color-and-neighborhood

Survey Flow

Block: informed-consent (1 Question)

Branch: New Branch

If

If &nbsp; &nbsp; Title of research study: How does color affect neighborhood choice &nbsp; IRB Protocol Number: 24-0158 &nbsp; Investigator: Damon Charles Roberts Key Information This study is ... Agree Is Selected

BlockRandomizer: 1 - Evenly Present Elements

Group: treat\_blue\_align

Block: Political and Demographics Block (11 Questions)

Block: blue\_flyer (4 Questions)

Standard: dem\_info (4 Questions)

Block: debrief (1 Question)

EndSurvey:

Group: treat\_blue\_not

Block: Political and Demographics Block (11 Questions)

Block: blue\_flyer (4 Questions)

Block: rep\_info (4 Questions)

Block: debrief (1 Question)

EndSurvey:

Group: treat\_blue\_none

Block: Political and Demographics Block (11 Questions)

Block: blue\_flyer (4 Questions)

Block: no\_info (4 Questions)

Block: debrief (1 Question)

EndSurvey:

Group: treat\_red\_align

Block: Political and Demographics Block (11 Questions)

Block: red\_flyer (4 Questions)

Block: rep\_info (4 Questions)

Block: debrief (1 Question)

EndSurvey:

Group: treat\_red\_not

Block: Political and Demographics Block (11 Questions)

Block: red\_flyer (4 Questions)

Block: dem\_info (4 Questions)

Block: debrief (1 Question)

EndSurvey:

Group: treat\_red\_none

Block: Political and Demographics Block (11 Questions)

Block: red\_flyer (4 Questions)

Block: no\_info (4 Questions)

Block: debrief (1 Question)

EndSurvey:

|  |  |
| --- | --- |
| Page Break |  |

Start of Block: informed-consent

informed-consent

Title of research study: How does color affect neighborhood choice

IRB Protocol Number: 24-0158

Investigator: Damon Charles Roberts

***Key Information***  
   
 This study is being conducted by a researcher at the University of Colorado Boulder. The study is expected to take no more than 6 minutes for the median participant and will pay $1.20 (a rate of $12.00 per hour). The study does not pose any significant risk and all data collected are in the form of responses provided by participants.  
   
 ***Purpose of the Study***  
   
 The purpose of the study is to examine what features of a neighborhood matter to people. While we know quite a bit about how practical information about a neighborhood matter to people, we know quite a bit less about how visual features of a neighborhood matter.  
   
 We expect that you will be in this research study for about 6 minutes.  
   
 We expect about 600 people will be in this research study.  
   
 ***Explanation of Procedures***  
   
 You will be asked a number of demographic and some viewpoints. After completing these questions, you will view an instruction screen telling you what to do next.   
   
 You will be randomly assigned to view information about a neighborhood as well as a real estate flyer for it.  
   
 The treatment you get will chosen by chance, like flipping a coin. Neither you nor the researcher will choose what treatment you get. You will have a one in three chance of being given each treatment. Neither you nor the researcher will know which treatment you are getting.  
   
 We cannot tell you everything about what we are doing in this study or why. However, a full explanation of the purpose of the research and procedures will be provided after you complete the study.  
   
 ***Voluntary Participation and Withdrawal***   
   
 Whether or not you take part in this research is your choice. You can leave the research at any time and it will not be held against you.  
   
 The person in charge of the research study can remove you from the research study without your approval. Possible reasons for removal include using Safari as your web browser (which interferes with the study set-up).  
   
 If you decide to leave the research, you will not receive compensation from Prolific.  
   
   
 ***Confidentiality***  
   
 Information obtained about you for this study will be kept confidential to the extent allowed by law. Research information that identifies you may be shared with the University of Colorado Boulder Institutional Review Board (IRB) and others who are responsible for ensuring compliance with laws and regulations related to research, including people on behalf of the Office for Human Research Protections. The information from this research may be published for scientific purposes; however, your identity will not be given out.   
   
 There are some things that you might tell us that we CANNOT promise to keep confidential, as we are required to report information like: Child abuse or neglect A crime you or others plan to commit Harm that may come to you or others   
 ***Payment for Participation***  
   
 If you agree to take part in this research study, we will pay you $1.20 for your time and effort regardless of how long you take (6 minutes at the rate of $12.00/hour). Payments will be made through your Prolific account.  
   
 It is important to know that payment for participation is taxable income.  
   
   
 ***Questions***  
   
 If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at Damon.roberts-1@colorado.edu.  
   
 This research has been reviewed and approved by an IRB. You may talk to them at (303) 735-3702 or irbadmin@colorado.edu if: Your questions, concerns, or complaints are not being answered by the research team. You cannot reach the research team. You want to talk to someone besides the research team. You have questions about your rights as a research subject. You want to get information or provide input about this research.   
 ***Signatures***  
   
   
 Please click the “Agree to participate” button below if you **consent** to participate in this study. If you **do not consent** to participate in the study, please close the window and return to Prolific.  
   
 Agree to participate   
   
   
 [CM1]Please add a few bullet points of the most important information a participant will want to know when deciding whether to participate in this study or not (ex: time commitment, compensation, if there are risks involved, etc.).   
   
 [DCR2]Sorry for neglecting to include this. I have added some important points.

* Agree (4)
* Disagree (5)

Skip To: End of Survey If     Title of research study: How does color affect neighborhood choice   IRB Protocol Number: 24-... = Disagree

End of Block: informed-consent

Start of Block: Political and Demographics Block

inst\_demo I am going to ask you a number of questions about your background.

|  |
| --- |
|  |

age Please confirm your age

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Page Break |  |

sex What is your sex assigned at birth?

* Female (1)
* Male (2)
* Other (3)

gender What is your gender identity?

* Woman (1)
* Non-Binary (2)
* Man (4)
* Prefer to self-describe (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Page Break |  |

education What is the highest level of education that you have completed?

* Did not complete high school (1)
* High school diploma (2)
* Some college, no degree (4)
* 2-year degree (6)
* Bachelor's degree (7)
* Post-graduate or professional degree (8)

race Which racial or ethnic group best describes you?

* White (1)
* Black or African-American (2)
* Hispanic or Latino (8)
* Asian or Asian-American (3)
* Native American (4)
* Middle Eastern (5)
* Two or more races (6)
* Other (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Page Break |  |

pid\_1 Generally speaking, do you think of yourself as a ...?

* Democrat (1)
* Republican (2)
* Independent (3)
* Other (please specify) (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not sure (5)

Display This Question:

If Generally speaking, do you think of yourself as a ...? = Democrat

pid\_d Would you call yourself a strong Democrat or a not very strong Democrat?

* Strong Democrat (1)
* Not very strong Democrat (2)

Display This Question:

If Generally speaking, do you think of yourself as a ...? = Republican

pid\_r Would you call yourself a strong Republican or a not very strong Republican?

* Strong Republican (1)
* Not very strong Republican (3)

Display This Question:

If Generally speaking, do you think of yourself as a ...? = Independent

Or Generally speaking, do you think of yourself as a ...? = Other (please specify)

Or Generally speaking, do you think of yourself as a ...? = Not sure

pid\_i Do you think of yourself as closer to the Democratic or the Republican Party?

* The Democratic Party (1)
* The Republican Party (2)
* Neither (3)
* Not sure (4)

|  |  |
| --- | --- |
| Page Break |  |

attention How often do you pay attention to what is going on in government and politics?

* Always (1)
* Most of the time (2)
* About half of the time (3)
* Some of the time (4)
* Never (5)

End of Block: Political and Demographics Block

Start of Block: blue\_flyer

treat\_blue\_align    
Imagine you see this flyer of a new community that has opened near you.  
  
​​​​​​

prefer\_blue  Please rate your feelings toward the neighborhood as warm (100) or cold (0)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Cold | Neutral | Warm |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| How cold (0) or warm (100) do you feel about this neighborhood? () |  |

move\_blue  How likely would you be to live in this neighborhood?

* Extremely likely (36)
* Somewhat likely (37)
* Neither likely nor unlikely (38)
* Somewhat unlikely (39)
* Extremely unlikely (40)

partisan\_blue  What do you think the political leanings of the neighborhood are?

* Very Republican (1)
* Somewhat Republican (2)
* Neither Republican nor Democratic (3)
* Somewhat Democratic (4)
* Very Democratic (5)

|  |  |
| --- | --- |
| Page Break |  |

End of Block: blue\_flyer

Start of Block: dem\_info

dem\_info Here is some additional information we pulled about the neighborhood: 20 minutes from the nearest metropolitan area. 60% voted for the Democrat in the most recent election.

prefer\_dem  Please rate your feelings toward the neighborhood as warm (100) or cold (0)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Cold | Neutral | Warm |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| How cold (0) or warm (100) do you feel about this neighborhood? () |  |

move\_dem  How likely would you be to live in this neighborhood?

* Extremely likely (36)
* Somewhat likely (37)
* Neither likely nor unlikely (38)
* Somewhat unlikely (39)
* Extremely unlikely (40)

partisan\_dem  What do you think the political leanings of the neighborhood are?

* Very Republican (1)
* Somewhat Republican (2)
* Neither Republican nor Democratic (3)
* Somewhat Democratic (4)
* Very Democratic (5)

End of Block: dem\_info

Start of Block: debrief

debrief **Debriefing**  
   
 Thank you for your participation in this study. Before we end, the researchers would like to provide a little bit more information about this study. This was a hypothetical situation. We did not tell you that this neighborhood did not exist because we wanted to see what features of the neighborhood stood out to you.  
   
 We thank you again for participating in this study. We ask that you do not discuss the study with other potential participants. We are happy to share any research and papers that result from this study. We are also happy to answer any questions you may have about the study.  
   
Please continue and you will be redirected back to Prolific. The completion code should be entered for you. Please retain the following code for your records in case of a technical problem: C1GJ3K21.  
  
 Damon C. Roberts  
 PhD Candidate Department of Political Science at the University of Colorado Boulder  
 damon.roberts-1@colorado.edu

End of Block: debrief

Start of Block: rep\_info

rep\_info Here is some additional information we pulled about the neighborhood: 20 minutes from the nearest metropolitan area. 60% voted for the Republican in the most recent election.

prefer\_rep  Please rate your feelings toward the neighborhood as warm (100) or cold (0)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Cold | Neutral | Warm |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| How cold (0) or warm (100) do you feel about this neighborhood? () |  |

move\_rep  How likely would you be to live in this neighborhood?

* Extremely likely (36)
* Somewhat likely (37)
* Neither likely nor unlikely (38)
* Somewhat unlikely (39)
* Extremely unlikely (40)

partisan\_rep What do you think the political leanings of the neighborhood are?

* Very Republican (1)
* Somewhat Republican (2)
* Neither Republican nor Democratic (3)
* Somewhat Democratic (4)
* Very Democratic (5)

End of Block: rep\_info

Start of Block: no\_info

no\_info Here is some additional information we pulled about the neighborhood: 20 minutes from the nearest metropolitan area.

prefer\_no Please rate your feelings toward the neighborhood as warm (100) or cold (0)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Cold | Neutral | Warm |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| How cold (0) or warm (100) do you feel about this neighborhood? () |  |

move\_no How likely would you be to live in this neighborhood?

* Extremely likely (36)
* Somewhat likely (37)
* Neither likely nor unlikely (38)
* Somewhat unlikely (39)
* Extremely unlikely (40)

partisan\_no What do you think the political leanings of the neighborhood are?

* Very Republican (1)
* Somewhat Republican (2)
* Neither Republican nor Democratic (3)
* Somewhat Democratic (4)
* Very Democratic (5)

End of Block: no\_info

Start of Block: red\_flyer

red\_flyer Imagine you see this flyer of a new community that has opened near you.  
  
  
   
   
   
 ​​

prefer\_red  Please rate your feelings toward the neighborhood as warm (100) or cold (0)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Cold | Neutral | Warm |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| How cold (0) or warm (100) do you feel about this neighborhood? () |  |

move\_red  How likely would you be to live in this neighborhood?

* Extremely likely (36)
* Somewhat likely (37)
* Neither likely nor unlikely (38)
* Somewhat unlikely (39)
* Extremely unlikely (40)

partisan\_red What do you think the political leanings of the neighborhood are?

* Very Republican (1)
* Somewhat Republican (2)
* Neither Republican nor Democratic (3)
* Somewhat Democratic (4)
* Very Democratic (5)

|  |  |
| --- | --- |
| Page Break |  |

End of Block: red\_flyer