

intro

Thank you for participating this study that will take ~1 min.

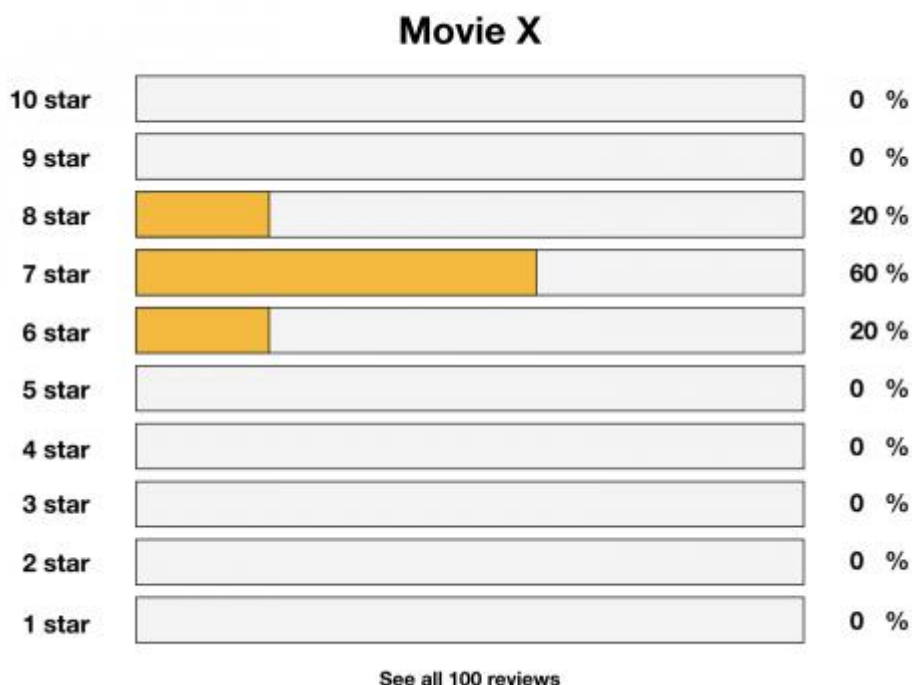
We are interested in consumer decision-making and you will be shown several product reviews below.

Please take your time and read everything carefully.

demo

Imagine that you want to have a good time and are selecting one movie to watch online. The website displays customer reviews for each movie.

For example, the average rating of the movie below is 7.

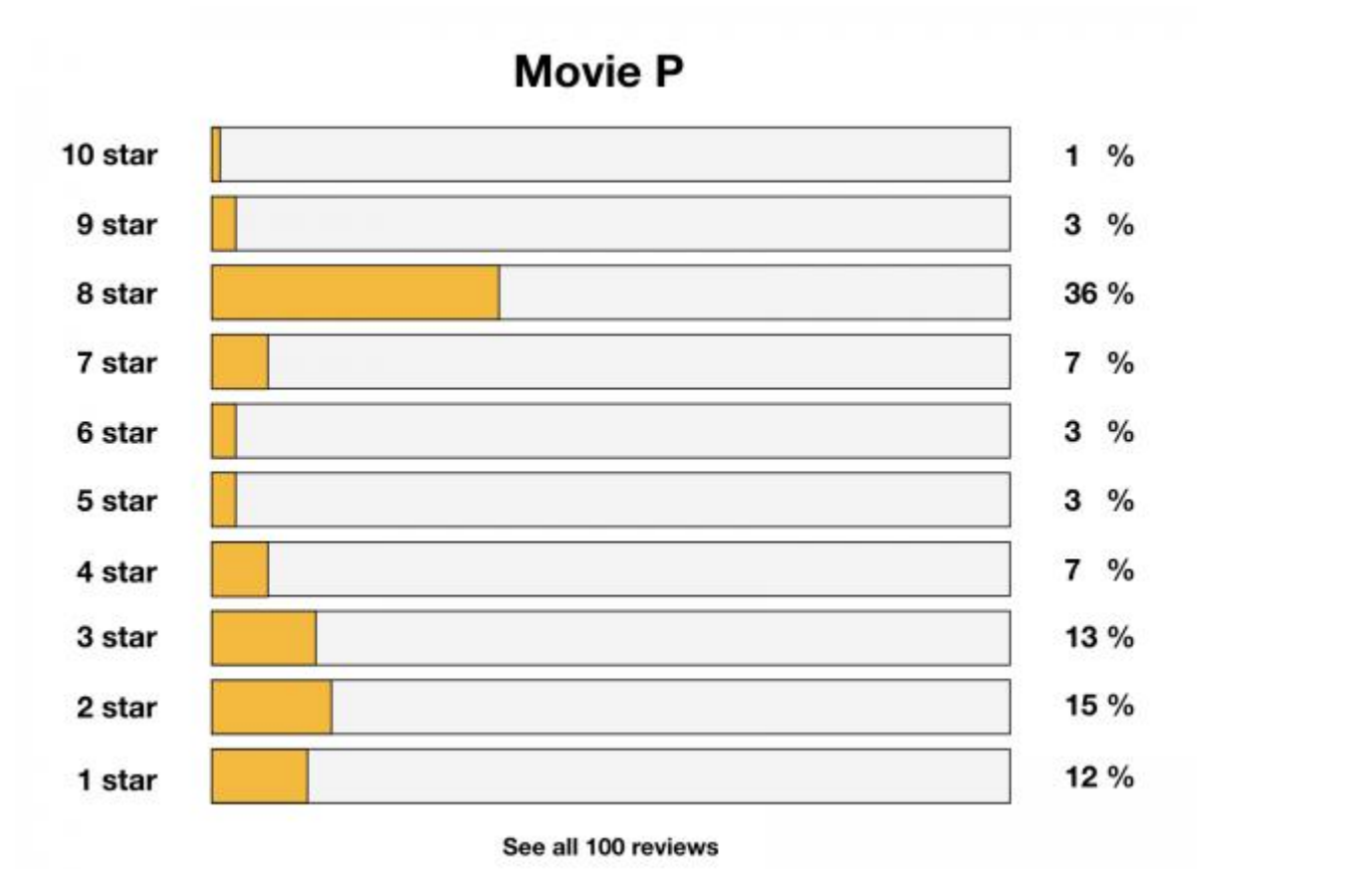


Now, please click "Next" to proceed.

pair1

Imagine that there is a movie with reviews below. Please take a look at the customer reviews available and **estimate the average rating of this movie**.

You do NOT need calculators or Internet to answer the question. Just give an rough estimation based on your hunch.



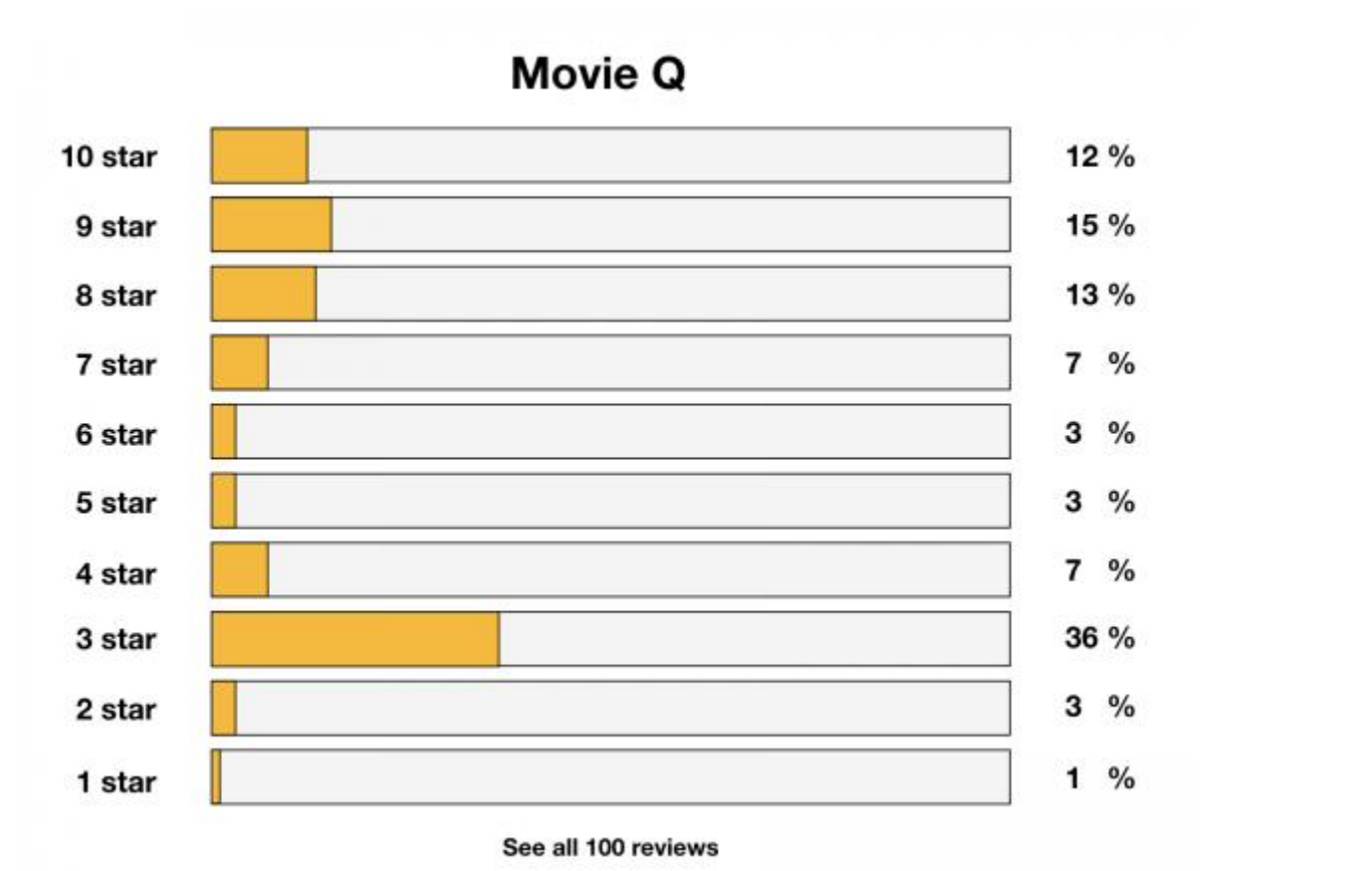
Please **give a rough estimation of the average rating** of the movie based on your hunch (*input numbers between 0-10 only*):

15

pair2

Imagine that there is a movie with reviews below. Please take a look at the customer reviews available and **estimate the average rating of this movie**.

You do NOT need calculators or Internet to answer the question. Just give an rough estimation based on your hunch.



Please **give a rough estimation of the average rating** of the movie based on your hunch (*input numbers between 0-10 only*):

15

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 (E.g., 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 \$29,999
- ☐ \$30,000 to \$49,999
- ☐ \$50,000 to \$69,999
- ☐ \$70,000 to \$89,999
- ☐ \$90,000 to \$149,999
- ☐ \$150,000 or more

What is your gender?

What is your age?

If you would like to leave any comments about this study, please do so below. You may also leave this blank.

Please click the arrow below to record your responses and receive credit for participation.

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