**Web Appendix C Replications Notes**

**Study 1D Replication**

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| --- | --- | --- |
| **Variable** | **Labels** | **Values** |
| RecordedDate |  |  |
| song1 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Mood" by 24kGoldn ft. iann dior | 1=skip, 2=watch |
| song2 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Adore You" by Harry Styles | 1=skip, 2=watch |
| song3 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Cut You Off" by Selena Gomez | 1=skip, 2=watch |
| song4 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "One More Night" by Maroon 5 | 1=skip, 2=watch |
| song5 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Hello" by Adele | 1=skip, 2=watch |
| song6 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Midnight Sky" by Miley Cyrus | 1=skip, 2=watch |
| song7 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Dynamite" by BTS | 1=skip, 2=watch |
| song8 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Save Your Tears" by The Weeknd | 1=skip, 2=watch |
| song9 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Bad Guy" by Billie Eilish | 1=skip, 2=watch |
| song10 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Dancing On My Own" by Robyn | 1=skip, 2=watch |
| song11 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Chicken Fried" by Zac Brown Band | 1=skip, 2=watch |
| song12 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Cardigan" by Taylor Swift | 1=skip, 2=watch |
| song13 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Blinding Lights" by The Weeknd | 1=skip, 2=watch |
| song14 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Drivers License" by Olivia Rodrigo | 1=skip, 2=watch |
| song15 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Levitating" by Dua Lipa ft. DaBaby | 1=skip, 2=watch |
| song16 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Gaslighter" by The Chicks | 1=skip, 2=watch |
| song17 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "The Box" by Roddy Ricch | 1=skip, 2=watch |
| song18 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Old Town Road" by Lil Nas X ft. Billy Ray Cyrus | 1=skip, 2=watch |
| song19 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Uptown Funk" by Mark Ronson ft. Bruno Mars | 1=skip, 2=watch |
| song20 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Happy" by Pharrell Williams | 1=skip, 2=watch |
| song21 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "All of Me" by John Legend | 1=skip, 2=watch |
| song22 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Thank U, Next" by Ariana Grande | 1=skip, 2=watch |
| song23 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Wonderwall" by Oasis | 1=skip, 2=watch |
| song24 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Like a Virgin" by Madonna | 1=skip, 2=watch |
| song25 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Somebody That I Used to Know" by Gotye ft. Kimbra | 1=skip, 2=watch |
| song26 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Tiny Dancer" by Elton John | 1=skip, 2=watch |
| song27 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Good 4 U" by Olivia Rodrigo | 1=skip, 2=watch |
| song28 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Hey Jude" by The Beatles | 1=skip, 2=watch |
| song29 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Billie Jean" by Michael Jackson | 1=skip, 2=watch |
| song30 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "With or Without You" by U2 | 1=skip, 2=watch |
| song31 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Umbrella" by Rihanna ft. Jay-Z | 1=skip, 2=watch |
| song32 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Yeah!" by Usher ft. Lil Jon and Ludacris | 1=skip, 2=watch |
| song33 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Fallin" by Alicia Keys | 1=skip, 2=watch |
| song34 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Lose Yourself" by Eminem | 1=skip, 2=watch |
| song35 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Tik Tok" by Kesha | 1=skip, 2=watch |
| song36 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Shallow" by Lady Gaga and Bradley Cooper | 1=skip, 2=watch |
| song37 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Chandelier" by Sia | 1=skip, 2=watch |
| song38 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Sorry" by Justin Bieber | 1=skip, 2=watch |
| ATTCHECK | Please Do Not Select Any Option for This Question |  |
| ATTCHECK.r | Please Do Not Select Any Option for This Question (recoded) | 0=fail attention check, 1=pass attention check |
| song39 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Oblivion" by Grimes | 1=skip, 2=watch |
| song40 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Follow Your Arrow" by Kacey Musgraves | 1=skip, 2=watch |
| song41 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Runaway" by Kanye West | 1=skip, 2=watch |
| song42 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Rolling in the Deep" by Adele | 1=skip, 2=watch |
| song43 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Alright" by Kendrick Lamar | 1=skip, 2=watch |
| song44 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Shake it off" by Taylor Swift | 1=skip, 2=watch |
| song45 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Single Ladies" by Beyonce | 1=skip, 2=watch |
| song46 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Boom Boom Pow" by The Black Eyed Peas | 1=skip, 2=watch |
| song47 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Wannabe" by Spice Girls | 1=skip, 2=watch |
| song48 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Toxic" by Britney Spears | 1=skip, 2=watch |
| song49 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "I Will Always Love You" by Whitney Houston | 1=skip, 2=watch |
| song50 | If the following songs came on your YouTube, will you watch their music videos or switch to a different one? - "Call Me Maybe" by Carly Rae Jepsen | 1=skip, 2=watch |
| CHOICE | Which option will you choose? | 1=non-mystery, 2=mystery |
| describe | Please briefly describe what happened in the music video you just watched. (text) |  |
| entire | Did you watch the music video in its entirety? (Please respond honestly. Your response will not influence your research credit.) | 1=yes, 2=no |
| certain.liking | How much do you like [Field-songs]? |  |
| age | What is your age? |  |
| gender | What gender do you most identify with? | 0=female, 1=male, 2=non-binary, 3=prefer to self describe, 4=prefer not to say |
| gender‎‎.selfdescribe | What gender do you most identify with? - Prefer to self-describe - Text |  |
| OPTIONS | Number of Desirable Song Options |  |

**Study 4 Replication A**

|  |  |  |
| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| Finished |  |  |
| RecordedDate |  |  |
| CHOICEdv | Which of the two amount options would you choose? | 1 = non-mystery; 2 = mystery |
| age | What is your age? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = neither/other |
| Condition |  | 1 = random mystery tea (horizontal);  2 = mystery tea amounts (vertical);  3 = mystery money amounts (vertical) |

**Study 4 Replication B**

|  |  |  |
| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate | Recorded Date |  |
| Condition |  | 1 = horizontal uncertainty (tea);  2 = vertical uncertainty (money) |
| choiceDV | Which of the two options would you choose? | 1 = Option A (certain); 2 = Option B (uncertain) |
| rep\_surp | To what extent does option B represent a surprise? |  |
| focus\_b | To what extent does option B make you focus on potentially positive or best outcomes? |  |
| focus\_w | To what extent does option B make you focus on potentially negative or worst outcomes? |  |
| focus\_w.r | [reverse coded] To what extent does option B make you focus on potentially negative or worst outcomes? |  |
| FocusIdx | Focus index (Average of the two focus items) |  |
| imagery | To what extent does option B elicit imagery (i.e.,imagining the possible outcomes)? |  |
| Fun | Please also rate the option on the following dimensions - Fun |  |
| Affect | Please also rate the option on the following dimensions - Affective in nature |  |
| Cognitive | Please also rate the option on the following dimensions - Cognitive in nature |  |
| age | What is your age? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = neither/other |

**Study 4 Replication C**

|  |  |  |
| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate | Recorded Date |  |
| Condition |  | 1 = horizontal uncertainty (tea);  2 = |
| choiceDV | Which of the two options would you choose? | 1 = Certain option;  2 = Uncertain option |
| surprise | To what extent did wanting to be surprised influence your choice? |  |
| focus | What, and to what extent, influenced your choice ? | -4 = The worst possible outcome;  0 = neither;  4 = The best possible outcome |
| rep\_surp | To what extent does option B represent a surprise? |  |
| focus\_b | To what extent does option B make you focus on potentially positive or best outcomes? |  |
| focus\_w | To what extent does option B make you focus on potentially negative or worst outcomes? |  |
| FocusIdx | Focus Index (average of two items after transforming reverse scaled items) |  |
| imagery | To what extent does option B elicit imagery (i.e., imagining the possible outcomes)? |  |
| Fun | Please also rate the option on the following dimensions - Fun |  |
| Affect | Please also rate the option on the following dimensions - Affective in nature |  |
| Cognitive | Please also rate the option on the following dimensions - Cognitive in nature |  |
| age | What is your age? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = neither/other |

**Study 5 Replication A**

|  |  |  |
| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate | Recorded Date |  |
| condition |  | 1 = horizontal;  2 = vertical hotel star;  3 = vertical customer rating |
| choiceDV | Which of the two hotel packages would you choose? | 1 = Package A Certain hotel; 2 = Package B Mystery hotel |
| surprise | To what extent did wanting to be surprised influence your choice? |  |
| focus | What, and to what extent, influenced your choice ? | -4 = The worst possible outcome;  0 = neither;  4 = The best possible outcome |
| rep\_surp | Now please rate Option A and B on the following dimensions. Which of the options is... - ... more representative of a surprise? | 1 = Option A, 4 = the same, 7 = Option B |
| 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 5 Replication B**

|  |  |  |
| --- | --- | --- |
| Variables | Notes | Values |
| RecordedDate | Recorded Date | None |
| condition | condition | 1 = horizontal;  2 = vertical customer rating |
| choice | Which of the two hotel packages would you choose? | 1 = Package A (a certain hotel); 2 = Package B (a mystery hotel) |
| surprise | To what extent did wanting to be surprised influence your choice? |  |
| focus | What, and to what extent, influenced your choice ? | -4 = The worst possible outcome; 0 = neither; 4 = The best possible outcome |
| rep\_surp | Now please rate Option A and B on the following dimensions. Which of the options is... - ... more representative of a surprise? | 1 = Option A, 4 = the same, 7 = Option B |
| uncert | Now please rate Option A and B on the following dimensions. Which of the options is... - … more uncertain? | 1 = Option A, 4 = the same, 7 = Option B |
| risky | Now please rate Option A and B on the following dimensions. Which of the options is... - …riskier? | 1 = Option A, 4 = the same, 7 = Option B |
| exciting | Now please rate Option A and B on the following dimensions. Which of the options is... - ...more exciting? | 1 = Option A, 4 = the same, 7 = Option B |
| gift | Now please rate Option A and B on the following dimensions. Which of the options is... - … more like a gift? | 1 = Option A, 4 = the same, 7 = Option B |
| unknown | Now please rate Option A and B on the following dimensions. Which of the options is... - …more unknown? | 1 = Option A, 4 = the same, 7 = Option B |
| imagery | Now please rate Option A and B on the following dimensions. Which of the options is... - ...elicit more imagery | 1 = Option A, 4 = the same, 7 = Option B |
| affect | Now please rate Option A and B on the following dimensions. Which of the options is... - ...more affective? | 1 = Option A, 4 = the same, 7 = Option B |
| cogn | Now please rate Option A and B on the following dimensions. Which of the options is... - …more cognitive | 1 = Option A, 4 = the same, 7 = Option B |
| 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 6 Replication**

|  |  |  |
| --- | --- | --- |
| Variables | Notes | Values |
| RecordedDate | Recorded Date |  |
| cond |  | 1 = high differentiation;  2 = low differentiation |
| choice | Which of the two options would you choose? | 1 = Option A (non-mystery mask);  2 = Option B (mystery mask) |
| ManipCheck | How much do the these options differ from each other? |  |
| ManipSurprise | To what extent does this option allow for a surprise outcome? |  |
| Inddif1 | I like being surprised |  |
| Inddif2 | I can't stand being taken by surprise. |  |
| Individ\_diff | Individual different index (average of two items after reverse coding one item) |  |
| 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 |  |