WEB APPENDIX F: MATERIALS FOR STUDIES REPORTED IN MAIN TEXT

The original Qualtrics exports have been condensed in interest of space.

Study 1A:

We are giving away a FREE scoop of ice cream! Which flavor would you like to choose?

Option A	Option B
Getting one scoop of **strawberry/dark chocolate/ salted caramel ice cream** for free	Getting one scoop of **mystery ice cream** for free (there are 10 possible flavors, but the exact flavor will be revealed after a random draw). Possible flavors Madagascar Vanilla — Messenger Coffee Earl Grey Tea — Spiced Pumpkin Salted Pretzel — Strawberry Cinnamon — Dark Chocolate Cookies and Cream — Salted Caramel

[Options counterbalanced; Option A only displayed one of the three flavors]

Study 1B:

Stress Ball Study

In order to help students to reduce stress during the finals, we are giving away FREE stress relief balls!

Today, you can choose between two options. One option is to choose the ball that is presented to you. The other option is to choose a mystery design by choosing the stress ball in a bag. The bag contains one of three possible design options (including the one presented to you), but the design of your stress ball is only revealed upon opening the bag.

Which one would you like to choose?

- The presented stress relief ball
- The mystery stress relief ball

Good luck with your final exams!

[Options counterbalanced]

Study 1C:

Imagine that you are planning a trip to Orlando in the summer. You decide to book a 4-star hotel for your stay. The booking website offers two packages.

[The order of the following two options was counterbalanced]

Package A: You can stay in the following 4-star hotel

[One of 20 hotels was randomly presented, see Appendix C]

Package B: You can stay in a mystery 4-star hotel, but you do not know which hotel you will stay in until you complete booking. The possible hotels are:

[A list of 20 hotels was presented, see Appendix C]

Which of the two hotel packages would you choose?

○   Package A [a picture of one of the 20 hotels presented earlier] (1)

○   Package B [a picture of a question mark] (2)

Study 1D:

If the following songs came on your YouTube, would you watch the music videos or skip to a different one?

	SKIP	LISTEN
Mood by 24kGoldn ft. iann dior	o	o
Adore You by Harry Styles	o	o
Cut You Off by Selena Gomez	o	o
One More Night by Maroon 5	o	o
Hello by Adele	o	o
Midnight Sky by Miley Cyrus	o	o
Dynamite by BTS	o	o
Save Your Tears by The Weeknd	o	o
Bad Guy by Billie Eilish	o	o
Dancing On My Own by Robyn	o	o
Chicken Fried by Zac Brown Band	o	o
Cardigan by Taylor Swift	o	o
Blinding Lights by The Weeknd	o	o
Drivers License by Olivia Rodrigo	o	o
Levitating by Dua Lipa ft. DaBaby	o	o
Gaslighter by The Chicks	o	o
The Box by Roddy Ricch	o	o
Old Town Road by Lil Nas X ft. Billy Ray Cyrus	o	o
Uptown Funk by Mark Ronson ft. Bruno Mars	o	o
Happy by Pharrell Williams	o	o
All of Me by John Legend	o	o

Thank U, Next by Ariana Grande	o	o
Wonderwall by Oasis	o	o
Like a Virgin by Madonna	o	o
Somebody That I Used to Know by Gotye ft. Kimbra	o	o
Tiny Dancer by Elton John	o	o
Good 4 U by Olivia Rodrigo	o	o
Hey Jude by The Beatles	o	o
Billie Jean by Michael Jackson	o	o
With or Without You by U2	o	o
Umbrella by Rihanna ft. Jay-Z	o	o
Yeah! by Usher ft. Lil Jon and Ludacris	o	o
Fallin by Alicia Keys	o	o
Lose Yourself by Eminem	o	o
Tik Tok by Kesha	o	o
Shallow by Lady Gaga and Bradley Cooper	o	o
Chandelier by Sia	o	o
Sorry by Justin Bieber	o	o
Please Do Not Select Anything (Attention Check)	o	o
Oblivion by Grimes	o	o
Follow Your Arrow by Kacey Musgraves	o	o
Runaway by Kanye West	o	o
Rolling in the Deep by Adele	o	o
Alright by Kendrick Lamar	o	o
Shake It Off by Taylor Swift	o	o
Single Ladies by Beyoncé	o	o
Boom Boom Pow by The Black Eyed Peas	o	o
Wannabe by Spice Girls	o	o
Toxic by Britney Spears	o	o
I Will Always Love You by Whitney Houston	o	o
Call Me Maybe by Carly Rae Jepsen	o	o

On the next page, you will watch a music video. You will have to describe the contents of the video after watching the video. That is, you have to actively watch and listen to the song.

You have two options:
Option A: You will watch the music video of ${e://Field/songs}, selected from the music videos of the songs you said you would watch on YouTube
Option B: You will watch the music video of a song you said you would watch on YouTube but you do not know which song it will be until you choose it. There are ${e://Field/Scoring} possible songs:

[songs that participants said they would watch the music videos displayed]

Which option will you choose?

○   Option A The music video of the following song you said you would watch: ${e://Field/songs}

○   Option B The music video of a song you said you would watch, but you do not know which it will be until the next page

On the next page, you will watch the music video. <u>Please make sure your headsets or speakers work well.</u>

[VIDEO DISPLAYED]

Please describe what happened in the music video you just watched. _____

Did you watch the music video in its entirety? (Please respond honestly. Your response will not influence your research credit.) Yes/No

How much do you like the music video of **${e://Field/songs}**?

Not at all (1) - Very much (7)

Study 2A:

Imagine that you are looking for snacks for yourself. After some searching, you consider getting a snack box from an online snack store. The box includes five snacks. The options include:

Sun Chips, M&Ms, Lays Chips, Fruit Roll-Ups, Haribo Gummy Bears, Butterfingers, Ritz, Doritos, Welch's Fruit Snacks, Chex Mix, Reese's Peanut Butter Cups, Snickers, Skittles, Goldfish, Twizzlers, KitKat, Oreos, Twinkies, Jelly Bellies, Cheetos

Depending on Condition [order counterbalanced]:

The store offers two types of boxes. For each type of box, you will get five different snacks.

Which type of snack box would you choose?

Self-Select:

○   A mysterious snack box with an unknown selection of snacks

○   A self-selected box that would allow me to select my snacks

 Above-Average:

○   A mysterious snack box with an unknown selection of snacks

○   A pre-selected box with the following snacks: Doritos, Skittles, Oreos, Kit Kat, and M&Ms

Average:

○   A mysterious snack box with an unknown selection of snacks

○   A pre-selected box with the following snacks: Haribo Gummy Bears, Chex Mix, Sun Chips, Snickers, and Skittles

To what extent did the following consideration influence your choice?

- Wanting to be surprised
- The ease of the decision
- The amount of work required to make the selection
- Wanting to discover new snacks
- Getting my favorite snack
- The quality of the snack selection

(1 = not at all, 5 = a great deal)

Study 2B:

T1:
I like surprises.
I can't stand being taken by surprises.
I am an optimistic person.
Variety is the spice of life.
I try to avoid having to make decisions.
I am curious about new things.

(1 = Strongly disagree, 7 = Strongly agree)

[FILLER]

T2: In order to thank you for your participation in our studies, we would like to offer you a fun sized snack to take home.

 You have the choice between the following two options:

Option A: One fun sized ${e://Field/snack}
Option B: A fun sized snack where you don't know which of the following snacks you will get until you receive it.

Sun Chips, M&Ms, Lays Chips, Fruit Roll-Ups, Haribo Gummy Bears, Butterfingers, Ritz, Doritos, Welch's Fruit Snacks, Chex Mix, Reese's Peanut Butter Cups, Snickers, Skittles, Goldfish, Twizzlers, Kit Kat, Oreos, Jelly Bellies, Cheetos, Twinkies

Which of the two snack options would you choose?

○   Option A (one fun sized **${e://Field/snack}**)

○   Option B (one **mystery** fun sized snack)

Thank you for your responses. Here is the fun sized snack for you to take home:

[SNACK DISPLAYED]

Please raise your hand to receive it.

Study 3:

Part 1: Snack Evaluation
Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much.

SunChips (1)	☆	☆	☆	☆	☆
M&Ms (2)	☆	☆	☆	☆	☆
Lays Chips (3)	☆	☆	☆	☆	☆
Fruit Roll-Ups (4)	☆	☆	☆	☆	☆
Haribo Gummy Bears (5)	☆	☆	☆	☆	☆
Butterfingers (6)	☆	☆	☆	☆	☆
Ritz (7)	☆	☆	☆	☆	☆
Doritos (8)	☆	☆	☆	☆	☆
Welch's Fruit Snacks (9)	☆	☆	☆	☆	☆
Chex Mix (10)	☆	☆	☆	☆	☆
Reese's Peanut Butter Cups (11)	☆	☆	☆	☆	☆
Snickers (12)	☆	☆	☆	☆	☆
Skittles (13)	☆	☆	☆	☆	☆
Goldfish (14)	☆	☆	☆	☆	☆
Twizzlers (15)	☆	☆	☆	☆	☆
Kit Kat (16)	☆	☆	☆	☆	☆
Oreos (17)	☆	☆	☆	☆	☆
Twinkies (18)	☆	☆	☆	☆	☆
Jelly Bellies (19)	☆	☆	☆	☆	☆
Cheetos (20)	☆	☆	☆	☆	☆

Which snack do you like more?
Twinkies (1) Jelly Bellies (2)

Which snack do you like more?
Reese's Peanut Butter Cups (1) Kit Kat (2)

Which snack do you like more?
Skittles (1) Snickers (2)

Which snack do you like more?
Lays Chips (1) Doritos (2)

Which snack do you like more?
Fruit Roll-Ups (1) Haribo Gummy Bears (2)

Part 2: Snack Choice

Imagine that you want to have some snacks for yourself. There are two options to select from:

Depending on Condition [order counterbalanced]:

Mystery Condition:

Option A: one fun-sized snack [the better liked option between Skittles and Snickers based on the filler question]

Option B: a fun-sized snack selected from the list of 20 snacks where you don't know what the snack is until you receive it

Risky Condition:

Option A: one fun-sized snack [the better liked option between Skittles and Snickers based on the filler question]

Option B: 50% chance of receiving two fun-sized snacks [the better liked option between Skittles and Snickers based on the filler question] or 50% chance of receiving nothing

Risky Mystery Condition:

Option A: one fun-sized snack [the better liked option between Skittles and Snickers based on the filler question]

Option B: 50% chance of receiving two fun-sized items of a snack selected from the list of 20 snacks where you don't know what the snack is until receiving them or 50% chance of receiving nothing

Which of the two snack options would you choose?

◯   Option A

◯   Option B

Please answer the questions below:

	Not at all (1)	2 (2)	3 (3)	4 (4)	Entirely (5)
I want to be surprised	○	○	○	○	○

Study 4

Imagine that you had the choice between the following two options:

Depending on Condition [order counterbalanced]:

Horizontal Uncertainty Condition: TEA

Option A: 10 tea bags of the tea flavor shown below [shown a picture of the Green Tea Energy]

Option B: 10 tea bags of an unknown flavor where you don't know which of the following options you will get until you receive it. The selection is determined by rolling a 20-sided die (5% chance for each)

The tea options are: [participants were shown a list of 20 tea flavors]

Vertical Uncertainty Condition: TEA

Option A: 10 tea bags of the tea shown below [shown a picture of the Green Tea Energy]

Option B: An unknown number of tea bags where you don't know which of the following 20 number of tea bags you will get until you receive it. The selection is determined by rolling a 20-sided die (5% chance for each)

1 tea bag; 2 tea bags; 3 tea bags; 4 tea bags; 5 tea bags; 6 teabags; 7 tea bags; 8 tea bags; 9 tea bags; 10 tea bags; 11 tea bags; 12 tea bags; 13 tea bags; 14 tea bags; 15 tea bags; 16 tea bags; 17 tea bags; 18 tea bags; 19 tea bags; 20 tea bags

Vertical Uncertainty Condition: Money

Option A: Receiving $2.50

Option B: An unknown amount where you don't know which of the following 20 amounts you will get until you receive it. The selection is determined by rolling a 20-sided die (5% chance for each amount)

$.25; $.50; $0.75; $1.00; $1.25; $1.50; $1.75; $2.00; $2.25; $2.50; $2.75; $3.00; $3.25; $3.50; $3.75; $4.00; $4.25; $4.50; $4.75; $5.00

Which of the two options would you choose?

○   Option A

○   Option B

To what extent did wanting to be surprised influence your choice?

Not at all (1) - Very much (9)

What, and to what extent, influenced your choice?

The worst possible outcome (-4), neither (0), the best possible outcome (4)

To what extent does option B represent a surprise?
To what extent does option B make you focus on potentially positive or best outcomes?
To what extent does option B make you focus on potentially negative or worst outcomes?
To what extent does option B elicit imagery (i.e., imagining the possible outcomes)?

Compared to Option A, Option B is

…Fun

…Affective in nature

…Cognitive in nature

Not at all (1) - Very much (5)

If offered to you, would you drink the Yoki green tea energy? Yes, No

Study 5:

Imagine that you are planning a trip to Orlando in summer. After some searching, you decide to book a 4-star hotel for your stay. The booking website offers two packages.

[The order of the following two options was counterbalanced]

Package A: You can stay in the following 4-star hotel <u>with a 4-star customer rating</u>
[One of 20 hotels was randomly presented]

Horizontal Condition: Package B: You can stay in a mystery 4-star hotel, all with 4-star customer ratings, but you do not know which hotel you will stay in until you complete booking.

Vertical Condition: Package B: You can stay in a mystery 4-star hotel for which the customer ratings vary between 3 and 5 stars (all equally likely), but you do not know which hotel you will stay in until you complete booking.

The possible hotels are:
[A list of 20 hotels was presented]

Which of the two hotel packages would you choose?

○   Package A [a picture of one of the 20 hotels presented earlier]

○   Package B [a picture of a question mark]

To what extent did wanting to be surprised influence your choice?

Not at all (1) - Very much (9)

What, and to what extent, influenced your choice?

The worst possible outcome (-4), neither (0), the best possible outcome (4)

To what extent does option B represent a surprise?

Compared to Option A, Option B …
…elicits imagery
…is representative of a surprise
…is affective in nature
…is cognitive in nature
…Uncertain
…Risky
…Unknown
…Exciting
… attention check (do not answer)
Not at all (1) - Very much (5)

Expected Value of Option A per night ($ 0-500)

Expected Value of Option B per night ($ 0-500)

I like being surprised.
I can't stand being taken by surprise.
Strongly Disagree (1) – Strongly Agree (9)

Study 6:
Imagine that you are looking to buy a new mask. You have two options:

Option A: You can buy a mask with the following color:

[Randomly displayed option from either low or high differentiation set]

Option B: You can buy a mask where you do not know which color you will get until you purchase it. The possible colors are**:**

[Displayed: either low or high differentiation set]

Which of the two options would you choose?

○   Option A

○   Option B

Thinking back to the selection you made, to what extent did **wanting to be surprised** influence your choice?

How much do these options differ from each other?
To what extent does this option allow for a surprise outcome?
Not at all (1) – Very Much (9)

I like being surprised.
I can't stand being taken by surprise.
Strongly Disagree (1) – Strongly Agree (9)

WEB APPENDIX G: STIMULI FOR STUDIES REPORTED IN APPENDIX

Stimuli used in Study A
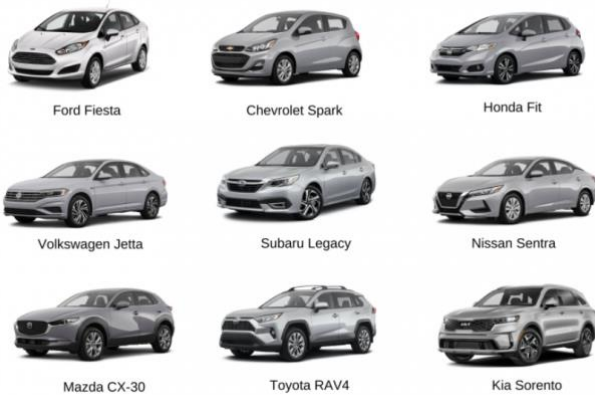
Otherwise follows procedure of Study 1C

Stimuli used in Study B

Otherwise follows procedure of Study 1C

Horizontal Condition:

Vertical Condition (Implicit)

Vertical Condition (Explicit)

Stimuli used in Study C:
For each of the products below, please specify whether you would prefer to choose between the options provided or be surprised with one of the two options. (1 = Prefer to choose; 5 = Prefer surprise)

Budweiser Beer/ Heinecken Beer
Gift from Gap/Gift from H&M
A Honda sedan/A Toyota sedan
Bottle of Pepsi /Bottle of Coca-Cola
HTC Smartphone/Samsung Smartphone
BP gas gift card/Mobil gas gift card
MasterCard card/Visa card
Avon Moisturizer /L'Oreal Moisturizer
Stay at Hilton Hotel/Stay at Marriott
Chance to use Google search engine/Chance to use Yahoo! search engine
A Canon digital camera/A Kodak digital camera
LG LED TV/SONY LED TV
A burger from Burger King/A Burger from McDonalds
A pair of Adidas shoes/A pair of Nike shoes
A Dell laptop/A HP laptop
Send a package via FedEx/Send a package via UPS

Stimuli used in Study D:

Vaccines from **Pfizer-BioNTech, Moderna,** and **Johnson & Johnson** are being administered in the U.S. The FDA has authorized—and the CDC has approved—initial and booster shots for all three vaccines, along with a "mix-and-match" approach that would allow people to choose a different vaccine for their booster than the one they started with.

Imagine you were getting your first vaccine or your next booster (if you have already gotten your booster, simply imagine you were to get another one). Which of the two options would you prefer? Note the following:

Option A may be more difficult to schedule
Option B may be easier to schedule (i.e., earlier possible date in your preferred location).

Depending on condition:

Option A: Moderna/Pfizer
Option B: Moderna or Pfizer (both equally likely)

Option A: Moderna/Pfizer
Option B: Johnson & Johnson or Moderna/Pfizer (both equally likely)

(-3 = prefer option A; 3 = prefer option B)

[Possible combinations were counterbalanced.]