

Inter Rater Agreement Sustainability Explanations

The nudging taxonomy of Jesse and Jannach groups interventions into different categories. The decision information category aims to influence user behavior by adding or emphasizing information without altering the available options. Some mechanisms of this category are:

- 1- Simplification: conveys the information in a shorter, simpler form.
- 2- Framing: presents a choice in a deliberately positive or negative light.
- 3- Make external information visible: shows third-party facts that the user would not otherwise see.
- 4- Increase salience of attributes: explicitly highlights particular attributes of the choice to draw the user's attention to it.

Below, you are presented with two hypothetical recommended items from different domains (fashion and tourism), each followed by sustainability-focused explanations that incorporate the nudging mechanisms described above.

Your Task: Read the descriptions of the recommended items and **rate the explanations according to the fitness and alignment with the nudging mechanisms.**

* Indicates required question

The explanations are tailored to Hotel A

Hotel A

Star Rating: ★★★★★☆ (4.5)

Price: \$109/night

Location: Situated in a residential neighborhood, right in the heart of the downtown district

Amenities:

- Free WiFi access is available throughout the property
- All rooms include a TV and a fully equipped kitchenette with a refrigerator
- The private bathrooms come with a bath or a shower.

Brand & Service:

- Owned & managed by local residents from the region
- On-site restaurant partnered with local farmers to serve fresh and seasonal ingredients
- Powered in part by renewable energy sources (solar panels) used across its operations

1. Framing:

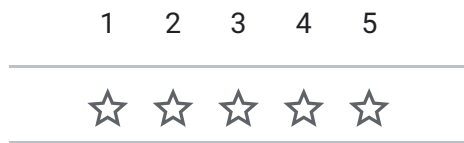
We recommend this Hotel A because your stay there helps create local jobs, promote sustainable growth, support eco-friendly practices and keep the local spirit alive. It's your w to help build a brighter, more sustainable future for both travelers and the communities you visit!

1 2 3 4 5



2. Simplification:

We recommend Hotel A because it has a higher sustainability score (9 out of 10). This simple indicator lets you identify at a glance the most planet-friendly option.



3. Increase salience of attributes:

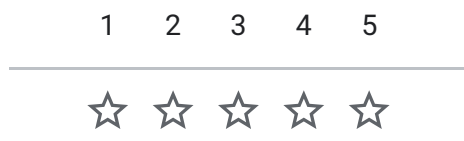
*

We recommend Hotel A because of its features:

🌱 **Local breakfast** – fresh and eco-friendly!

👉 **Locally managed** – your stay supports the community!

☀️ **Solar-powered** – clean energy across operations!

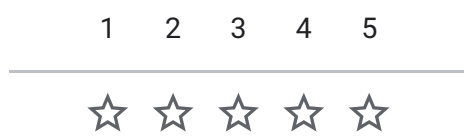


4. Make external information visible:

We recommend Hotel A because it directly supports global sustainability goals. By choosing Hotel A, you contribute to the United Nations Sustainable Development Goals:

SDG 7 – Affordable & Clean Energy: through using renewable energy sources

SDG 8 – Decent Work & Economic Growth: through job creation for local residents



The explanations are tailored to Backpack A

Backpack A

Star Rating: ★★★★★☆ (4.5)

Price: \$79

Color: Balck

Style & Capacity:

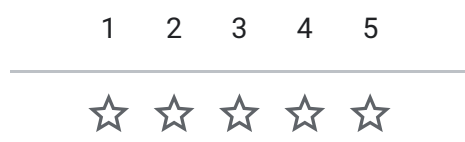
- Rugged design for everyday commuting or light outdoor use
- Medium capacity (fits a 15" laptop)
- Water-resistant coating

Material & Brand:

- Manufactured under a Fair Wear program, ensuring sustainable labor practices
- Made with partly organic cotton and and hemp blends

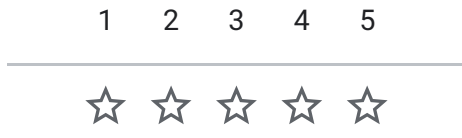
5. Framing:

We recommend Backpack A because by choosing it, you're actively shrinking your carbon footprint and championing more responsible production. This backpack is your personal contribution to climate action. Take pride in traveling lighter on the planet, one backpack at time!



6. Simplification:

We recommend Backpack A because it has a higher sustainability score (9 out of 10). This simple indicator lets you identify at a glance the most planet-friendly option.



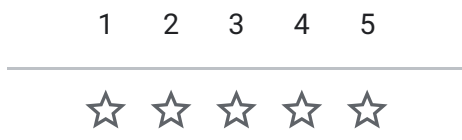
7. Increase salience of attributes:

*

We recommend Backpack A because of its features:

🌿 **Organic materials** – promoting climate-friendly production!

👉 **Fair Wear Program** - supporting fair labor practice!



8. Make external information visible:

We recommend Backpack A because it directly supports global sustainability goals. By choosing Backpack A, you contribute to the United Nations Sustainable Development Goal:

SDG 12 – Responsible Consumption and Production: through Fair Wear program that ensures responsible labor practices

SDG 13 – Climate Action: through using organic materials which have lower pesticide usage and greenhouse gas emissions

1	2	3	4	5
☆	☆	☆	☆	☆

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