

## **Tailoring Messages to Individual Differences in Monitoring-Blunting Styles to Increase Fruit and Vegetable Intake**

- 1. One method to increase the persuasiveness of health information is to tailor messages to individual characteristics. Generally, the social intelligence theory of personality states that:**
  - a. Health information that is tailored to the cognitive and affective processes that distinguish monitors and blunters facilitates the likelihood of subsequent behavior change.
  - b. Individuals who receive messages tailored to their information processing style are more likely to engage in disease-detection behaviors than individuals who receive incongruent messages.
  - c. More so than personality traits, information processing styles and competencies distinguish individuals from each other.
  - d. Blunters prefer minimal information and appreciate opportunities to be distracted from the message.
  
- 2. Which of the following messages would be most effective for a blunter?**
  - a. Cancer accounts for 25% of all deaths in the United States. Moreover, one third of annual cancer deaths are related to preventable factors such as physical inactivity, obesity, and nutrition. There is something you can do! Research suggests that people who eat diets rich in fruits and vegetables live longer, cancer-free lives.
  - b. Many cancer deaths are linked to preventable factors, such as physical inactivity, obesity, and nutrition. By choosing to eat more fruits and vegetables every day, you can save money, maximize your nutrient intake, and prevent disease. What a bargain!
  - c. Cancer accounts for 25% of all deaths in the United States. A recent estimate suggested that 35% or more of all cancer deaths may be due to unhealthy diets. The good news is that people who eat more fruits and vegetables have a decreased risk of contracting cancer, and also have a decreased risk of other health problems, such as diabetes and heart disease. So, the National Cancer Institute recommends eating at least five fruits and vegetables every day.
  - d. A recent estimate suggested that 35% or more of all cancer deaths may be due to unhealthy diets. Diets that are high in excess fat, calories, alcohol, and smoked, salted and pickled foods are linked with cancer the most.

**3. the results indicate that matched messages were somewhat more successful than mismatched messages in increasing fruit and vegetable intake, with which of the following patterns:**

- a. The effectiveness of the *monitor-focused* messages for encouraging intake tended to increase as coping styles became predominantly *monitor* oriented AND the *blunter-focused* message was not significantly more effective in increasing intake as coping styles became predominantly *blunter* oriented.
- b. The effectiveness of the *monitor-focused* messages for encouraging intake tended to increase as coping styles became predominantly *blunter* oriented AND the *blunter-focused* message was not significantly more effective in increasing intake as coping styles became predominantly *blunter* oriented.
- c. The effectiveness of the *monitor-focused* messages for encouraging intake tended to increase as coping styles became predominantly *monitor* oriented AND the *blunter-focused* message was not significantly more effective in increasing intake as coping styles became predominantly *monitor* oriented.
- d. The effectiveness of the *monitor-focused* messages for encouraging intake tended to increase as coping styles became predominantly *blunter* oriented AND the *blunter-focused* message was not significantly more effective in increasing intake as coping styles became predominantly *monitor* oriented.

**4. The research suggests that messages discussing disease-detection behaviors (e.g. mammography use) may be more effective among blunTERS and:**

- a. Messages tailored to disease-detection (e.g. mammography use) may be less effective among monitors.
- b. Messages tailored to disease-prevention behaviors (e.g. fruit and vegetable intake) may be less effective among monitors.
- c. Messages tailored to disease-detection behaviors (e.g. mammography use) may be equally as effective among monitors.
- d. Messages tailored to disease-prevention behaviors (e.g. fruit and vegetable intake) may be more effective among monitors.

**5. According to the study authors, the generalizability of the findings is limited by which of the following:**

- a. Homogeneity of participant demographic characteristics.
- b. The fact that all of the study participants came from the same state.
- c. The lack of a “standard treatment” control group.
- d. Both a. and c.

**6. Which of the following describes how participants were randomly assigned to condition?**

- a. A specialized phone survey software was installed at the calling center to randomly assign each interview to either a monitor or blunter message condition.
- b. A member of the research staff randomized materials prior to the start of the study by alternating interview packets containing either a monitor or blunter message.
- c. Interviewers were randomly assigned to disseminating either a monitor or blunter message to the callers.
- d. The participants were not randomly assigned to either condition.

**7. Which of the following was NOT one of the self-reported exclusion criteria for this study?**

- a. Being a cancer patient awaiting or receiving treatment.
- b. Being terminally ill.
- c. Following a physician-prescribed diet limiting fruit and vegetable intake.
- d. Reporting a fruit and vegetable intake below the 5 A Day guideline.

**8. When were participants contacted for follow-up interviews?**

- a. 1 week and 6 months after baseline.
- b. 1 month, 2 months, and 3 months after baseline.
- c. 4 months after baseline.
- d. 2 months, 4 months, and 6 months after baseline.

**9. Please describe how you will make use of the information in this article in your professional setting:**

**10. Please indicate your satisfaction with the process of using the JNEB article for continuing education?**

- a. Extremely satisfied
- b. Satisfied
- c. Unsatisfied
- d. Extremely unsatisfied

**11. Please comment on the process and mention topics you would like to be made available for continuing education credit in the future:**