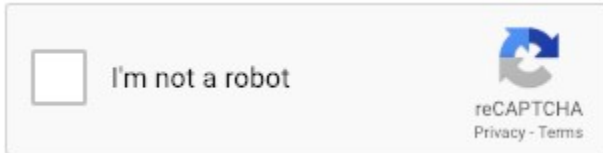


Screening



Thank you for deciding to participate in this survey!

There are no right or wrong answers, we are simply interested in your opinion.

We thank you in advance for your honest and thoughtful responses.

Please click anywhere on this page at least five times. The number of times you click will be recorded automatically, even if you do not see any change on this page. This is an attention check. Failing this attention check will result in rejecting your hit. Thank you.

Attention check not passed.

If you see this note, it means that you failed the attention check presented on the previous page, which read:

"Please click anywhere on this page at least five times. The number of times you click will be recorded automatically, even if you do not see any change on this page. This is an attention check. Failing this attention check will result in rejecting your hit. Thank you."

If you submit this HIT, the HIT will be rejected.

Intro

In this study, we are trying to estimate the demand for a new service called Clothing Affinity. Clothing Affinity selects clothing items using an artificial intelligence algorithm and ships them to customers at regular intervals. Next, you will see some information from the website of the company.

Clothing Affinity is a revolutionary subscription box service that brings you a seamless blend of fashion and technology. Say goodbye to the days of spending hours browsing online stores or wandering through crowded malls in search of the perfect outfit. We have harnessed the power of artificial intelligence to curate a personalized selection of clothing items tailored specifically to your unique style and preferences. We have redefined the way you shop for clothes. Embrace the fusion of technology and fashion, and enjoy a convenient, personalized, and stylish shopping experience like never before.



The Clothing Affinity algorithm selects the items shipped. Thus, the quality of the service offered by Clothing Affinity depends greatly on how the algorithm used by the company works to select these items.

Prospect_Low_Instrumentality

An explanation of how the algorithm used by Clothing Affinity makes recommendations has been made available on the website of the company that developed the algorithm. Thus, anybody can access an explanation of how the algorithm works. **Yet, the explanation of how the algorithm works does not help in making better decisions** about whether or not to rely on the recommendations of the algorithm. So, having an explanation of how the Clothing Affinity algorithm works **would not make any difference in your ability to make better decisions about the algorithm's recommendations.**

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How well do you understand how the Clothing Affinity algorithm works?

Do not understand at all

Understand completely

How likely would you be to rely on the recommendations of the Clothing Affinity algorithm?

Very unlikely



Very likely

Control_Low_Instrumentality

An explanation of how the algorithm used by Clothing Affinity makes recommendations has not been made available by the company that developed the algorithm. Thus, no one can access an explanation of how the algorithm works. **Yet, the explanation of how the algorithm works does not help in making better decisions** about whether or not to rely on the recommendations of the algorithm. So, having an explanation of how the Clothing Affinity algorithm works **would not make any difference in your ability to make better decisions about the algorithm's recommendations.**

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How well do you understand how the Clothing Affinity algorithm works?

Do not understand at all

Understand completely

How likely would you be to rely on the recommendations of the Clothing Affinity algorithm?

Very unlikely ○ ○ ○ ○ ○ Very likely

Prospect_Baseline

An explanation of how the algorithm used by Clothing Affinity makes recommendations has been made available on the website of the company that developed the algorithm. Thus, anybody can access an explanation of how the algorithm works.

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How well do you understand how the Clothing Affinity algorithm works?

Do not
understand
at all



Understand
completely

How likely would you be to rely on the recommendations of the Clothing Affinity algorithm?

Very unlikely



Very likely

Control_Baseline

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How well do you understand how the Clothing Affinity algorithm works?

Do not
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at all



Understand
completely

How likely would you be to rely on the recommendations of the Clothing Affinity algorithm?

Very unlikely



Very likely

Empowerment

I feel empowered to learn how to use the algorithm effectively.

Not at all



Completely

I feel empowered to learn how to deal with the recommendations of the algorithm.

Not at all

☐☐☐☐☐☐

Completely

☐

Demos

What is your gender?

☐

Male

☐

Female

☐

Prefer not to say

What is your age?