

disrespected institutional rules. We assessed empathy (Comic-Strip Task), impulsivity (UPPS), narcissism (NPI-16) and patients' profiles (Rorschach, Exner method). We also compared data collected from discourse analysis of staff and patients. **Findings:** Results show three different but complementary ways to understand transgressions. Indeed, cluster analysis first splits the sample according to the nature of transgression. It also underlines differences according to types of narcissism. Finally, no correlation comes out between variables: this reveals the importance of considering levels of impulsivity, psychopathy and delirium for each patient. **Discussion:** This study come to an observation sheet (IMAG - Infringement Motivations Assessment Grid) built to help caregivers to handle institutional transgressions.

### Reversed message framing effect on accelerometer-assessed physical activity among Chinese older diabetic patients

Kin-Kit Li<sup>1</sup>, Lorna Ng

<sup>1</sup>City University of Hong Kong, Hong Kong

**Background:** Gain-framed messages are more effective than loss-framed messages in promoting low-risk health behaviors such as physical activity (PA). Because PA participation may become riskier among diabetics (e.g., lead to hypoglycemia, foot complications), this study examined whether the framing effect may reverse in this population. **Methods:** Participants included 220 Chinese type-2 diabetic outpatients aged 60 or older (52% being women) recruited in a hospital in Hong Kong. Participants were randomly assigned to read gain- or loss-framed PA messages and wore an accelerometer to objectively monitor their PA for the following 14 days. **Findings:** Participants who read loss-framed messages were found more physically active than those who read gain-framed messages ( $\beta = -.13$ ,  $p = .04$ ) in a regression, controlling for demographic and health factors. **Discussion:** Gain-frame-favoring effect on PA may not be universal. PA promotional messages should be tailored according to the perceived risks of PA in a particular population.

### The influence of advertisements on health-related implicit attitudes and behaviour

Daniel Lindsay<sup>1</sup>, Anne Swinbourne

<sup>1</sup>James Cook University, Australia

**Background:** Contemporary alcohol research suggests that implicit attitudes are important predictors of drinking behaviour and there is growing interest surrounding factors influencing them. Research suggests that evaluative conditioning (EC) influences implicit attitudes and at a population level the most obvious and prolific use of EC is advertising. **Methods:** Participants ( $n = 51$ , mean age = 22.43) completed alcohol- and chocolate-related Implicit Association Tests (IAT) before viewing an advertisement for either chocolate or beer. Participants then completed post-test IATs before being provided with chocolate and beer products and asked to consume as much as they wanted. **Findings:** Viewing a beer advertisement produced a significant positive shift in alcohol-related implicit attitudes from pre- to post-test. No other significant effects on implicit attitudes or behaviour were found. **Discussion:** Alcohol advertisements are effective in changing alcohol-related implicit attitudes; however the influence on behaviour requires further investigation. Implications for the manipulation of alcohol-related implicit attitudes are discussed.