

## Default Question Block

Thank you for participating this study that will take ~2 min.

We are interested in how people make their everyday decisions. You will be showing **4 decision scenarios below**. Each decision is **independent** of each other. You do **not** need to consider previous choices when making a decision.

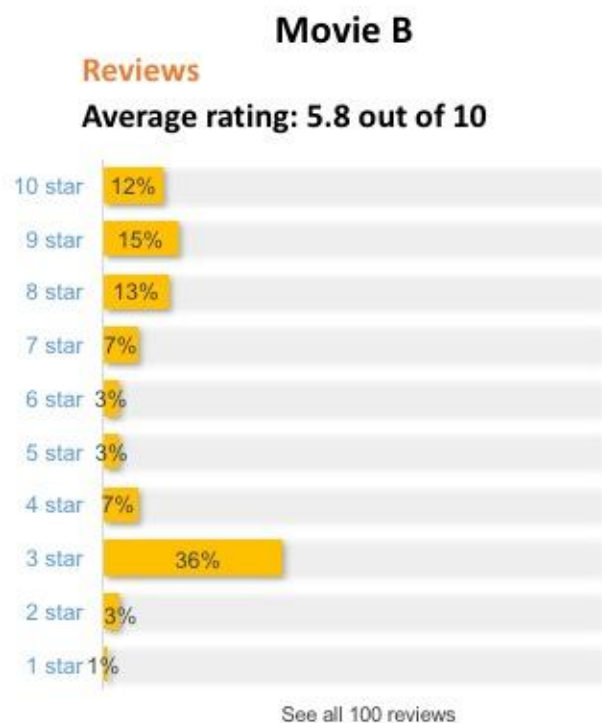
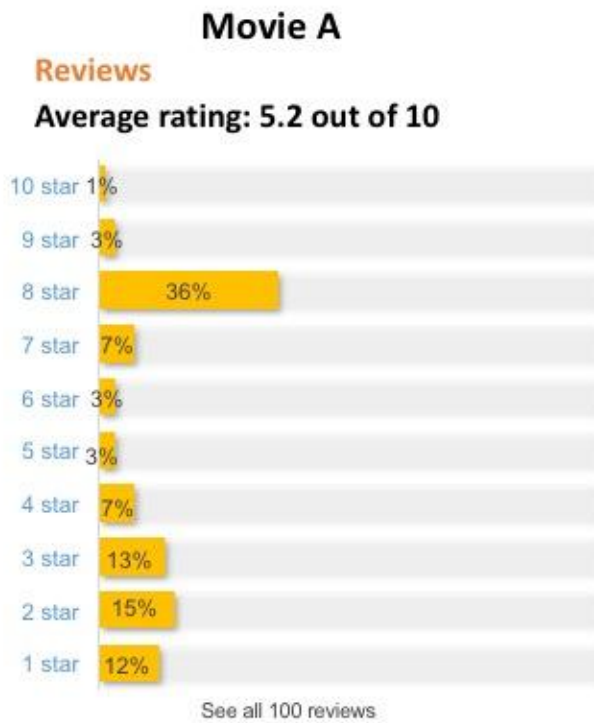
Please take your time and read everything carefully.

### N1

Imagine that you want to have a good time and go to see a movie. These are the only two newly released movies in the theater nearby. You decided to check their ratings online before you make your decision.

Please take a look at the reviews for the movies:





After viewing the ratings for the two movies, which one do you prefer?

- ☐ Movie A
- ☐ Movie B

09

N2

Imagine that you want to have a good time and go to see a movie. These are the only two newly released movies in the theater nearby. You decided to check their ratings online before you make your decision.

Please take a look at the reviews for the movies:

### Movie A

#### Reviews

Average rating: 6.9 out of 10



[See all 100 reviews](#)

### Movie B

#### Reviews

Average rating: 7 out of 10



[See all 100 reviews](#)

### Movie A

#### Reviews

Average rating: 7 out of 10

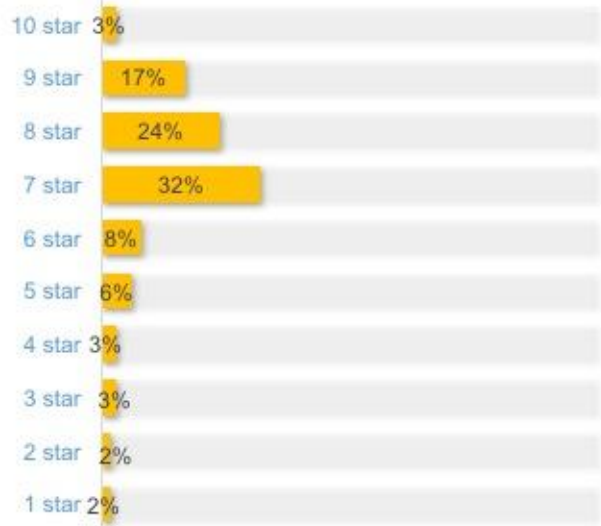


[See all 100 reviews](#)

### Movie B

#### Reviews

Average rating: 6.9 out of 10



[See all 100 reviews](#)

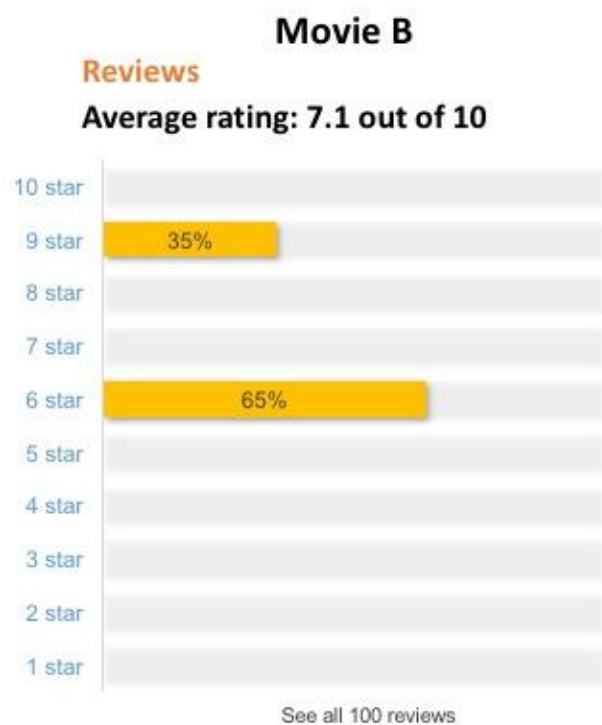
After viewing the ratings for the two movies, which one do you prefer?

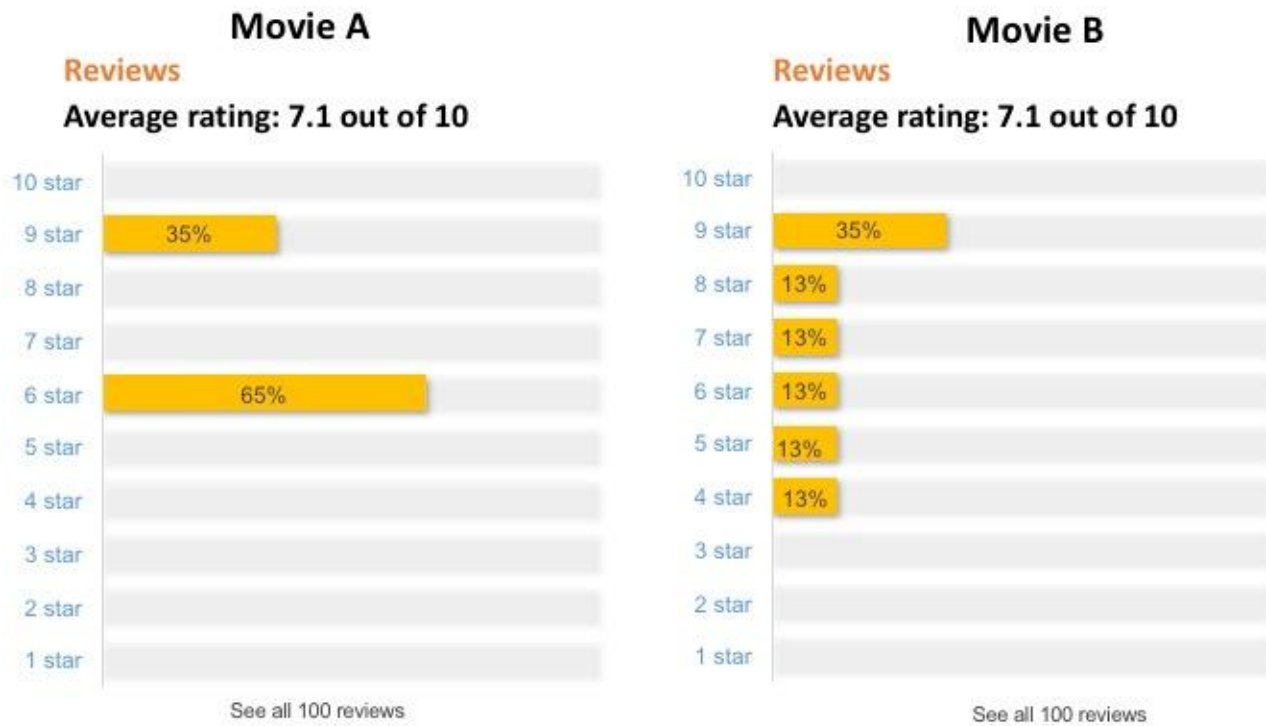
- ☐ Movie A
- ☐ Movie B

## N3

Imagine that you want to have a good time and go to see a movie. These are the only two newly released movies in the theater nearby. You decided to check their ratings online before you make your decision.

Please take a look at the reviews for the movies:





After viewing the ratings for the two movies, which one do you prefer?

- ☐ Movie A
- ☐ Movie B

09

N4

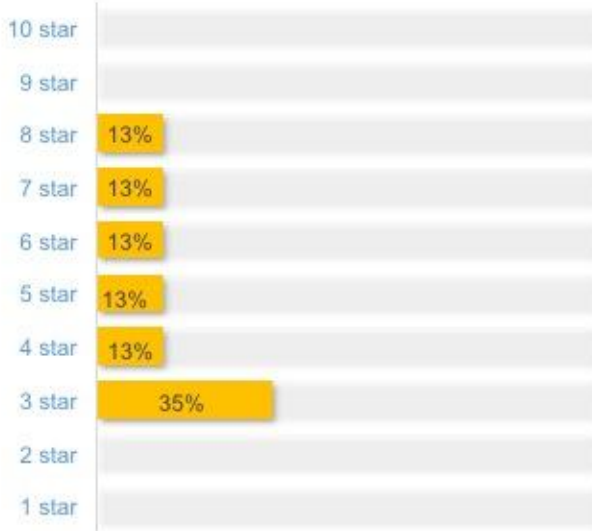
Imagine that you want to have a good time and go to see a movie. These are the only two newly released movies in the theater nearby. You decided to check their ratings online before you make your decision.

Please take a look at the reviews for the movies:

### Movie A

#### Reviews

Average rating: 5 out of 10



[See all 100 reviews](#)

### Movie B

#### Reviews

Average rating: 5 out of 10



[See all 100 reviews](#)

### Movie A

#### Reviews

Average rating: 5 out of 10

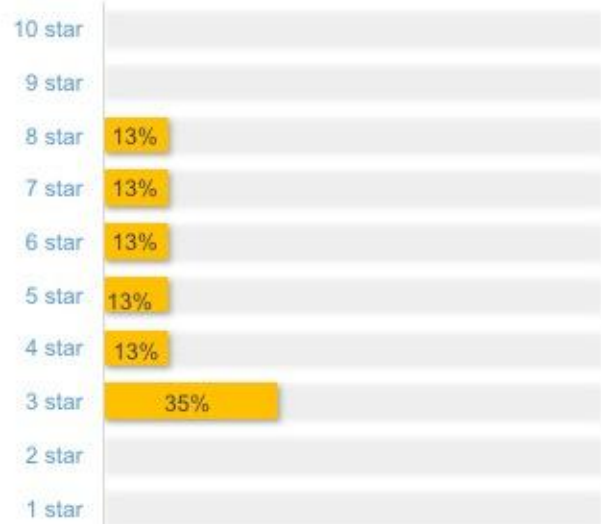


[See all 100 reviews](#)

### Movie B

#### Reviews

Average rating: 5 out of 10



[See all 100 reviews](#)

After viewing the ratings for the two movies, which one do you prefer?

- ☐ Movie A
- ☐ Movie B

**demographic**

Now please answer the following demographic questions:

What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school degree
- ☐ High school graduate (high school diploma or equivalent including GED)
- ☐ Some college but no degree
- ☐ Associate degree in college (2-year)
- ☐ Bachelor's degree in college (4-year)
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Professional degree (JD, MD)

How often do you use social media (eg. Facebook, Twitter, etc)?

- ☐ Never
- ☐ Less than Once a Month
- ☐ Once a Month
- ☐ 2-3 Times a Month
- ☐ Once a Week
- ☐ 2-3 Times a Week
- ☐ Daily

Information about income is very important to understand. Would you please give your best guess?

Please indicate the answer that includes your entire household income in (previous year) before taxes.

- ☐ Less than \$10,000
- ☐ \$10,000 to \$19,999
- ☐ \$20,000 to \$29,999
- ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999
- ☐ \$50,000 to \$59,999
- ☐ \$60,000 to \$69,999
- ☐ \$70,000 to \$79,999
- ☐ \$80,000 to \$89,999
- ☐ \$90,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

What is your gender?

What is your age?