**McKinsey and Company**

Congratulations! Prior to graduation, you have been offered a position at McKinsey and Company, a management consulting firm, to be a "Business Analyst." Your starting salary will be $100,000.

One of your first assignments will be to assist the government of Saudi Arabia, presently de facto ruled by Crown Prince Mohammed bin Salman (MBS). Your job is to assist in measuring the efficacy of censorship and "astro-turfing" efforts to improve the public image of MBS, damaged by revelations that he had ordered the assassination of Washington Post columnist Jamal Khashhoggi.

1. You can choose a different assignment, but you know that at the end of the year, you would lose a $20,000 bonus. Would you choose to give up the assignment and bonus?
   1. Yes. I will choose another assignment and forgo the bonus.
   2. No. I will stay on the assignment and collect the bonus at the end of year.

Suppose that instead of having the option to change assignments but stay with McKinsey, your other option is to change jobs. McKinley and Company -- one of McKinsey's competitors -- has a reputation for being scrupulous about ensuring that it only takes on clients who exhibit "ethical" behavior.

1. What is the minimum salary you would accept to leave McKinsey and work for McKinley instead?  
     
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Suppose that your first case while at McKinsey was not to work for MBS. But, while on your first case, you discover that some of your *colleagues* chose to work on the MBS project.

1. What is the minimum salary you would accept to leave McKinsey and work for McKinley instead?  
     
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**SenseTime**

Congratulations! Prior to graduation, you have been offered a position at SenseTime, an artificial intelligence and computer vision company, to be a "Junior Software Engineer." Your starting salary will be $100,000.

One of your first assignments will be to work on a facial recognition tool that is used by SenseTime's security camera products. While working for SenseTime, you learn that some of its facial recognition products have been used by the Government of the Xinjiang Autonomous Region, in China, to identify people of Uighur ethnicity, many of whom are detained and sent to concentration camps where, according to government representatives, they are reeducated.

You subsequently learn that InSenseTime, one of SenseTime’s competitors, is hiring. InSenseTime has a reputation for being scrupulous about ensuring that its products are only sold to customers who exhibit “ethical” behavior.

1. What is the minimum salary you would accept to leave SenseTime and work for InSenseTime instead?  
     
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**IBM**

Congratulations! The year is 1932 and you are about to graduate from the University of Chicago. You have been offered a position at International Business Machines (IBM). Your starting salary will be the inflation-adjusted equivalent of $100,000 today ($4,500).

One of your first assignments will be to work on a type of punch-card computer technology that is used to help governments tabulate census results. Six months into your tenure at IBM, Adolf Hitler is elected Chancellor of Germany and by March 1933, he has consolidated power and established a concentration camp for political prisoners in the town of Dachau. In this time, it becomes public that IBM, through a subsidiary, has continued to do business with the German government. Additionally, it becomes public that the punch-card technology you are working on has been used to facilitate a campaign of political and ethnic repression and extermination that will come to be known as the Holocaust.

You subsequently learn that the Simplex Time Record Company, one of IBM's early competitors is hiring. Notably, Simplex is participating in a public boycott and refuses to sell equipment to the German government.

1. What is the minimum salary you would accept to leave IBM and work for Simplex TRC instead? Please state in 2023 dollars.  
     
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Demographic Questions:

1. What academic program are you in?
   1. Undergraduate
      1. Please specify major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. MBA
   3. MPP
   4. Other
      1. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. On a sale of 1 to 5, how would you identify your political alignment?  
    1. 2. 3. 4. 5  
   Most Liberal Centrist Most Conservative
3. Please identify which quintile of the US household income distribution your family sits in:
   1. First quintile: up to $28,000 per year
   2. Second quintile: between $28,000 per year and $55,000 per year
   3. Third quintile: between $55,000 per year and $90,000 per year
   4. Fourth quintile: between $90,000 per year and $150,000 per year
   5. Fifth quintile: more than $150,000 per year
   6. Don’t Know
   7. Prefer not to say