

Participant	Participant Name	Age	Age Group	Gender	Education	Country of Origin	Team at GameDuell	Skill-based (card) games known	Proficiency in skill-based (card) games	Game Chosen	Headline Chosen	Headline Type	Headline Preference	Perception of Headlines	Install decision	Expectations vs. Reality	Comments on headlines
Matthias PreiB	Participant 1	37	35-44	Male	Bachelor	Germany	Game Development	More than 3	Advanced Intermediate	Solitaire	Relax with classic Solitaire card game	Non-click bait	Relaxation-themed	Skeptical of clickbait; viewed some as scam-like	No	Negative: mismatch between headline promise and product page	Expressed skepticism towards a clickbait headline (Headline 1), perceiving them as scam-like. The product page did not align well with expectations, leading to a negative perception and reducing his likelihood of installing the app.
Mariano Zelke	Participant 2	45	35-44	Male	PhD	Germany	Data	More than 3	Advanced Intermediate	Gin Rummy	Are you a winner? Show us your skills!	Click bait	Competitive-themed	Prefers competitive aspect over community/relaxation themes	No	Negative: competitive nature suggested by headline not matched on product page	Differentiate clickbait headlines as competitive ones
Dirk Potratz	Participant 3	45	35-44	Male	Master	Germany	CEO/Finance	More than 3	Profi	Gin Rummy	Are you a winner? Show us your skills!	Click bait	Challenge-oriented	Less interested in community or relaxation themes	Yes	Neutral: installation decision based on app ratings/downloads, not headline	None
Ekaterina Kransoshchekova	Participant 4	33	25-34	Female	Master	Russia	Data	Not mentioned	Beginner	Gin Rummy	Relax with classic Gin Rummy card game	Non-click bait	Relaxation-themed	Avoids competitive and reward-based headlines	No	Negative: product page visuals/tones did not align with relaxation theme	Differentiate clickbait headlines as competitive ones
Mauricio Llopiz	Participant 5	30	25-34	Male	Bachelor	Cuba	Design	More than 3	Beginner	Gin Rummy	Relax with classic Gin Rummy card game	Non-click bait	Focus on playing with friends	Avoids overtly competitive and community-centric headlines	No	Negative: disliked visual style and vague language on product page; decided not to install	Differentiate clickbait headlines as competitive ones
Vishal Panjwani	Participant 6	28	25-34	Male	Master	India	Marketing	Less than 3	Beginner	Gin Rummy	Are you a winner? Show us your skills!	Click bait	Competitive, skill-challenging	Prefers direct and challenging headlines	Yes	Neutral: headline had minimal impact; more influenced by ratings and downloads	Differentiate clickbait headlines as competitive ones
Celine Lamour	Participant 7	26	25-34	Female	Master	Germany	Legal	Less than 3	Advanced Intermediate	Gin Rummy	Relax with classic Gin Rummy card game	Non-click bait	Less aggressive, more casual	Avoids aggressive or community-focused headlines	No	Negative: game appeared too childish, not as professional as expected	Differentiate clickbait headlines as competitive ones
Kumar Ghosh	Participant 8	33	25-34	Male	High School	India	People&Culture	Less than 3	Advanced Intermediate	Solitaire	Relax with classic Solitaire card game	Non-click bait	Emphasizing relaxation and casual play	Avoids competitive and community-focused headlines	No answer	Negative: product page did not align with relaxing experience suggested by headline, leading to doubts about installing the	Differentiate clickbait headlines as competitive ones
Mathias Hensel	Participant 9	40	35-44	Male	Bachelor	Germany	People&Culture	Less than 3	Intermediate	Solitaire	Relax with classic Solitaire card game	Non-click bait	Relaxation-themed	Avoids competitive and reward-based headlines	No	Negative: unimpressed with the game's visual appeal on the product page	Differentiate clickbait headlines as competitive ones
Kathleen Dessi	Participant 10	31	25-34	Female	Master	France	Product	Less than 3	Intermediate	Gin Rummy	Relax with classic Gin Rummy card game	Non-click bait	Relaxation-themed	Plays to relax, not interested in competition/social	No	Negative: disappointed by the game's visual presentation on the product page, not installing	Differentiate clickbait headlines as stressful ones
Stella Zounta	Participant 11	31	25-34	Female	Bachelor	Greece	Marketing	More than 3	Intermediate	Gin Rummy	Relax with classic Gin Rummy card game	Non-click bait	Relaxation-themed	Prefers relaxing games, not competitive/social gaming	Yes	Neutral: Mixed feelings about the product page but willing to try	Differentiate clickbait headlines as competitive ones
Mohammed Arafat ul Islam	Participant 12	40	35-44	Male	Master	Bangladesh	Project	Less than 3	Intermediate	Solitaire	Join the Solitaire community	Non-click bait	Community aspect	Chooses community-focused headlines	Yes	Positive: impression of the app based on reviews/downloads, despite concerns about visuals	Differentiate clickbait headlines as competitive ones
Felix Poos	Participant 13	26	25-34	Male	Master	Luxemburg	Product	Less than 3	Intermediate	Gin Rummy	Are you a winner? Show us your skills!	Click bait	Competitive-themed	Prefers engagement and challenge	Yes	Positive: finds the product page appealing; would install based on visuals and reviews	Differentiate clickbait headlines as competitive ones
Baki Bektas	Participant 14	42	35-44	Male	PhD	Turkey	User Research	Less than 3	Advanced Intermediate	Solitaire	Become a master of Solitaire	Non-click bait	Mastering the skills	Prefers skill improvement over competition	Yes	Neutral: mixed feelings about presentation but influenced by high ratings	Differentiate clickbait headlines as competitive ones
Jana Cheron	Participant 15	36	35-44	Female	Master	Germany	Marketing	More than 3	Advanced Intermediate	Solitaire	Relax with classic Solitaire card game	Non-click bait	Relaxation-themed	Prefers a relaxing gaming experience	Yes	Positive: good impression based on reviews and downloads, aligns with relaxing theme	Differentiate clickbait headlines as ones that will lead to much of effort in a game
Philipp Moesing	Participant 16	41	35-44	Male	Bachelor	Germany	Accounting	More than 3	Intermediate	Solitaire	Relax with classic Solitaire card game	Non-click bait	Relaxation-themed	Prefers relaxing games, not competitive/social gaming	Yes	Positive: installation decision based on simple design and ratings/reviews of the app product page; not headline	Differentiate clickbait headlines as competitive ones
Alessandro Citti	Participant 17	53	45+	Male	Bachelor	Italy	Marketing	More than 3	Profi	Solitaire	Relax with classic Solitaire card game	Non-click bait	Relaxation-themed	Avoides competitive headlines	No	Negative: disappointed by old-fashioned design; looking for more modern design	Differentiate clickbait headlines as competitive ones
Daniel Feist	Participant 18	35	25-34	Male	High School	Germany	Product	More than 3	Advanced Intermediate	Solitaire	Become a master of Solitaire	Non-click bait	Less aggressive, more casual	Clickbait headlines seen as corny and competitive	Yes	Positive: product page aligned with expectations; positive reaction	Differentiate clickbait headline (Headline 1) as corny
Karen Senna	Participant 19	25	25-34	Female	Bachelor	Brazil	People&Culture	Less than 3	Beginner	Solitaire	Are you a winner? Show us your skills!	Click bait	Competitive-themed	Prefers competitive headlines	Yes	Positive: product page aligned with expectations; positive reaction	Differentiate clickbait headlines as competitive ones
Luisa Krawczyk	Participant 20	26	25-34	Female	Master	Germany	Data	Less than 3	Beginner	Gin Rummy	Play and earn rewards in Gin Rummy!	Click bait	Reward-oriented	Attracted to earning rewards	Yes	Neutral: product page did not significantly influence; likely to install based on reviews	None