

Study S4

2(intact or broken logged streak) x 2(public or private) between subjects design

To ensure you are a real person, please write the answer to this math question with ONE WORD:

eight minus two equals:

[Participants who did not write 'six' or were not using Chrome/Firefox were unable to complete the study]

Page Break

Instructions:

In this HIT, you will complete two short unrelated academic studies.

In this first study, you will be testing out an app.

Page Break

We are testing out a new gaming app and have two games available.

WORD JUMBLE is a game where you have to unscramble a series of letters to create a word.

NUMBER SUM is a game where you have to find the 2 numbers that sum to 200.

Page Break

You've been assigned to test out playing WORD JUMBLES. However, you might play NUMBER SUMS later on.

Display This Question:

If streakcond = streak

Much like many apps on your smartphone might have, this app features a **game tracker** that logs the games you play.

Once you attempt a game, it will be added to your game tracker.

For example, once you attempt one game, your tracker will look like this:

Games attempted: 1



All games will be counted towards your game tracker as long as you have seen them; in other words, they count even if you don't answer them correctly. **Both jumbles and sums will count towards your game tracker.**

Your game tracker will be displayed at the top of your screen.

Display This Question:

If streakcond = broken

Much like many apps on your smartphone might have, this app features a **game tracker** that logs the word games you play.

Once you attempt a jumble, it will be added to your game tracker.

For example, once you attempt one jumble, your tracker will look like this:

Games attempted: 1



Jumbles will be counted towards your game tracker as long as you have seen them; in other words, they count even if you don't answer the jumble correctly.

Sums do not count towards your game tracker.

Your game tracker will be displayed at the top of your screen.

Page Break

Display This Question:

If publiccond = private

Since you are testing out this app, your activity on the app - including your progress on the game tracker - will be **private**. That is, how you progressed through the games will NOT be saved or displayed anywhere.

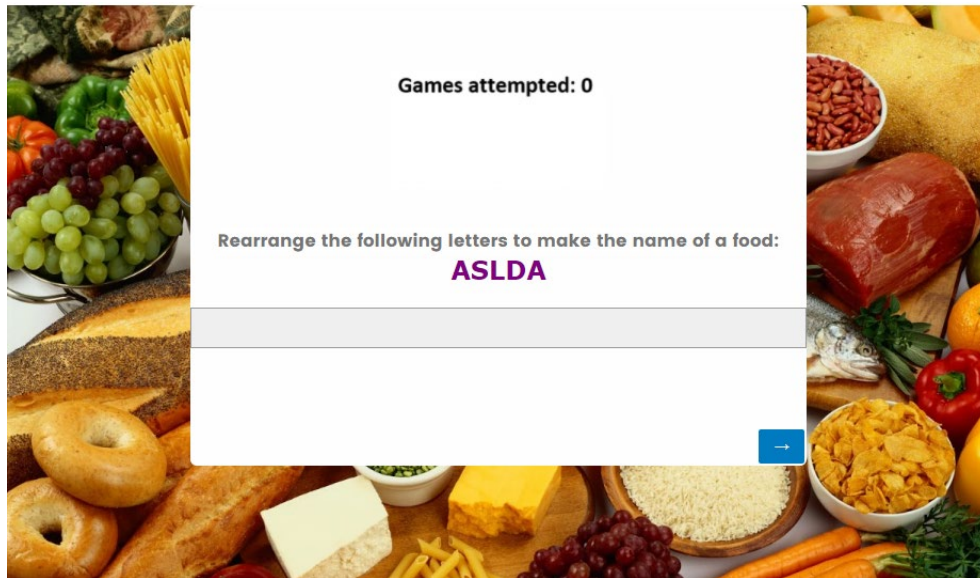
Display This Question:

If publiccond = public

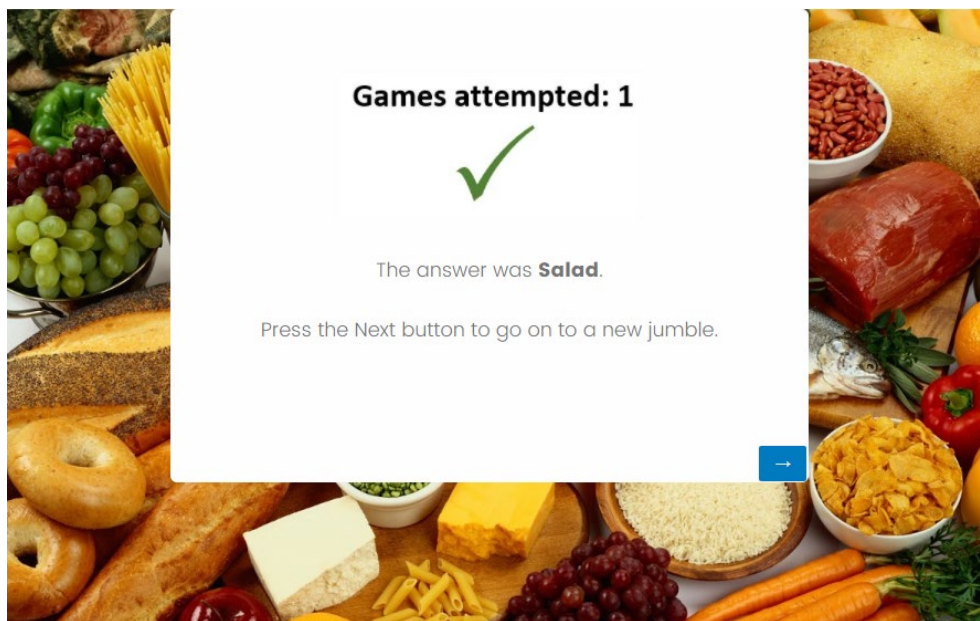
Since you are testing out this app, your activity on the app - including your progress on the game tracker - will be **public**. That is, how you progressed through the games will be saved and displayed to people who use the app in the future.

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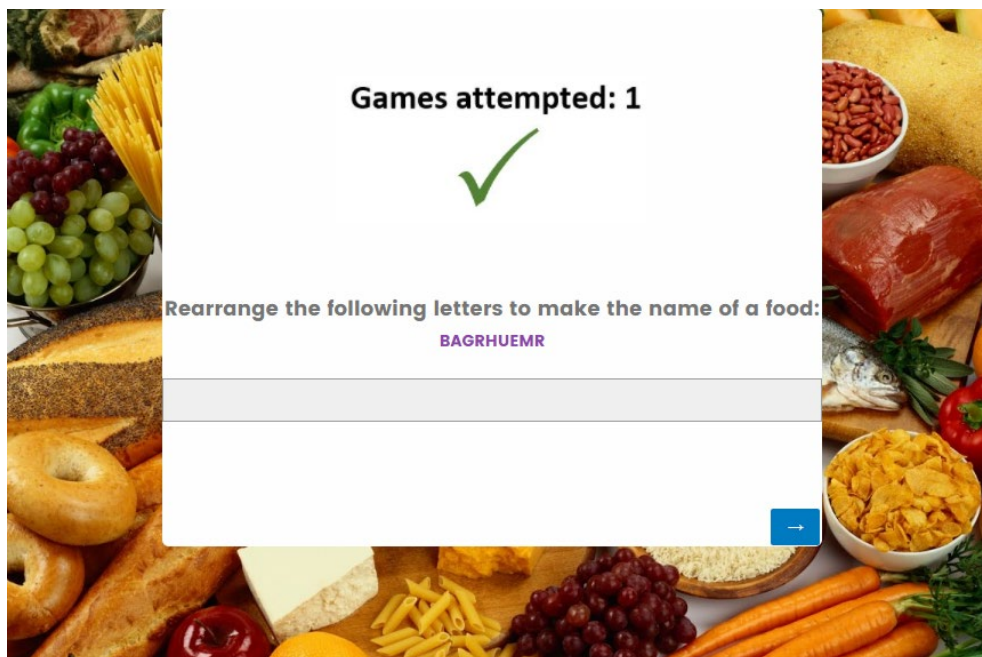
Stimuli:



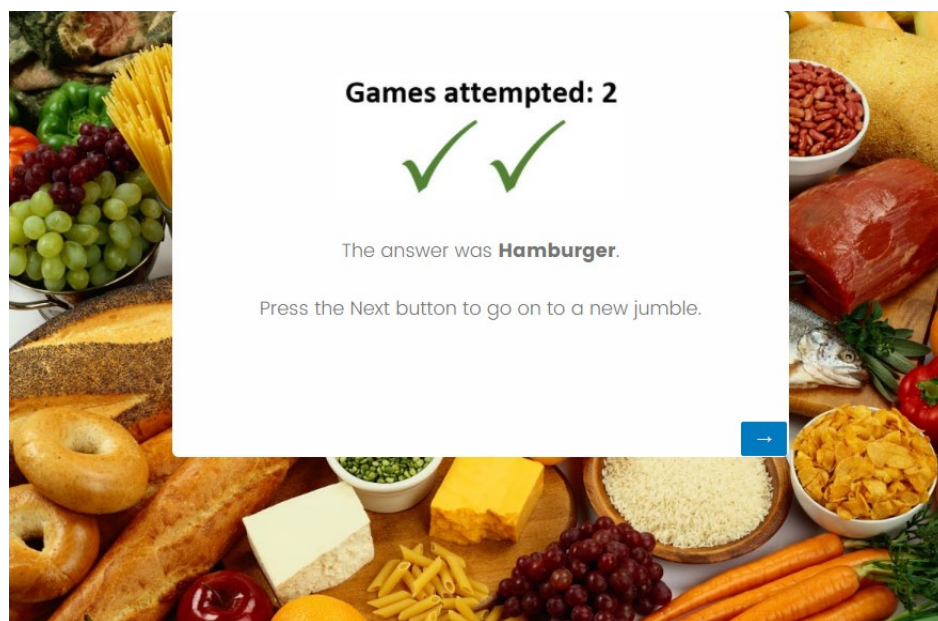
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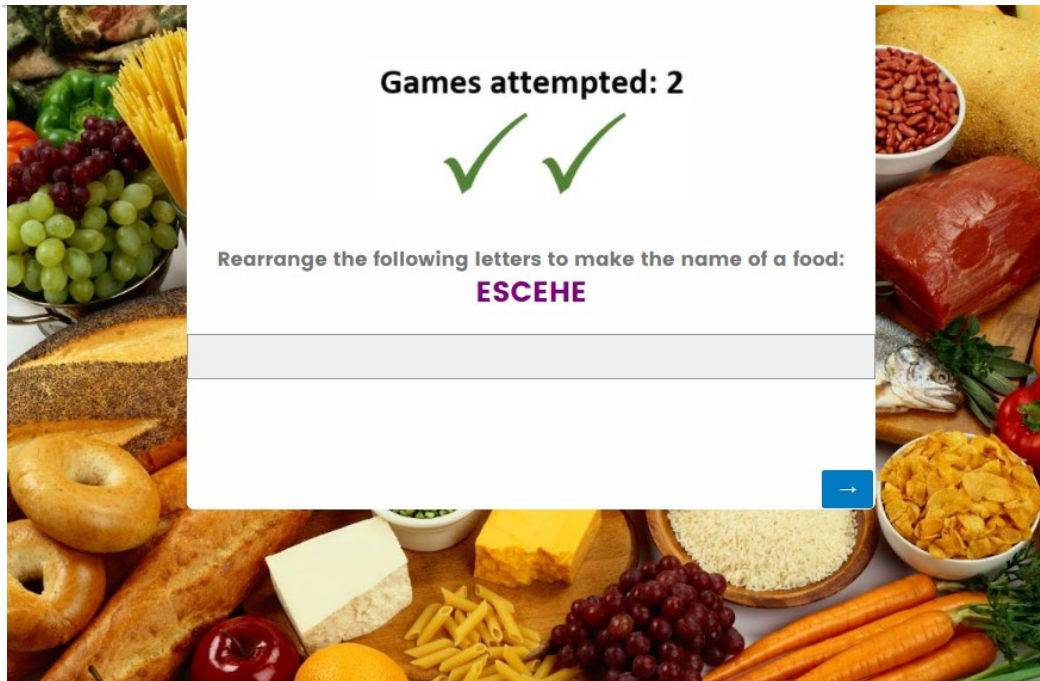
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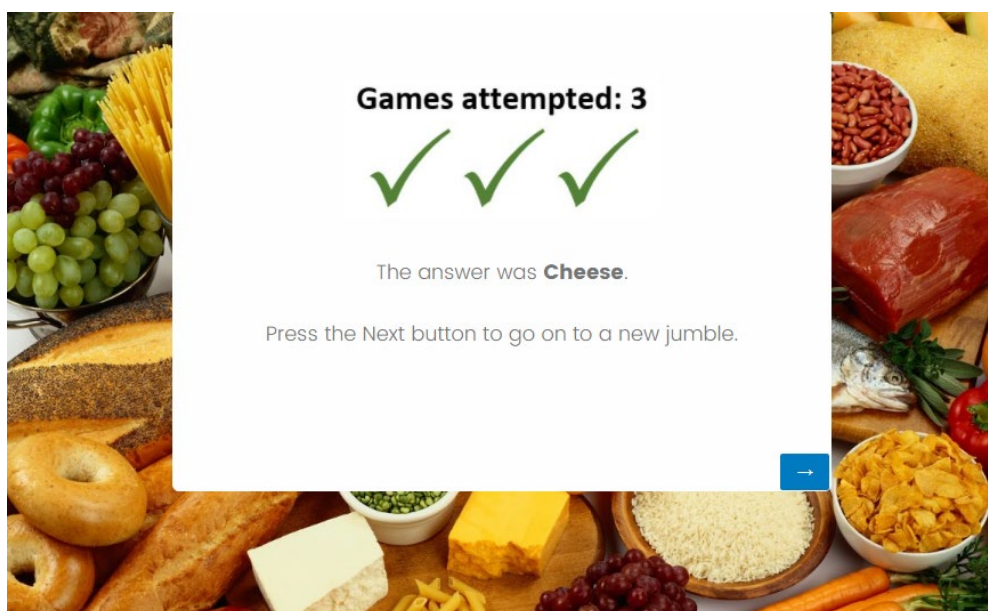
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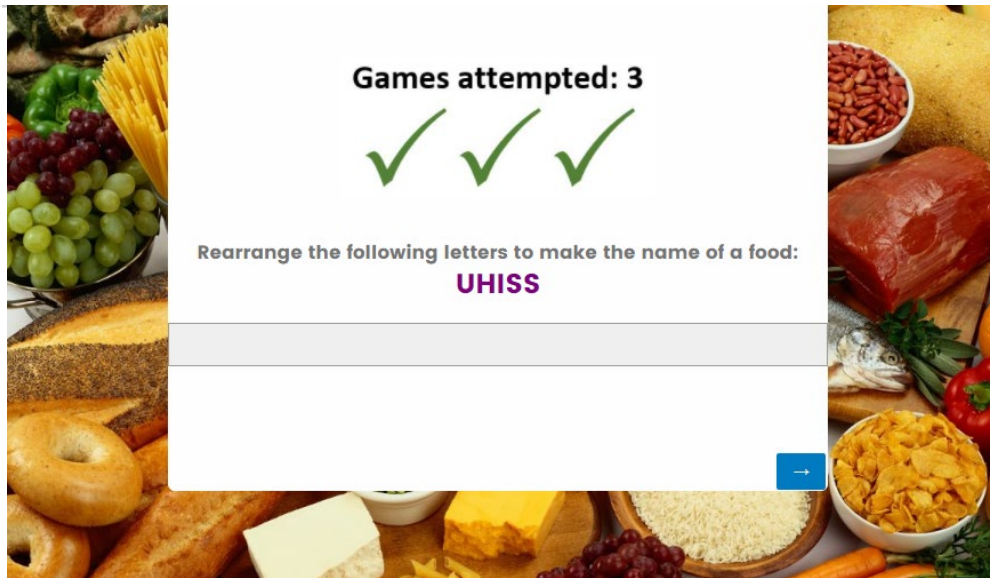
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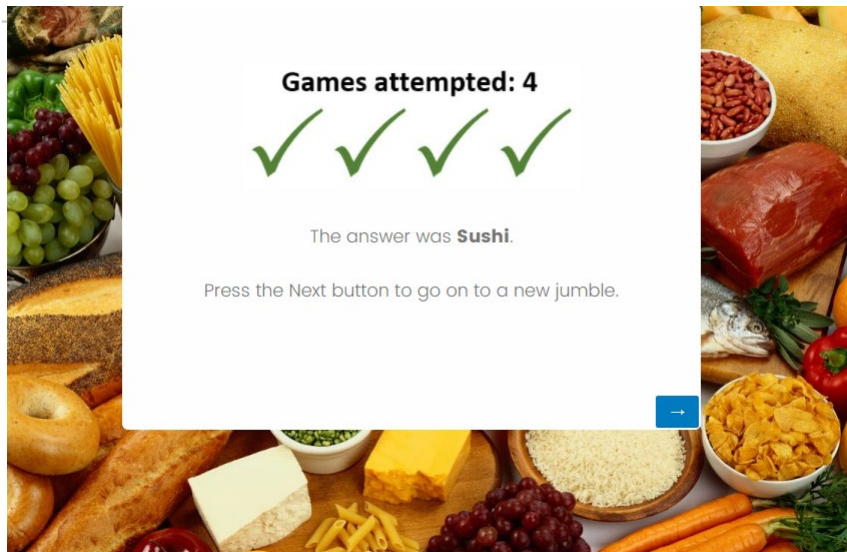
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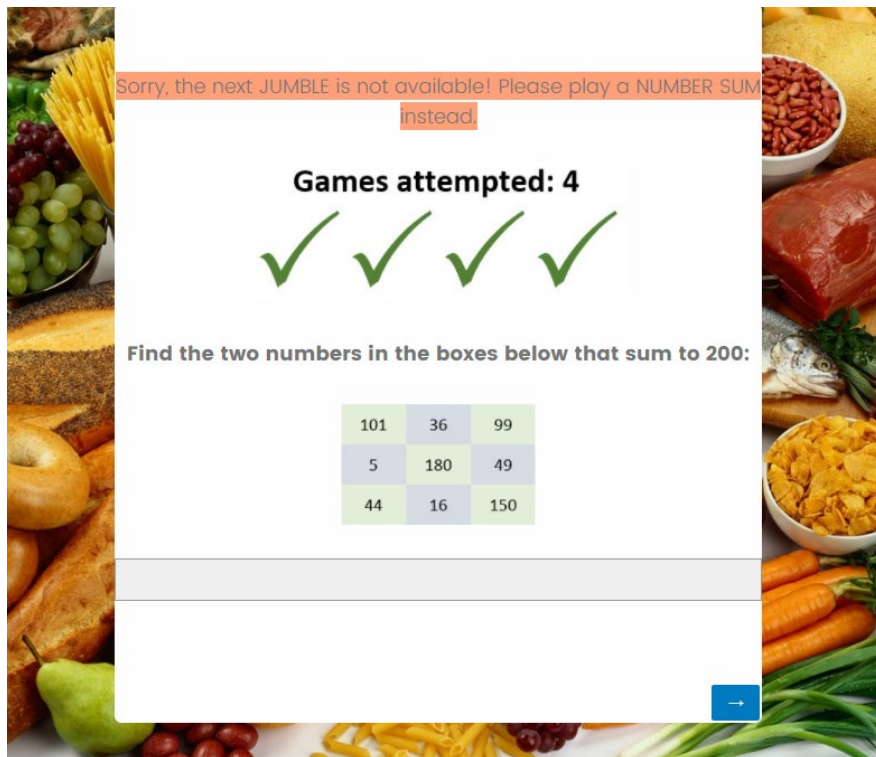
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Intact streak conditions:

Games attempted: 5



The answer was **101 & 99**.

Even though you had to switch to a NUMBER SUM game, you still have a streak on the app's game tracker.

Broken streak conditions:

Jumbles attempted: 4



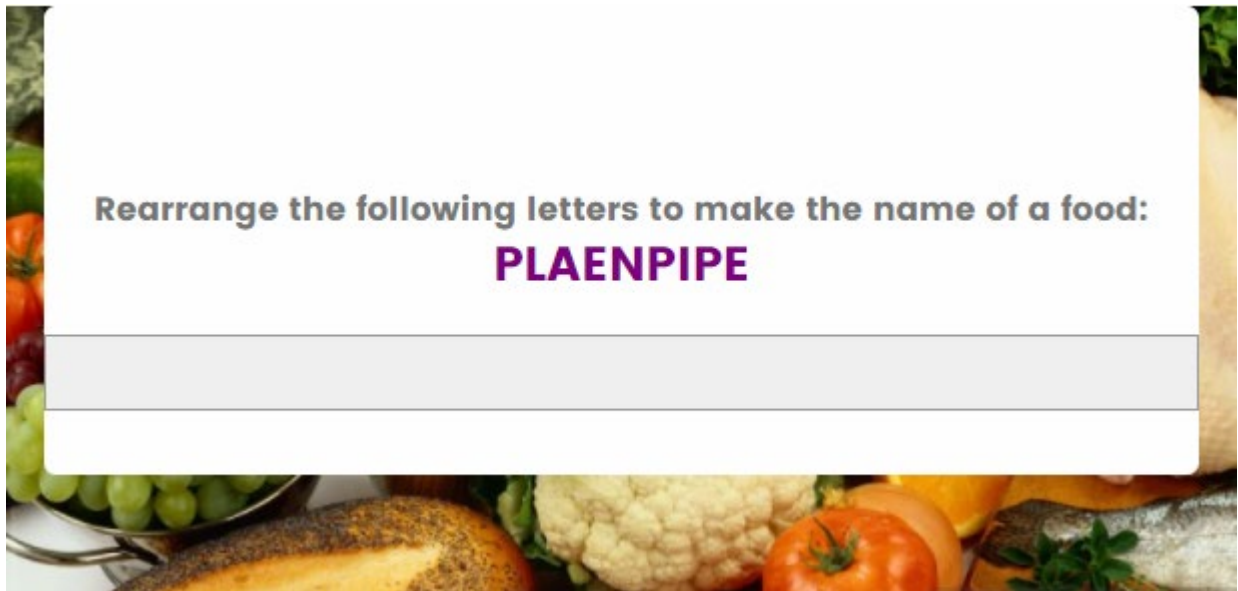
The answer was **101 & 99**.

Unfortunately, because you had to switch to a NUMBER SUM game, you now have a broken streak on the app's game tracker.

At the end of the study, based on DV choice:

Display This Question:

If DV = continue



Page Break

Display This Question:

If DV = continue

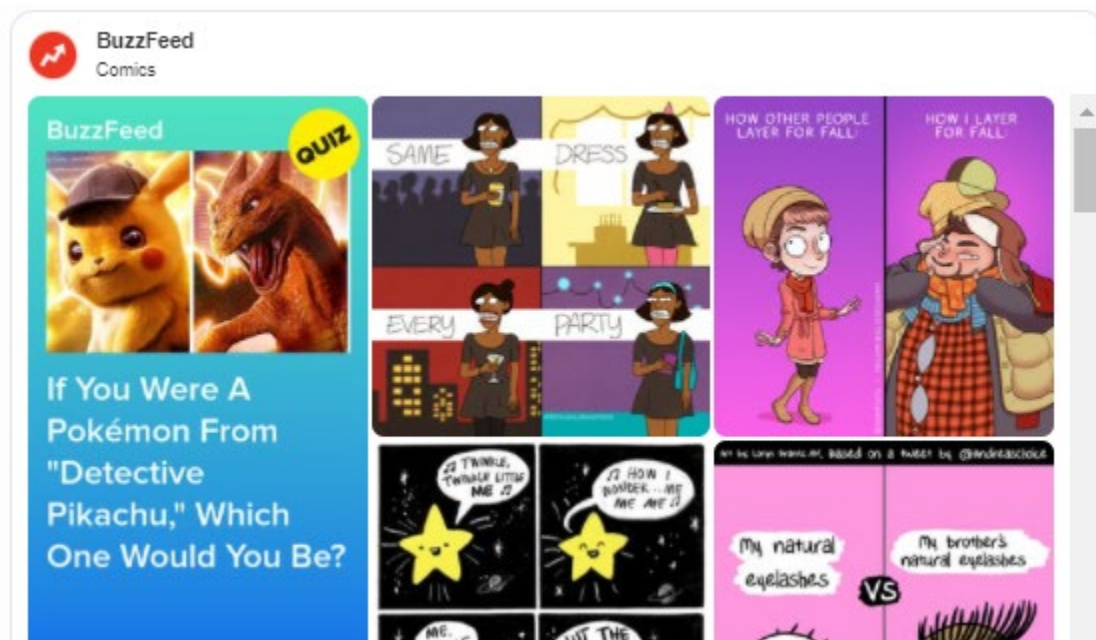
The answer was PINEAPPLE.

You've finished all games available on the app!

Page Break

Display This Question:

If DV = switch



[participants viewed the BuzzFeed Comics Pinterest board, embedded in an iframe]

Questions:

Main DV:

Intact streak conditions:

Games attempted: 5



The answer was **101 & 99**.

Even though you had to switch to a NUMBER SUM game, you still have a streak on the app's game tracker.

Broken streak conditions:

Jumbles attempted: 4



The answer was **101 & 99**.

Unfortunately, because you had to switch to a NUMBER SUM game, you now have a broken streak on the app's game tracker.

Please choose what activity you would like to do next. Both activities should take about the same amount of time.

You can either continue playing Word Jumbles on the app or view some funny online content.

continue playing games on the app



view funny content on social media



Directions before measures:

Think about how you felt **right after playing your last game (a Number Sum)**.

Measures:

To what extent did you have a **goal of maintaining a streak** of playing games?

1 – Not at all to 11 – very much

How **happy** did you feel?

1 – not at all to 11 - extremely

How **excited** did you feel?

1 – not at all to 11 - extremely

How **upset** did you feel?

1 – not at all to 11 - extremely

How **sad** did you feel?

1 – not at all to 11 - extremely

Display This Question:

If streakcond = broken

Imagine that you were to continue using this game app in your day-to-day life. Would you be willing to watch a short ad to repair your broken streak in your tracker? (Yes/No]

Display This Question:

If streakcond = streak

Imagine that you were to continue using this game app in your day-to-day life. Would you be willing to watch a short ad to maintain your streak in your tracker (i.e., prevent it from breaking if you happened to switch to a different activity)? [Yes/No]

How likely would you be to recommend this gaming app to a friend?

1 – extremely unlikely to 11 – extremely likely

How likely would you be to use this gaming app in the future?

1 – extremely unlikely to 11 – extremely likely

Public/private manipulation checks:

Will your app use - including your progress on the game tracker - be saved and displayed to future users?

- ☐ No, it will be kept private (1)
- ☐ Yes, it will be made public (2)

While you were testing the app, to what extent were you thinking about what other, future users would think of your activities?

1 – not at all to 7 – a great deal

Demographics:

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

What is your age? [numeric free response]

Please write any comments about this study below. [Free response]