Onboarding

Decision making based on graphs: Introduction and Consent Form Thank you for choosing to participate!

Before you proceed, please verify that we have your correct PROLIFIC ID recorded: . If not, please let us know.

In this study, you will take on the role of a business manager, and make decisions based on sales data presented

You will review 30 business scenarios (trials) in total. The trials are divided into three blocks with a break in between. Before you work on the actual trials, you will learn about the graphs and practice with your task. You can also review the graphs and your task again before each block. Please read these instructions carefully as your task

he study should take about 15-20minutes, and you will receive (at a minimum) \$5 for your participation. Your decisions will be scored as correct or incorrect. Based on the quality of your responses, you will be eligible for a bonus of up to \$4. You can quit at any point, but beware that you cannot resume once this window is closed, and nor will you be compensated. After you have finished all the trials, you will be redirected back to Prolific.

Click here to read the Information Sheet for this study

By clicking on "Yes" below, you indicate that you have understood the Information Sheet and agree to participate in

You will get to know your task on this tutorial page. You will then be asked to perform five training tasks. Please read carefully before proceeding to the actual study.

However, you only

receive the sales data

for 20 stores, and you

decision based on this

have to make the

scenario and

explanation of

information sheet

about the study

explanation of uncertainty

representation

You are a manager supervising

graph below shows what the profit for each store looks like.

our task will be to guess

whether the average profit of

the stores in a region is greater

egion there are 200 stores. The

the sales of stores. In each

Background story of your task

likely that the mean

To help you with the decision, your

a plot which shows an estimate of the

mean profit. Since there are only 20 data

points, this estimate of the mean will be

uncertain. The analyst used a probability

density plot to visualise this uncertainty.

values of the mean are more likely.

points

points points

ne width of the density shows you which

_______ maximum at this

_ mean profit is ~6

business analyst used statistics and created

How your job performance is evaluated Your job of picking out profitable regions without full sets of data is risky. You will win or lose corporate brownie points based on the rules below, and of course your goal is to maximize your points for the next **promotion** (and bonus pay).

- 🗸 If you think a region is profitable on average and **mark it as profitable** it (based on the data from the 20 stores), and that region does have an average profit greater than zero based on all 200 stores, you will receive 50 points.
- If you mark a region as not profitable, and that region does **not** have a profit greater than zero on average, you will receive 10
- incentive structure X If you mark a region as profitable, and that region does not have a profit greater than zero, on average, you will lose 150 points. X If you mark a region as not profitable, and that region does

How you will be rewarded

In each trial, the maximum number of points you can you can earn will be around 100-150.

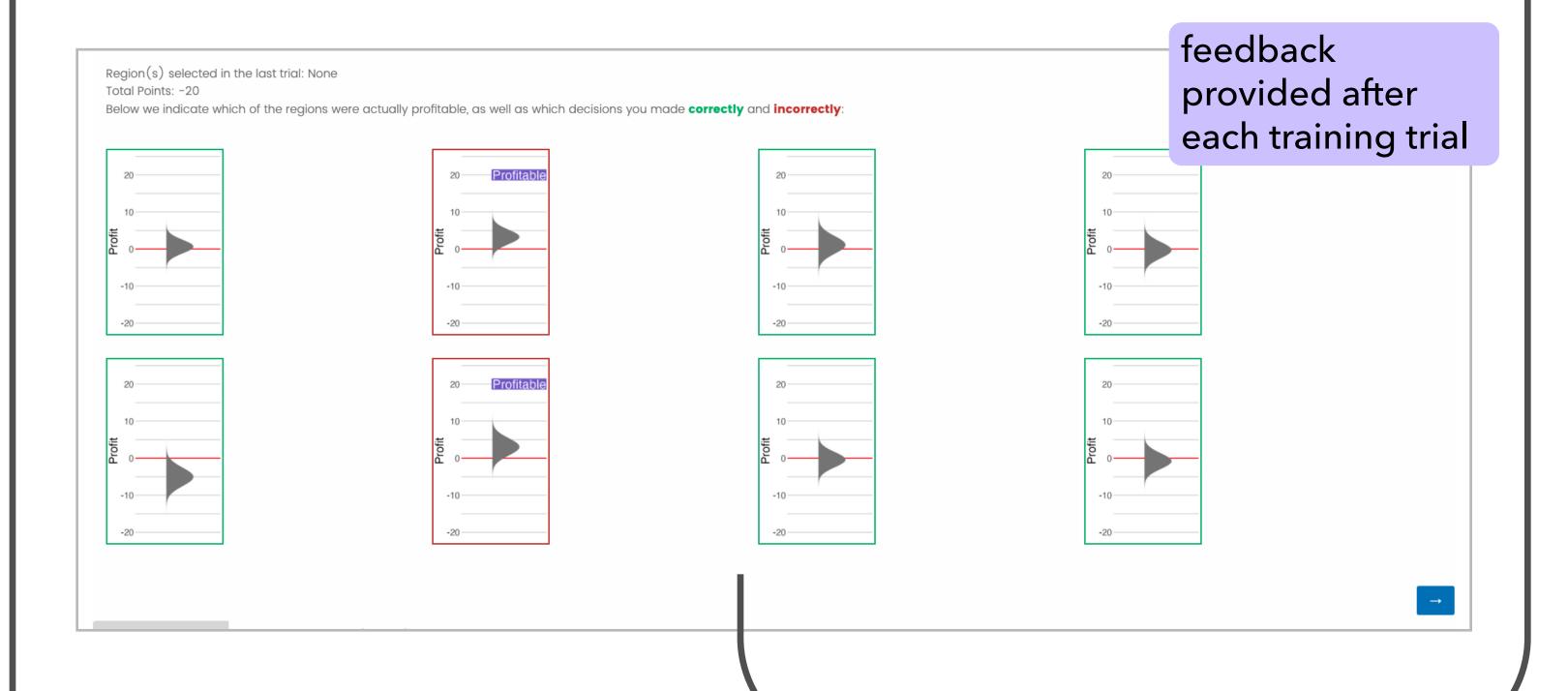
have a profit greater than zero, on average, you will lose 40 points.

On the next page, you will be presented with a training trials. You will receive feedback on how you performed on these tasks. There are a total of five training trials. Your points in the training will be reset before the actual task

Training (x5)

example of training interface

Trial number: 1/5 Which of the regions are profitable?



review after the five training trials

Review

You will now be moving on the actual tasks for this study.

In your training, you earned a total of **-100 points**. Don't worry if you did poorly, we will reset your points to zero.

Moreover, please do not worry if you end up with a negative points total at the end of the trial. We will not deduct from your base pay.

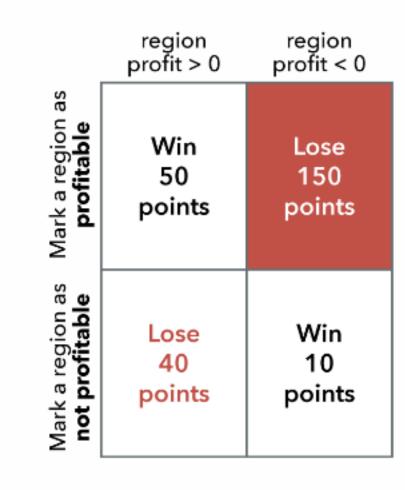
reminder of incentive structure

On the next page you will be presented with the data for 16 regions (i.e. you will be presented with 16 graphs at the same time).

Recap: how your job performance is evaluated

Your job of picking out profitable regions without full sets of data is risky. You will win or lose corporate brownie points based on the rules below, and of course your goal is to maximize your points for the next promotion (and bonus pay).

- If you think a region is profitable on average and mark it as profitable it (based on the data from the 20 stores), and that region does have an average profit greater than zero based on all 200 stores, you will receive 50 points.
- VIII you mark a region as not profitable, and that region does not have a profit greater than zero on average, you will receive 10
- X If you mark a region as profitable, and that region does not have a profit greater than zero, on average, you will lose 150 points.
- X If you mark a region as not profitable, and that region does have a profit greater than zero, on average, you will lose 40 points.



It is possible that you may end up with negative points. Please do not worry if that is the case. You are still guaranteed the minimum of \$5 for your participation.

Test (3 blocks x 10 trials each)

