

Appendix A. Examples of Simulated Target and Distractor Posts

NIH National Institutes of Health (NIH)
21 hrs · 🌐

In December 2016, at the age of 47, Michael Becker was diagnosed with Stage IV oral squamous cell carcinoma, or advanced cancer of the head and neck. While initial treatment with chemo-radiation appeared successful, the cancer returned one year later in both of his lungs. The cancer was terminal. The news was shocking and devastating - not just for Michael but for his wife, two teenage daughters, and the rest of his family and friends.

His cancer started with a human papillomavirus (HPV) infection, a virus that can now be prevented with a vaccine. The HPV vaccine is recommended for young women through age 26 and for most young men through age 21. HPV vaccines provide strong protection against new HPV infections, but they are not effective at treating established HPV infections. When the HPV vaccine was made available to young men in 2011 it was already too late for Michael - but it's not too late for your son or daughter to get the vaccine.



Young Men Should Get the HPV Vaccine. It Would Have Saved Michael From Cancer.

The cancer that's killing him could have been prevented with just a shot.
CANCER.GOV

Like Comment Share

Figure a. Example of target stimuli: evidence-based information, government organization source, and narrative

MRF Melanoma Research Foundation
11 hrs · 🌐

Jacqueline Smith was shocked to receive a stage III melanoma diagnosis at the age of 21. She always thought skin cancer was something only light-skinned women needed to worry about. Now she is a melanoma awareness advocate and encourages everyone, especially other black women, to use sunscreen to protect themselves from harmful UV rays.



Why are Black People Less Likely to Get Melanoma, But More Likely to Die From It?

Having melanin doesn't mean that you can't get melanoma.
MELANOMA.ORG

Like Comment Share

Figure c. Example of target stimuli: evidence-based information, health organization source, and non-narrative

Jolene Brighton
10 December 2017 · 🌐

HPV VACCINE & PREMATURE OVARIAN FAILURE

I have met several women who have had an array of hormonal symptoms following the HPV vaccine. The most heartbreaking story was a 14 year-old girl who lost her period a few months after the second dose of the HPV vaccine. She was having hot flashes, anxiety, fatigue, and mood swings- she was basically going through menopause!

Now the American College of Pediatricians has a new statement regarding a potential association between at least one of the HPV vaccines and ovarian dysfunction.



Human Papillomavirus Vaccine Update

The American College of Pediatricians (the College) has updated its position statement on the Human Papillomavirus (HPV) vaccines with the latest research regarding the virus and its effects...

HEALTHYKIDS.ORG

Like Comment Share

Figure b. Example of target stimuli: non-evidence-based information, a lay individual source, and narrative

Interior Design @InteriorDesign · 21h

BarisWedlick reinvents a suburban New York landmark as a private wellness retreat: bit.ly/2CPmKky



3 21 108

Figure d. Example of a distractor post