# Qualtrics-Compatible Survey Script for Option 1 and Option 2

## Block 1: Consent (Shared)

[Display Block]

Welcome to this study on consumer experiences.

You are invited to participate in an academic research study about how people describe their experiences with businesses. Your participation is voluntary and anonymous. The study involves reading a scenario and writing a short review. It will take approximately 6–8 minutes.  
You will be compensated fully for your participation. Some responses may be reviewed for quality. Optional bonuses may be awarded for thoughtful participation.  
By continuing, you confirm that you are at least 18 years old and understand that participation is voluntary.

Q1. Do you consent to participate in this study?  
- Yes  
- No

## Block 2: Political Identity (Shared)

[Display Block]

Q2. How would you describe your political views?

1 = Very liberal  
2 = Liberal  
3 = Somewhat liberal  
4 = Moderate  
5 = Somewhat conservative  
6 = Conservative  
7 = Very conservative

## Between-Subjects Experiment

[Random Assignment Block]

**Task 1:**

3. Please watch this short clip. Assume that you are one of the guests in the restaurant shown in the clip. Please write a Yelp-style review of this restaurant. (Minimum 25 words)

**Task 2:**

Participants are randomly assigned to one of the following three conditions:

Condition A: Liberal-Majority Region

You live in a county where the majority of people strongly support Democratic candidates and progressive values. The local culture emphasizes inclusiveness, diversity, and social justice.

Restaurant Scenario:  
 New restaurant

 Moderately priced

 Casual dining

 Food: average

 Service: polite but slow

 Wait time: 10 mins to be seated, 25 mins for food

 Server: friendly

 Decor: minimal

 No background music

 Clean environment

 Overall: decent, unremarkable

Q4a. Please write a Yelp-style review of this restaurant. (Minimum 25 words)

Condition B: Conservative-Majority Region

You live in a county where the majority of people strongly support Republican candidates and conservative values. The local culture emphasizes traditional values, self-reliance, and law and order.

Restaurant Scenario:  
 New restaurant

 Moderately priced

 Casual dining

 Food: average

 Service: polite but slow

 Wait time: 10 mins to be seated, 25 mins for food

 Server: friendly

 Decor: minimal

 No background music

 Clean environment

 Overall: decent, unremarkable

Q4b. Please write a Yelp-style review of this restaurant. (Minimum 25 words)

Q5. Please write a Yelp-style review of this restaurant. (Minimum 25 words)

Q6. How comfortable did you feel expressing your honest opinion in the hypothesized political climate in Task 2? (1 = Not at all, 7 = Very comfortable)

Q7. To what extent did the political climate described in Task 2 influence the tone and content of your review? (1 = Not at all, 7 = A great deal)

Q8. Did you omit anything in your review in Task 2 that you might have said in a different political climate?  
- Yes  
- No  
[If Yes] Please explain.

## Block 3: Demographics (Shared)

Q9. What is your age?

Q10. What is your gender?  
- Male  
- Female  
- Non-binary  
- Prefer not to say

Q11. What is your highest level of education?  
- High school  
- Some college  
- College degree  
- Graduate degree

Q12. What is your ZIP code?