Study S3b

2(streak: intact v broken) x 2(length: long v short) between subjects

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Stimuli:

In this study, you will read about a hypothetical situation and answer some questions.

It is very important that participants are attentive during this study.

Therefore, please pay attention and read all information and questions carefully.

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Imagine the following scenario:

 You really enjoy drinking craft beer. You are the type of person who likes to find craft beers to try and you drink craft beer fairly regularly.

Because you like beer so much, a friend told you about an application called Untappd a few months ago. Untappd lets you log beers that you try and where you drink them. When you make an entry, you can rate how much you liked the beer.

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Your Untappd profile (sample shown below) keeps track of how many unique beers you have logged on the app, as well as the total number of beers you have logged.

 You can also see all of the ratings you have ever logged on the app, as well as where you drink each beer.

.... AT&T 🤖	10:15 AM		97% ▭
	★ UNTAPPD ★		
· NAME			
📍 location			
Bio			
TOTAL	UNIQUE	FRIENDS	BADGES
610	472	92	53
ACTIVITY	WISH LIST	SETTINGS	

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You really enjoy keeping track of every beer you have drank and having a record of your total beers drank, number of unique beers tried, and how you have rated them.

You find the app is very easy to use and it does not have any ads. Untappd is the only app you use for keeping track of the beers you try. So far, you have logged over 50 beers on the app.

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In fact, you have a streak of using Untappd.

In other words, you have used Untappd to log four of the last four beers you have consumed, as shown below:

Beer 1	Beer 2	Beer 3	Beer 4
✓	✓	✓	✓

In fact, you have a streak of using Untappd.

In other words, you have used Untappd to log **twenty** of the last twenty beers you have consumed, as shown below:

Beer 1	Beer 2	Beer 3	Beer 4	Beer 5	Beer 6
✓	✓	✓	✓	✓	✓
Beer 7	Beer 8	Beer 9	Beer 10	Beer 11	Beer 12
✓	✓	✓	✓	✓	✓
Beer 13	Beer 14	Beer 15	Beer 16	Beer 17	Beer 18
✓	✓	✓	✓	✓	✓
Beer 19	Beer 20				
✓	✓				

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Imagine that **last weekend**, you went to a bar and tried a new beer. You really liked this beer and would be willing to buy it in a six pack to enjoy at home.

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Broken streak condition:

You wanted to log these this beer in Untappd. Unfortunately, you did not have any cell phone service at the bar. As a result, you **did not log the beer on the Untappd app.**

 You are unable to remember the name of the beer you tried, and you cannot find the beer list for the bar anywhere. As a result, you will **never** be able to add this beer to your log.

As a result, you broke your streak of logging your beers that you have drank on Untappd, as shown below:

Beer 1	Beer 2	Beer 3	Beer 4	Beer 5 (Most Recent Beer)
✓	✓	✓	✓	✗

Beer 1	Beer 2	Beer 3	Beer 4	Beer 5	Beer 6
✓	✓	✓	✓	✓	✓
Beer 7	Beer 8	Beer 9	Beer 10	Beer 11	Beer 12
✓	✓	✓	✓	✓	✓
Beer 13	Beer 14	Beer 15	Beer 16	Beer 17	Beer 18
✓	✓	✓	✓	✓	✓
Beer 19	Beer 20	Beer 21 (Most Recent Beer)			
✓	✓	✗			

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You were able to **log the beer on the Untappd app.**

As a result, you maintained your streak of logging every beer that you have drank on Untappd, as shown below:

Beer 1	Beer 2	Beer 3	Beer 4	Beer 5 (Most Recent Beer)
✓	✓	✓	✓	✓

Beer 1	Beer 2	Beer 3	Beer 4	Beer 5	Beer 6
✓	✓	✓	✓	✓	✓
Beer 7	Beer 8	Beer 9	Beer 10	Beer 11	Beer 12
✓	✓	✓	✓	✓	✓
Beer 13	Beer 14	Beer 15	Beer 16	Beer 17	Beer 18
✓	✓	✓	✓	✓	✓
Beer 19	Beer 20	Beer 21 (Most Recent Beer)			
✓	✓	✓			

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Main Questions:

DV:
Imagine that you are enjoying a new beer today. This is the only beer you have drank since the one you had at the bar last weekend. How likely are you to use the Untappd app to log this beer? [1 – Extremely unlikely, 11 – Extremely likely]

Instructions for all subsequent questions:
Please answer the following questions about how you felt when deciding whether to log your beer today.

Direct process items:
How much did you think about consistency in your logging behavior? [1 – Not at all, 11 - A great deal]

How much did you think about streaks you may have in your log? [1 – Not at all, 11 - A great deal]

Motivation item:
How much did you feel motivated to continue logging? [1 – Not at all, 11 - A great deal]

Negative emotion items:
How angry did you feel? [1 – Not at all, 11 - Extremely]

How upset did you feel? [1 – Not at all, 11 - Extremely]

How disappointed did you feel? [1 – Not at all, 11 - Extremely]

How annoyed did you feel? [1 – Not at all, 11 - Extremely]

Positive emotion item:
How happy did you feel? [RC: 11 – Not at all, 1 - Extremely]

How excited did you feel? [RC: 11 – Not at all, 1 - Extremely]

Automaticity measures:

How automatic was your decision about whether to log your beer today? [1 – Not at all, 11 - Completely]

How much did you carefully consider your decision about whether to log your beer today? [1 – Not at all, 11 - A great deal]

Momentum measures:

How much did you think about the "momentum" you had in logging? [1 – Not at all, 11 - A great deal]

How much did your decision to log feel effortless? [1 – Not at all, 11 - Extremely]

How much did you feel that your logging behavior was self-sustaining? [1 – Not at all, 11 - Extremely]

How much did your past behavior push you to log? [1 – Not at all, 11 – A great deal]

How much did you feel like you were "on a roll"? [1 – Not at all, 11 – Very much]

Manipulation checks:

In this scenario, did you log your beer from the bar last weekend? [Yes, No]

In this scenario, how many beers in a row did you log on the app before going to the bar last weekend? [4, 20]

Demographics:

What is your gender? [Male (1), Female (2), Prefer not to say (3)]

What is your age? [numeric free response]