

Supplementary Material

Effects of Self-Identification as a Caregiver on Expectations of Public Stigma of Alzheimer’s Disease

Vignette example

Mr. Andrews comes to the doctor’s office with his daughter because Mr. Andrews has memory problems that interfere with his daily life. He is having trouble balancing his checkbook, has given up following the stats of his favorite sports teams, and has stopped his long term volunteer job as a crossing guard for the local elementary school. He also takes longer to make decisions than he used to, and he sometimes confuses the facts.

His daughter reports that sometimes Mr. Andrews needs to be reminded to take showers. She says he sometimes gets confused about what day it is and sometimes can’t remember how to get home from the post office, a few blocks away.

The doctor does a complete examination of Mr. Andrews. This includes a medical history, memory tests, lab tests, and brain imaging. **Based on this information, the doctor diagnoses Mr. Andrews with Alzheimer's disease.**

The doctor tells Mr. Andrews that **there are no treatments for Mr. Andrews’ memory problems and functional difficulties and that these problems will get worse.**

Excerpts of the text that differs across vignettes

Variable	Alzheimer’s disease (AD)	Traumatic brain injury	No disease label
Diagnosis	Based on this information, the doctor diagnoses Mr. Andrews with Alzheimer's disease	Based on this information, the doctor diagnoses Mr. Andrews with traumatic brain injury.	
	Symptoms improve with treatment	Symptoms are static with treatment	Symptoms worsen and there’s no treatment
Prognosis	The doctor tells Mr. Andrews that treatment can improve his memory problems and functional difficulties.	The doctor tells Mr. Andrews that treatment can stop the worsening of Mr. Andrews’ memory problems and functional difficulties, but the treatment will not improve these problems.	The doctor tells Mr. Andrews that there are no treatments for Mr. Andrews’ memory problems and functional difficulties and that these problems will get worse.