

Online Appendix. Drug Information Boxes

Drug A

Words-only

Stomach bleeding is the side effect of drug A which is used to prevent stroke after certain surgical procedures. Drug A will very rarely cause stomach bleeding

Words-only combined with numeric frequency

Stomach bleeding is the side effect of drug A which is used to prevent stroke after certain surgical procedures. Drug A will very rarely cause stomach bleeding.
Out of 100 people taking Drug A, 2 will experience stomach bleeding

Drug B

Words-only

Facial flushing is a side effect of Drug B which is used to lower LDL (bad cholesterol) and raise HDL (good cholesterol). Drug B will very likely cause facial flushing.

Words-only combined with numeric frequency

Facial flushing is a side effect of Drug B which is used to lower LDL (bad cholesterol) and raise HDL (good cholesterol). Drug B will very likely cause facial flushing.
Out of 100 people taking Drug B, 84 will experience facial flushing.

Drug C

Words-only

Stomach bleeding is the side effect of Drug C which is used to prevent stroke after certain surgical procedures. Drug C will likely cause stomach bleeding.

Words-only combined with numeric frequency

Stomach bleeding is the side effect of Drug C which is used to prevent stroke after certain surgical procedures. Drug C will likely cause stomach bleeding.
Out of 100 people taking the drug, 70 will experience stomach bleeding

Drug D

Words-only

Facial flushing is a side effect of Drug B which is used to lower LDL (bad cholesterol) and raise HDL (good cholesterol). Drug D will rarely cause facial flushing.

Words-only combined with numeric frequency

Facial flushing is a side effect of Drug B which is used to lower LDL (bad cholesterol) and raise HDL (good cholesterol). Drug D will rarely cause facial flushing.
Out of 100 people taking Drug D, 10 will experience facial flushing.