P209 (continued)

Objective: Examine whether linking a food to a desirable social image one does not possess makes it tastier.

Design, Setting, and Participants: Participants (N=85) were for-credit college students. They were asked to taste a sports drink, Gatorade prepared from powder. The drink was described to them as a sports drink, to taste a sports drink, Gatorade prepared from powder.

Outcomes Measures and Analysis: Participants rated their experience of the drink as well as the desirability of an athletic identity. Taste of the drink was measured by the item: “How tasty is this drink?” Perceived quality was measured by: “to what extent do you think this drink is of high quality?” This was included to examine whether subjective taste evaluations would translate to participants’ evaluations of a product’s ostensibly objective quality. Both were rated on 9-point likert scales. Desirability of identity was measured by: “to what extent would you like to be perceived as part of the group of people who usually consume this drink?” rated on a scale of 1 (=not at all) to 9 (=very much).

Results: Participants who aspired more strongly to identity experienced the drink as tastier, p=.01, F(1,84)=11.20. We also found a significant effect of desire for identity on drink quality evaluation, such that people with stronger desire evaluated drink quality as higher: p=.01, F(1,84)=7.49.

Conclusions and Implications: Desire to possess a particular social identity can enhance taste and perceived quality. This can be used to promote healthier eating by linking nutritious foods with desirable social images.
Funding: None

P210 Conflicting Perspectives on the SNAP Program and Its Participants: Cost, Health, Individualism, and Fraud
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Objective: To identify perspectives on the SNAP program and participants held by frontline workers and program participants.

Design, Setting, Participants, and Intervention: We conducted a media content analysis of 300 media stories on the SNAP program to identify dominant frames used to characterize the SNAP program. From this analysis we derived four frames: cost, health, individualism, and fraud. We then recruited a maximum variation sample and conducted open-ended interviews that included presentation of vignettes based on each frame. Participants were SNAP administrators (n=10), SNAP participants (n=7), and cashiers (n=4) at SNAP-accepting stores in South Carolina.

Outcome Measures and Analysis: Thematic analysis with grounded theory approaches guided coding of verbatim transcripts. Data were coded and comparisons were made by vignette and emergent theme. We used framing theory and social representation theory to explore different perspectives around the vignettes to understand participants’ perspectives.

Results: The cost frame responses focused on critiques of SNAP policy and actions of program participants. Participants saw fraud as either problematic or not and defined fraud differently based on perspective. The health frame focused on goals of the SNAP program, the role of nutrition in SNAP policy, and perspectives on SNAP food regulation. The individualism frame focused on meritocracy and jobs as totems of effort.

Conclusions and Implications: The SNAP program is the largest food assistance program and is one of the most contentious publicly-funded assistance programs. This study provides an investigation into the diversity of perspectives of the SNAP program and its participants from different viewpoints. This study provides insight into personal viewpoints that may impact SNAP program participation and implementation.
Funding: None

P211 More Beer, Less Talk: Modern Beer Advertisements Suggest Larger Consumption Norms
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Objective: Do modern beer advertisements increase beer consumption? If exaggerated amounts of beer are consistently portrayed in modern ads, it could establish a dangerous consumption norm.

Theory, Prior Research, Rationale: It is believed that beer advertisements have steadily increased consumption norms over the decades, promoting a corresponding increase in beer consumption.

Design, Setting, Participants, and Intervention: Three hundred beer advertisements were compared between old (circa 1960) and new (circa 2010) ads on four different variables: The number of words, the amount of visible containers, the number of people, and the amount of visible beer appearing in the advertisement. In a second study, we presented 50 undergraduate students (≥21 years of age) with either old, or new ads and asked them to serve themselves a glass of beer from a 64-ounce pitcher.

Outcome Measures and Analysis: Mean values were calculated for each ad variable and compared between old and new ads. Ounces per serving were compared between old and new ads.

Results: Compared to old ads, new ads contained 29.3% fewer words, 5.2% more beer containers, 8.3% more people, and 7.9% more visible alcohol (all ps < .05), all of which suggest a larger consumption norm. Undergraduates who saw newer ads poured 11.2% more beer than undergrads who saw older ads (p < .001).

Conclusions and Implications: Compared to old ads, new beer ads suggest a larger consumption norm that causes an increased expectation to consume more beer. Given the specific clinical concern with alcohol abuse,