after earthquakes and make your own plans for you and your family. You can also quickly identify the likelihood of an earthquake occurring in your region, and its potential impact, which can help you focus your preparation plans for such an event.

How can we plan for earthquakes?

Plan for an earthquake and talk about it with your family so that everyone knows what to do in case of an earthquake. Decide how you will communicate in an emergency—Make sure everyone has a list of emergency contact numbers. Build an emergency kit and practice DROP, COVER and HOLD ON in each safe place.

How can we act upon these plans?

Organize disaster supplies and important documents in convenient locations. Free guidelines are also available that you can easily follow to make effective plans. Download the free emergency apps on mobile and sign up to receive emergency notifications about incidents in your neighborhood.
