

Dietary supplement use

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Propositions accompanying the PhD thesis

Dietary supplement use

Reasons, decisions, and health communication

Emília Margit Pajor, 11 September 2019

1. Dietary supplement users and non-users differ in attitudes towards supplement use and trust in health professionals and food quality, but hold similar levels of knowledge, risk perception, and misconceptions. | This thesis
2. Health regulatory focus (promotion) is an important determinant of dietary supplement use and needs to be taken into account in models to understand dietary supplement use. | This thesis
3. Consumers' decisions in favour or against dietary supplement use are not optimal in terms of informed decision-making. | This thesis
4. The use of interactive features in online health communication about dietary supplements does not improve message recall. | This thesis
5. Results that are derived both from qualitative and quantitative research are more vigorous than results derived from only one type of research.
6. Testing possible moderators and mediators of information processing mechanisms yields important insights into the effectiveness of health communication.
7. In modern societies, there is a trend towards the commercialization of health which widens the debate from the classic approach to regulate industries that produce ill health. | Kickbusch & Payne, 2003
8. In order to make communication about dietary supplements more optimal, risk-benefit profiles of the most widely used dietary supplements should be known.