CHOICE ARCHITECTURE
PORTION SIZE
LABORATORY EXPERIMENT

Error bars = SEM

- 21%
FIELD EXPERIMENT

Naturalistic setting
Longer drinking period
Compensation after experiment

Pre-registered at https://osf.io/2tmu6/
SERVING SIZE MANIPULATION

Normal: pints, ‘medium’ wine glasses
Small: 2/3 pints, ‘small’ wine glasses
NEXT DAY FOLLOW-UP
PARTICIPANT CHARACTERISTICS

166 participants (38 teams of 2-6)

57.8% female
84.3% white British/European
28.3% university student
Age $M = 35$ [20 – 68]
ALCOHOL SALES

- 28%
ALCOHOL CONSUMPTION DURING EXPERIMENT

Error bars = SEM

Standard

Reduced

- 42%
SENSITIVITY ANALYSES

Error bars = SEM

Alcohol consumption (Units)

Serving size

Standard

Reduced

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5 5

- 35%

20 - 37%
ALCOHOL CONSUMPTION AFTER EXPERIMENT

Alcohol consumption (Units)

<table>
<thead>
<tr>
<th>Serving size</th>
<th>Standard</th>
<th>Reduced</th>
</tr>
</thead>
<tbody>
<tr>
<td>BF = .36</td>
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Error bars = SEM
FUTURE DIRECTIONS

Public acceptability
Heavy drinking sessions
Long-term effects
Reducing alcohol serving sizes might be an effective intervention to reduce population alcohol consumption
Inge Kersbergen
Melissa Oldham
Andrew Jones
Matt Field
Colin Angus
Eric Robinson