

The Price of Happiness: Student Questionnaire

Circle "yes" if something has been true once or many times and "no" if it has never been true. Your answers will remain anonymous.

- I have sometimes felt bad about myself for not having something. Yes No
- I have felt that others might like me more if I owned a certain item. Yes No
- An ad has made me feel that I would like myself more, or that others would like me more, if I owned the product that the ad was selling. Yes No
- I sometimes worry about my appearance, about whether I look attractive. Yes No
- I have felt that others might like me more if I looked different — if my face, body, skin, or hair were different. Yes No
- An ad has made me feel that I would like myself more, or that others would like me more, if I could change my appearance with the product that the ad was selling. Yes No
- I would like others to form their opinion of me based on:
_____ what I look like and what I own
_____ my personality and character traits

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