

Ultraprocessed warning labels' effect on US adults' product perceptions (#101253)

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1) Have any data been collected for this study already?

No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?

Does a front-of-package label that includes indication that a product is ultraprocessed affect US adult shoppers' perceptions of the product compared to a control label and to an "ultraprocessed" label combined with a nutrient ("high in sugar") label? We have the following hypotheses:

1. An "ultraprocessed" label will grab more attention than a control label, but less than combined "ultraprocessed" and "high in sugar" labels.
2. An "ultraprocessed" label will elicit greater risk perceptions than a control label, but less than combined "ultraprocessed" and "high in sugar" labels.
3. An "ultraprocessed" label will discourage product purchasing more than a control label, but less than combined "ultraprocessed" and "high in sugar" labels.

3) Describe the key dependent variable(s) specifying how they will be measured.

1. How much does this label grab your attention? (5-point response scale)
2. How much does this label make you think about the risks of eating this product? (5-point response scale)
3. How much does this label discourage you from wanting to buy this product? (5-point response scale)

4) How many and which conditions will participants be assigned to?

This study uses a within subjects design. All participants will be exposed, in random order, to images of a same pack of yogurts under three different label conditions: (1) control label, (2) "ultraprocessed" warning label, and (3) "high in sugar" and "ultraprocessed" warning labels.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

We will report descriptive results for all outcomes (i.e., means by label condition). We will run separate mixed-effects linear regression models to account for repeated measures within person and to analyze the relationship between each outcome and label condition (predictors). For the label condition, the reference group will be the "ultraprocessed" label. We will also include demographic characteristics (e.g., age, sex, race/ethnicity, education, income) as predictors. We will use a critical alpha of 0.05 and statistical tests will be two-tailed.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

To prevent duplicate responses, we will identify duplicate participant IDs and retain only the first data point for each ID.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

We will collect survey responses until ~600 US adults (18 years and older) have completed the survey.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

Nothing else to pre-register.