**Appendix Studies Notes**

**Study A**

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| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate |  |  |
| choice | Which option would you choose? | 1 = certain; 2 = mystery |
| age | What is your age? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = non-binary; 3 = prefer to self-describe; 4 = prefer not to say |
| gender\_3\_TEXT | What gender do you identify with? – prefer to self-describe (text) |  |

**Study B**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **Notes** | **Values** | |
| RecordedDate | Recorded Date | None |
| Condition |  | 1 = horizontal mystery; 2 = implicit vertical mystery; 3 = explicit vertical mystery |
| choiceDV | Which of the two rental options would you choose? | 1 = Option A (a certain rental car); 2 = Option B (a mystery rental car) |
| age | What is your age? |  |
| gender | What gender do you most identify with? - Selected Choice | 0 = female; 1 = male; 2 = non-binary; 3 = prefer to self-describe; 4 = prefer not to say |
| gender\_3\_TEXT | What gender do you most identify with? - Prefer to self-describe - Text |  |

**Study C**

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| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate | Recorded Date |  |
| Beer | Budweiser Beer vs. Heinecken Beer | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Clothes | Gift from Gap vs. Gift from H&M | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Sedan | A Honda sedan vs. A Toyota sedan | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Soda | Bottle of Pepsi vs. Bottle of Coca-Cola | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Smartphone | HTC Smartphone vs. Samsung Smartphone | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Gas | BP gas gift card vs. Mobil gas gift card | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Creditcard | MasterCard card vs. Visa card | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Moisturizer | Avon Moisturizer vs. L'Oreal Moisturizer | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| Hotel | Stay at Hilton Hotel vs. Stay at Marriott | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| SearchEngine | Chance to use Google search engine vs. Chance to use Yahoo! search engine | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| camera | A Canon digital camera vs. A Kodak digital camera | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| TV | LG LED TV vs. SONY LED TV | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| burger | A burger from Burger King vs. A Burger from McDonalds | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| shoes | A pair of Adidas shoes vs. A pair of Nike shoes | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| laptop | A Dell laptop vs. A HP laptop | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |
| mailservice | Send a package via FedEx vs. Send a package via UPS | 1 = prefer to choose; 3 = indifferent; 5 = prefer surprise |

**Study D**

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| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate | Recorded Date |  |
| Condition | horizontal vs. vertical uncertainty | 1 = Horizontal uncertainty;  2 = Vertical uncertainty |
| PreferenceDV | Please indicate your preference | -3.00 = Much Prefer Option A (certain);  0 = indifferent;  3 = Much Prefer Option B (mystery) |
| rankp | Based on everything you know, how would you rank the three vaccines (objectively speaking)? - Pfizer |  |
| rankM | Based on everything you know, how would you rank the three vaccines (objectively speaking)? - Moderna |  |
| rankJJ | Based on everything you know, how would you rank the three vaccines (objectively speaking)? - Johnson & Johnson |  |
| rating1 | Which vaccine is objectively better? We are not interested in your own opinion but the objective superiority based on everything you know. | 1 = Moderna is better;  3 = indifferent;  5 = Pfizer is better |
| rating2 | Which vaccine is objectively better? We are not interested in your own opinion but the objective superiority based on everything you know. | 1 = Moderna is better;  3 = indifferent;  5 = Johnson & Johnson is better |
| rating3 | Which vaccine is objectively better? We are not interested in your own opinion but the objective superiority based on everything you know. | 1 = Pfizer is better;  3 = indifferent;  5 = Johnson & Johnson is better |
| choice\_na | Independent of the options presented below and availability consideration, which option would you choose for your next (hypothetical) shot: | 1 = Moderna; 2 = Pifzer; 3 = Johnson & Johnson |
| age | What is your age? |  |
| genderchoice | What gender do you most identify with? - Selected Choice | {0, Female}... |
| gender | What gender do you most identify with? - Prefer to self-describe - Text | 0 = female; 1 = male; 2 = non-binary; 3 = prefer to self-describe; 4 = prefer not to say |