

## Appendix

### Appendix A1 Stimulus material (translated to English)

29th December 2015, 14:28 Diet

#### Sales Pitch Superfoods

*Superfoods promise to increase healthy nutrition. But what's the real deal with chia seeds, goji and açai berries?*

By Franz Kotteder

A healthy diet is the alpha and omega of life. Some foods are even attested supernatural qualities. At least in the comic. What would be the brave sailor Popeye without his spinach? A can of it and the sailor becomes a superhero, knocking every opponent out of his boots. Popeye's spinach literally is the prototype of superfood: A food that grants special powers. Of course, what is currently advertised as "superfoods" – a rather unusual plural in English – is not supposed to help in a brawl, but rather to make its consumers incredibly healthy and help them stay healthy.

#### Even Jamie Oliver is not quite sure about the empirical evidence regarding the many superfood superlatives

Now even the British television chef Jamie Oliver has published a book about superfood. This is always a sure sign that a trend is on the verge of reaching the mainstream of society. According to Oliver, "Everyday Superfood" (Dorling Kindersley Publishers, 312 pages, 24,95 euros) is about spreading knowledge about healthy dieting. This does not sound very spectacular and is not very spectacular either. In fact, the media professional is surprisingly holding back on promises of the effects of superfood. His "Super-food protein loaf" recipe just says: "It helps the muscles to heal and grow."

However, experts brand the hype about superfoods as nonsense. Hans Hauner, Professor for Nutritional Medicine at the Technical University of Munich, says: "Superfood is nothing but a PR-term used to make a deal." It always works in the same way: You take a seed or a berry with a special, high nutritional value from a foreign country and claim it is particularly healthy. "The small portion these foods include is so trivial, that it does not make a big difference." According to Hauner, this is the reason why there are virtually no scientific studies that confirm positive effects or demonstrate advantages of superfood over native varieties.

#### The simple, old spinach is just as healthy as superfoods

Nevertheless, many in the food industry are counting on the growing trend. Particularly vegans lust for a new healthy cookbook every half year. For them, superfoods make the most sense because they can compensate for the nutrients vegans otherwise miss for lack of meat and milk. Everyone else does not need to be afraid by going without quinoa, lucuma and sweet lupins. Most people can, just as Popeye did, stay with the ordinary spinach. It does not have to be straight from the can though.

	Positive/supportive comments	Negative/critical comments
Comment 1	Good article! It seems that somebody in the editorial office actually made the effort to analyze the whole thing more realistically. By the way, there are now studies that doubt the benefit of "superfoods": <a href="https://www.klinikum.uni-heidelberg.de/19.138838.0.html">https://www.klinikum.uni-heidelberg.de/19.138838.0.html</a>	What a poor article! "Experts brand the hype about superfoods as nonsense." Perhaps if you understand the editorial staff as "experts". Real experts would never write such an undifferentiated and polemic article. Here is one of the many examples of what can also be understood under the term "superfoods": <a href="https://www.klinikum.uni-heidelberg.de/19-Brokkoli-Co.138838.0.html">https://www.klinikum.uni-heidelberg.de/19-Brokkoli-Co.138838.0.html</a>
Comment 2	So glad to hear critical voices about this topic. This hype is really unbearable. It's a shame that even Jamie Oliver jumps on the bandwagon and uses it as a sales pitch. Until now, I've always liked his cookbooks. It's not the first time I read that chia seeds can be harmful. And yet, the producers continue selling products with the label "superfood" at horrendous prices and people fall for it. By the way, carrots contain more vitamin A than other edibles (because of the beta-carotene) and sesame is good for digestion. Should you therefore demand three times the usual price for it?	So sad to read wrong information about this topic in the article once again. "Superfoods" are not only chia seeds, goji berries etc., but everyday food like carrots, avocado, sesame, and sunflower seeds. I do not know about you, but I have not yet seen overpriced carrots in the supermarket labelled "superfoods". Please do your research properly before ranting about this "hype"! By the way, various studies show the positive effects of superfoods, even of chia seeds & co.

Table B-1

*ANOVA results for article-induced persuasion at T0 by media brand credibility and user comments*

Source	SS	df	MS	F	p	$\eta_p^2$
Media Brand Credibility	1.09	1	1.09	4.69	.03	.03
User Comments	3.44	1	3.44	14.74	< .001	.09
Media Brand Credibility*User Comments	0.00	1	0.00	0.01	.94	.00
Error	33.13	142	0.23			

*Note.*  $n = 146$ ,  $R^2 = .13$ ,  $adj. R^2 = .11$ . SS = sum of squares, df = degrees of freedom, MS = mean square,  $\eta_p^2$  = partial eta squared

Table B-2

*ANOVA results for article-induced persuasion at T0 by media brand credibility and user comments with no message group*

Source	SS	df	MS	F	p	$\eta_p^2$
Media Brand Credibility	1.09	1	1.09	4.12	.04	.02
User Comments	3.44	1	3.44	12.95	< .001	.07
Media Brand Credibility*User Comments	0.00	1	0.00	0.01	.95	.00
Error	46.73	176	0.27			

*Note.*  $n = 181$ ,  $R^2 = .18$ ,  $adj. R^2 = .16$ . SS = sum of squares, df = degrees of freedom, MS = mean square,  $\eta_p^2$  = partial eta squared

Table B-3

*ANOVA results for article-induced persuasion by time, media brand credibility and user comments*

Source	SS	df	MS	F	p	$\eta_p^2$
Within-subjects						
Time	0.10	1	0.10	1.18	.28	.01
Time*Media	0.06	1	0.06	0.67	.41	.00
Brand						
Credibility						
Time*User	0.75	1	0.75	8.76	.004	.05
Comments						
Time*Media	0.01	1	0.01	0.06	.81	.00
Brand						
Credibility*User						
Comments						
Error (Time)	14.98	176	0.09			
Between-subjects						
Media Brand	0.77	1	0.77	3.22	.08	.02
Credibility						
User Comments	1.55	1	1.55	6.47	.01	.04
Media Brand	0.00	1	0.00	0.00	.98	.00
Credibility*User						
Comments						
Error	42.05	176	0.24			

*Note.*  $n = 181$ . SS = sum of squares, df = degrees of freedom, MS = mean square,  $\eta_p^2$  = partial eta squared

Table B-4

*ANOVA results for attitude change index by media brand credibility and user comments*

Source	SS	df	MS	F	p	$\eta_p^2$
Media Brand	0.12	1	0.20	3.05	.41	.00
Credibility						
User Comments	1.49	1	1.49	8.76	.004	.05
Media Brand	0.01	1	0.01	0.60	.81	.00
Credibility*User						
Comments						
Error	29.96	176	0.17			

*Note.*  $n = 179$ ,  $R^2 = .07$ ,  $adj. R^2 = .04$ . SS = sum of squares, df = degrees of freedom, MS = mean square,  $\eta_p^2$  = partial eta squared