Personality and Ideological Factors of Alternative Learning Favorability

**Appendix A – Priming Message and Survey Questions**

Priming Message:

Alternative credentials include certificates, documents, and other proof of receiving education, other than traditional credentials. Traditional credentials include a high school diploma or an undergraduate degree from an accredited university. An example of an alternative credential is a Nanodegree from Udacity.

Survey Questions:

1. Do you contribute to hiring and firing decisions at your company?
   1. Select one of the following:
      1. Yes
      2. No
      3. Unemployed
2. Response to the following statements from 1 to 10, where a higher score indicates stronger agreement.
   1. For many professions, alternative credentials can qualify a person for an entry-level position.
   2. It will soon become fairly conventional for high school graduates to obtain alternative credentials instead of going to college.
   3. When you add up the pros and cons for online education, it's probably a good thing for society overall.
   4. When you add up the pros and cons for artificial intelligence, it's probably a good thing for society overall.
   5. Government regulation helps ensure businesses treat individuals more fairly.
3. Have you heard of any of the following online course providers?
   1. Select zero to many of the following:
      1. Udacity
      2. Udemy
      3. Coursera
      4. Pluralsight
      5. Lynda.com / LinkedIn Learning
4. Which of these industries most closely matches your profession?
   1. Select one of the following:
      1. Agriculture
      2. Education
      3. Energy
      4. Finance, Investment, or Accounting
      5. Health
      6. Information Technology
      7. Law
      8. Manufacturing
      9. Military
      10. Other
      11. Retail
      12. Transportation
5. Age
   1. Numeric entry between 18 and 120.
6. Gender
   1. Male
   2. Female
   3. Other
7. Household Income
   1. 0-9,999
   2. 10,000-24,999
   3. 25,000-49,999
   4. 50,000-74,999
   5. 75,000-99,999
   6. 100,000-124,999
   7. 125,000-149,999
   8. 150,000-174,999
   9. 175,000-199,999
   10. 200,000+
   11. Prefer not to answer
8. What is the highest level of education you have completed?
   1. Did Not Graduate from High School
   2. GED
   3. High School Diploma
   4. Some College
   5. Obtained Undergraduate Degree
   6. Obtained Non-Doctoral Graduate Degree
   7. Obtained a Doctoral Degree
9. Which race/ethnicity best describes you?
   1. American Indian or Alaskan Native
   2. Asian / Pacific Islander
   3. Black or African American
   4. Hispanic
   5. White / Caucasian
   6. Other
10. Please take this quick, free personality survey and enter your percentage results as a rounded number in a comma-separated format in the order of O,C,E,A,N.  
      
    <https://www.truity.com/test/big-five-personality-test>  
      
    An example answer would be 90,71,71,63,31
11. Please take this quick, free survey on grit and enter your result to two decimal places.  
      
    <https://angeladuckworth.com/grit-scale/>  
      
    An example answer would be 3.24