

Consent

BRIEF OVERVIEW

In this survey, you will be asked to upload three different recently taken passport-style photos containing your face and to answer a set of questions about your demographics, preferences, product usage, beliefs, and emotions. It should take approximately 30 minutes to complete.

You should only complete this survey once.

THIS SURVEY IS LIMITED TO ENGLISH-SPEAKING INDIVIDUALS LIVING IN THE **USA**.

By participating in this survey and providing your data you consent that it can be used for research purposes, that results of such research can be published, that your raw data, including the images, may be released in the publication, thus creating the possibility of deanonymization.

DETAILED INFORMATION

Project title: Prediction of survey responses from facial pictures

Protocol #: AAAS1230

Principal Investigator:

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What is the purpose of this research?

You are invited to participate in a research study. This information sheet provides you with information about the research. The Principal Investigator (the person in charge of this research) or his representative will be able to answer all your questions via email. Read the information below and decide whether or not to take part.

The purpose of this research is to investigate how well facial pictures predict survey responses of individuals.

Who can participate in the research? What is the expected duration of my participation?

For research conducted online, only persons living in the U.S.A., 18 years old and above, are eligible to participate.

What is the approximate number of participants involved?

A total of 10,000 participants is expected to be enrolled in this research project.

What will be done if I take part in this research?

You will be asked to answer a set of questions about your demographics, preferences, product usage, information consumption and sharing habits, social circle, beliefs, and emotions. You will also be asked to upload clear passport-style photos of your face, which you can take with your smartphone.

How will my privacy and the confidentiality of my research records be protected?

This research is not anonymous, as your survey responses will be paired with your facial images, and the data may be made publicly available. This may make all of your responses personally identifiable and traceable to you personally through your images. Therefore, there is no assumption of privacy or confidentiality if you consent to participate. You should participate realizing that your responses will become public knowledge.

Columbia University Human Research Protection Office and the federal Office of Human Research Protections may obtain access to the data collected for this study.

What are the possible discomforts and risks for participants?

The discomfort may arise from people learning about your responses and connecting them to you personally based on provided facial images.

What is the compensation for any injury?

By consenting to participate in this research, you waive your right for any compensation for any injuries resulting from participation in this research and subsequent publication of the data. Therefore, no compensation for injuries is to be expected.

Will there be reimbursement for participation?

Participants in this research will be reimbursed up to US\$10 for completing the survey.

What are the possible benefits to me and to others?

There is no direct benefit to you by participating in this research. The knowledge gained may benefit the public in the future.

Can I refuse to participate in this research?

Yes, you can. Your decision to participate in this research is voluntary and completely up to you. You can choose to stop providing responses at any time by closing the browser window, without giving any reasons. **All of the responses that you give to questions in this survey, including information on whether you consent to participate at the beginning of the survey, as well as all the photos you upload, will be recorded and you will not be able to withdraw that data. The MTurk compensation code will only be provided to you if you reach the end of the survey.**

Whom should I call if I have any questions or problems?

Please contact the Principal Investigator, Dr. Kamel Jedidi at 212-854-3479 or kj7@gsb.columbia.edu for all research-related matters. If you have any questions about your rights or responsibilities as a research participant, please contact the Columbia University Human Research Protection Office at: Phone 212-851-7040; Email askirb@columbia.edu. Please consider writing down this contact information before proceeding to the study.

Do you agree to participate? If you consent to take the survey subject to the conditions above, indicate your consent here

- ☐ I consent (Note: You will be taken to the survey)
- ☐ I do not consent (Note: You will be taken directly to the end of the survey. You can close your browser window to exit the survey)

Filter

Do you currently live in the USA?

- ☐ Yes (Note: Only individuals currently living in the USA are eligible to take the survey)
- ☐ No (Note: You will be taken to the end of the survey)

Are you 18 years of age or older?

- ☐ Yes (Note: Only individuals 18 years of age or older are eligible to take the survey)
- ☐ No (Note: You will be taken to the end of the survey)

Photo upload

Browser Meta Info

This question will not be displayed to the recipient.

Browser: **Chrome**

Version: **70.0.3538.110**

Operating System: **Macintosh**

Screen Resolution: **1440x900**

Flash Version: **-1**

Java Support: **0**

User Agent: **Mozilla/5.0 (Macintosh; Intel Mac OS X 10_14_1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/70.0.3538.110 Safari/537.36**

You will now be asked to upload **three different recently taken** (within 6 months as of today) photos (.jpg, .jpeg, or .png) containing **your face** (and no other faces). You can take these as selfies using your smartphone, or upload existing images. The photos should be passport-style.

Your face within each photo should be clearly visible, unobstructed, and not cut off - there should be some distance from the face to the edges of the photo.

Optical transparent glasses are ok, but one of the photos should not have any glasses, and there should be no sunglasses.

Hair decorations and hats are also ok, but one photo should have none.

The background should be plain, preferably white. There should be no other people/objects in the photo.

The photo can be either square or rectangular.

We will verify that the photos you upload comply with above requirements. If they do not, we reserve the right not to pay you.

GOOD EXAMPLES



BAD EXAMPLES



(1)



(2)



(3)

Reasons: (1) non-plain background, (2) face view obstructed by a hand, (3) more than one face in the photo.

Upload photo #1

Upload photo #2

Upload photo #3

Demographics

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

Your age (enter number of years)

Do you consider yourself...?

- ☐ Caucasian/White
- ☐ Middle Eastern
- ☐ Hispanic or Latino
- ☐ African American/Black
- ☐ Asian
- ☐ Native American or Alaskan Native
- ☐ Native Hawaiian or Pacific Islander
- ☐ Mixed racial background
- ☐ Other

What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.

- ☐ Some high school or less
- ☐ High school graduate
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate degree (PhD/JD/MD/...)

Which of the following best describes your marital status?

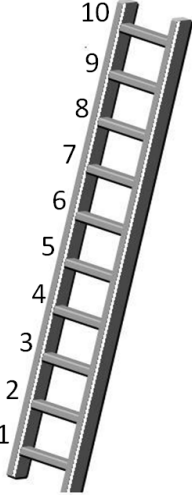
- ☐ Not married/not living with a spouse or partner
- ☐ Married/living with a spouse or partner

Which of the following best describes your employment status?

- ☐ Employed for a wage full-time
- ☐ Employed for a wage part-time
- ☐ Self-employed/ freelancer/ entrepreneur
- ☐ Out of work and looking for work
- ☐ Out of work but not currently looking for work
- ☐ A homemaker
- ☐ A student
- ☐ Military
- ☐ Retired
- ☐ Unable to work

Think of this ladder as representing where people stand in the United States in terms of their **socio-economic status**, a combination of income, educational level, and occupational prestige.

Where on this ladder do you think your family stood *when you were in secondary school*?



10
9
8
7
6
5
4
3
2
1

1 (bottom) 2 3 4 5 6 7 8 9 10 (top)

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

What is your religious background?

- ☐ Catholic
- ☐ Orthodox (Christian)
- ☐ Protestant
- ☐ Jewish
- ☐ Muslim
- ☐ Buddhist
- ☐ Hindu
- ☐ Baha'i
- ☐ Sikh
- ☐ Other
- ☐ No particular religion

Were you born in the US?

- ☐ Yes
- ☐ No

Was at least one of your parents born in the US?

- ☐ Yes
- ☐ No

Which of the following best characterizes your body?

- ☐ Athletic/ sporty
- ☐ In OK shape
- ☐ Out of shape

How much total combined money did all members of your HOUSEHOLD earn last year?

- ☐ Under \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 - \$199,999
- ☐ \$200,000 or More

Please type in your US 5-digit zip code

Do you consider yourself to be:

- ☐ Heterosexual/ straight
- ☐ Homosexual
- ☐ Bisexual
- ☐ Other

Values, beliefs, and ideology

Pick the major US political party that you are more aligned with

- ☐ Republican
- ☐ Democratic
- ☐ Neither

Do you believe that global warming is a big threat to humanity?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Might or might not
- ☐ Probably not

☐ Definitely not

Do you make conscious effort to recycle paper, glass, cans, etc.?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Might or might not
- ☐ Probably not
- ☐ Definitely not

Do you consider yourself religious?

- ☐ Yes
- ☐ No

Do you believe that offensive advertising should be banned?

- ☐ Yes
- ☐ No

How likely are you to stop buying a brand that is accused of using offensive advertising?

- ☐ Very likely
- ☐ Likely
- ☐ Unlikely
- ☐ Very unlikely

Is Facebook, on balance, good or bad for humanity?

- ☐ Good for humanity
- ☐ Bad for humanity
- ☐ Not sure

Do you support National Rifle Association (NRA)?

- ☐ Yes
- ☐ No

Values, beliefs, and ideology - continued

Which is more important to you? (Pick one in each row)

Career

☐

Family

☐

Laws and rules

☐

Friendship and loyalty

☐

Freedom

☐

Truth

☐

Pleasure

☐

Duty

☐

Fame

☐

Wealth

☐

Honesty

☐

Politeness

☐

Being smart

☐

Being beautiful

☐

Feeling of belonging

☐

Independence

☐**Character and Lifestyle**

For each statement listed below, please indicate whether you "agree completely," "agree a little," "disagree a little," or "disagree completely."

Life

	Agree completely	Agree a little	Disagree a little	Disagree completely
I prefer a set routine in my daily life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be a gun in every home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a child, I obeyed rules and regulations that were established by my parents/ guardians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to be in charge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like hunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like my own airplane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to participate in a political protest in favor of a cause that I care about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often do a lot of repair work on my car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If given a chance, most men would cheat on their spouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to try new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am outgoing and socially confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would do better than average in a fist fight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to play poker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am highly social with many friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to donate money to a beggar in the street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love the out-of-doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is too much violence on television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I smoke too much	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan my spending carefully	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agree completely	Agree a little	Disagree a little	Disagree completely
I spend money on myself that I should spend on my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to be a policeman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like danger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to make compulsive purchases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to buy new products before others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would want to be a professional football player	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am good at fixing mechanical things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like war stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A cabin by a quiet lake is a great way to spend summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For each statement listed below, please indicate whether you "agree completely," "agree a little," "disagree a little," or "disagree completely."

Health

	Agree completely	Agree a little	Disagree a little	Disagree completely
In general, I am satisfied with my weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to stick to a healthy diet for my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow a regular exercise routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I never think of healthy or unhealthy food. I know everything will balance out in the end	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it hard to be disciplined about what I eat (e.g., I try to eat healthy, but sometimes fail to do so)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose snack food that give me the vitamins and minerals that I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agree completely	Agree a little	Disagree a little	Disagree completely
At this moment in my life I don't have to worry about how I eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I grew up eating a lot of healthy foods (e.g., a lot of vegetables, no/little soda)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For each statement listed below, please indicate whether you "agree completely," "agree a little," "disagree a little," or "disagree completely."

Food

	Agree completely	Agree a little	Disagree a little	Disagree completely
I don't have much interest in cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am always looking for new products when I am at the grocery store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like ethnic foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe lower priced products offer the same health benefits as higher priced products, there is no difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look for authentic ingredients and flavors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself daring/ adventurous when considering eating new foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek out healthy foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read the ingredients list on the label	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often prepare sauces, dips, and spreads from scratch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about breakfast, which, if any, of the following do you usually eat for breakfast? (SELECT ALL THAT APPLY)

- ☐ Nothing, don't usually eat anything for breakfast
- ☐ A frozen waffle
- ☐ Hummus
- ☐ Meat
- ☐ Fruit

- ☐ Cake or cookies
- ☐ Popcorn
- ☐ Greek yogurt
- ☐ Fish
- ☐ Pretzels
- ☐ Smoothie
- ☐ Pastry/hot buns/fruit pies
- ☐ Pudding/gelatin
- ☐ Chocolate or candy
- ☐ Bagel/roll
- ☐ Eggs
- ☐ Pasta
- ☐ Cheese/cottage cheese
- ☐ A sandwich
- ☐ Chicken
- ☐ Chips
- ☐ Soup
- ☐ Crackers
- ☐ Brownies/snack cakes (e.g., Twinkies, Little Debbie)
- ☐ Hot cereal or oatmeal
- ☐ Potatoes
- ☐ A bar, such as a granola, energy, or cereal bar
- ☐ Cold cereal
- ☐ Regular yogurt
- ☐ Bread/toast
- ☐ A salad
- ☐ Vegetables
- ☐ Nuts
- ☐ A muffin or croissant
- ☐ Ice cream/sorbet/sherbet
- ☐ Another refrigerated dip such as salsa, guacamole, or dairy dip

Why do you eat what you eat for breakfast? What benefits, if any, are you looking for in a food that you eat for breakfast? (SELECT ALL THAT APPLY)

- ☐ A good food to eat when I'm with others
- ☐ It fits with who I am
- ☐ Great taste
- ☐ Not too filling
- ☐ Helps me control my weight
- ☐ It gets me going and keeps me going
- ☐ It satisfies a craving
- ☐ Has a tangy or savory taste
- ☐ Has a refreshing taste

- ☐ Gives me energy
- ☐ Tide me over until my next meal
- ☐ Great texture
- ☐ It keeps me on track
- ☐ Has a smooth or creamy texture
- ☐ Takes care of my hunger/filling and substantial
- ☐ Is comforting/soothing
- ☐ Helps me maintain my mental focus
- ☐ Is healthy/good for you/guilt-free
- ☐ Has a chunky or multidimensional texture
- ☐ Has a sweet taste
- ☐ Gives me protein
- ☐ Helps me relax/reduces stress
- ☐ Keeps me from overeating during my next meal
- ☐ I like the ingredients

Are you ready to pay more for organic food products?

- ☐ Yes
- ☐ No

During the last 12 months, how often did you usually have any kind of drink containing alcohol? **By a drink we mean half an ounce of absolute alcohol (e.g. a 12 ounce can or glass of beer or cooler, a 5 ounce glass of wine, or a drink containing 1 shot of liquor).**

- ☐ 5-7 times a week
- ☐ 3-4 times a week
- ☐ 1-2 times a week
- ☐ 1-3 times per month
- ☐ 3-11 times in the past year
- ☐ 1-2 times in the past year
- ☐ Did not have alcohol in the past year

Have you missed at least one credit card payment within last year?

- ☐ Yes
- ☐ Maybe
- ☐ No

Emotions

Evaluate how strongly you feel each of the following emotions on the daily basis...

How strongly you feel each emotion on daily basis

	Extreme	High	Moderate	Low	None
Gratitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guilt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vulnerability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curiosity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contempt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jealousy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loneliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warmth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regret	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optimism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hopefulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sadness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disgust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contentness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Social and Sharing

How often do you entertain at home or have people over?

- ☐ Once a week or more often
- ☐ Once every 2 to 3 weeks
- ☐ Once a month
- ☐ Once every 2 to 3 months
- ☐ Once every 4 to 6 months
- ☐ Once every 7 - 12 months
- ☐ Once every 2 years
- ☐ Rarely or never/I do not entertain at home

How likely are you to post on social media (facebook/ instagram/ twitter/ etc.) about a shopping experience?

	Very likely	Likely	Unlikely	Very unlikely
Positive shopping experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negative shopping experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you tend to actively recommend to your friends good movies to watch?

- ☐ Yes
☐ No

How likely are you to ask for your friend's recommendation when selecting a movie to watch?

- ☐ Very likely
☐ Somewhat likely
☐ Somewhat unlikely
☐ Very unlikely

How likely are you to follow your friend's recommendation when selecting a movie to watch?

- ☐ Very likely
☐ Somewhat likely
☐ Somewhat unlikely
☐ Very unlikely

Big5

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please indicate the extent to which you agree or disagree with each statement as it applies to you.

	Agree strongly	Agree a little	Neither agree nor disagree	Disagree a little	Disagree strongly
Is generally trusting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is sophisticated in art, music, or literature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does things efficiently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is outgoing, sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to be disorganized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an assertive personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to find fault with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generates a lot of enthusiasm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is inventive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agree strongly	Agree a little	Neither agree nor disagree	Disagree a little	Disagree strongly
Is ingenious, a deep thinker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is considerate and kind to almost everyone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is sometimes shy, inhibited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be cold and aloof	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is depressed, blue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likes to cooperate with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is helpful and unselfish with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an active imagination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is original, comes up with new ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is reserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to be lazy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starts quarrels with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does a thorough job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is relaxed, handles stress well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be somewhat careless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be tense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Values artistic, aesthetic experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gets nervous easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has few artistic interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a forgiving nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is full of energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is emotionally stable, not easily upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be moody	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likes to reflect, play with ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is curious about many different things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worries a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is easily distracted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is talkative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a reliable worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to be quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agree strongly	Agree a little	Neither agree nor disagree	Disagree a little	Disagree strongly
Remains calm in tense situations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes plans and follows through with them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is sometimes rude to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perseveres until the task is finished	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prefers work that is routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer behavior and attitude patterns

Indicate if you are a consumer for each of the following services...

	Consumer/user of the service?			
	Yes, I am an active user	Yes, but I do not use this service often	No, but I am aware of the service	No, and I have not heard about this service
Github	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telegram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tinder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pandora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bloomingdales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wall Street Journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New York Times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google/Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whatsapp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dropbox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hulu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Prime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saks 5th Avenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shazam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yahoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Netflix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following was the most important factor in terms of your decision to start watching Netflix?

- ☐ Good value for money
- ☐ Ease of control
- ☐ Easy setup
- ☐ Convenience
- ☐ Good for social gatherings
- ☐ Level of control
- ☐ 1-month-free trial
- ☐ Content variety
- ☐ Recommendation from friends
- ☐ Good for romantic gatherings
- ☐ Offered content I wanted to see

How often do you watch Netflix on an average week?

- ☐ Every day
- ☐ 6 days a week
- ☐ 5 days a week
- ☐ 4 days a week
- ☐ 3 days a week
- ☐ 2 days a week
- ☐ 1 day a week
- ☐ I do not watch Netflix on an average week

Do you tend to watch more than 3 hours of Netflix at a time?

- ☐ Yes
- ☐ No

How likely are you to recommend Netflix to a friend?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Do you intend to get a Netflix subscription within the next 6 months?

- ☐ Yes
- ☐ Maybe
- ☐ No

Consumer behavior and attitude patterns - continued

How much do Super Bowl ads affect your choices when it comes to the products advertised?

- ☐ A lot
- ☐ Somewhat
- ☐ A little bit
- ☐ Not at all

How much do you trust the information you get from the news?

	A lot	Somewhat	A little	Not at all
I trust Internet news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust TV news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you track news daily?

- ☐ Yes
- ☐ No

Do you tend to read product reviews in great detail before making a purchase online?

- ☐ Yes
- ☐ No

About how many hours of sports programming do you watch on an average week?
(Enter a number)

How much time do you spend on social media on an average day?

- ☐ 1-3 hrs
- ☐ 4-7 hrs
- ☐ 8 hrs or more
- ☐ Little or no time

How frequently do you post on social media?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

- ☐ Rarely
- ☐ Never

What type of videos do you watch more?

- ☐ TV
- ☐ Online
- ☐ I do not watch videos

For each news source below, indicate if you are an active consumer and if you view the coverage as balanced or biased

	Active consumer?			Is the source balanced or biased, in your view?		
	Active consumer	Infrequent consumer	Not a consumer	Balanced	Biased	Not sure
Google News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicago Tribune	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breitbart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CNN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FoxNews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BBC News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HuffPost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yahoo News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New York Times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wall Street Journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Washington Post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boston Globe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer behavior and attitude patterns - continued 2

Within each row, select the option that you prefer the most

Apple iPhone

☐

Samsung Galaxy

☐

Spending money on tech gadgets

☐

Spending money on clothing

☐

Clothing with a recognizable brand

☐

Clothing with a brand that is not well-known

☐

Strawberry ice cream

☐

Chocolate ice cream

☐

Original Coke

☐

Diet Coke

☐

Pepsi

☐

Coca-Cola

☐

Night in a club

☐

Night with a book

☐

Beach

☐

Mountains

☐

Telling a story

☐

Listening to a story

☐

Capitalism

☐

Socialism

☐

Children

☐

No children

☐

Acting

☐

Thinking

☐

Spontaneity

☐

Planning

☐

Hillary

☐

Trump

☐

Lady Gaga

☐

Madonna

☐

Michael Jackson

☐

Beatles

☐

Consumer sentiment

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

- ☐ Better now
- ☐ Same
- ☐ Worse

Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?

- ☐ Will be better off
- ☐ Same

☐ Will be worse off

Now turning to business conditions in the country as a whole--do you think that during the next twelve months we'll have good times financially, or bad times, or what?

- ☐ Good times
☐ Uncertain
☐ Bad times

Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?

- ☐ Good times
☐ Uncertain
☐ Bad times

About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or bad time for people to buy major household items?

- ☐ Good time
☐ Uncertain
☐ Bad time

Spending

At what price would you begin to feel that this product could be expensive but still worth buying because of its quality? ["Expensive"]

	\$10,000	\$5,000	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500	\$200	\$100	\$50
Pair of sneakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smartphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Washing machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microwave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pair of jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office chair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have received \$1,000 as a gift for your birthday from your relative. How would you allocate this amount across the following spending categories? (Amounts need to add up to 1,000)

Spend on necessities/ bills

Spend on entertainment/ a gift to oneself/ loved one

Put into a savings account/ emergency fund

Total

Culture (a)

You are a newspaper journalist who writes a weekly review of new restaurants. A close friend of yours has sunk all her savings in a new restaurant. You have eaten there and you really think the restaurant is no good.

What right does your friend have to expect you to go easy on her restaurant in your review?

- ☐ She has a definite right as a friend to expect me to go easy on her restaurant in my review.
- ☐ She has some right as a friend to expect me to do this for her.
- ☐ She has no right as a friend to expect me to do this for her.

Culture (b)

You are riding in a car driven by a close friend. He hits a pedestrian. You know he was going at least 35 miles per hour in an area of the city where the maximum allowed speed is 20 miles per hour. There are no witnesses. His lawyer says that if you testify under oath that he was only driving 20 miles per hour it may save him from serious consequences.

What right has your friend to expect you to protect him?

- ☐ My friend has a definite right as a friend to expect me to testify to the lower figure.
- ☐ He has some right as a friend to expect me to testify to the lower figure.
- ☐ He has no right as a friend to expect me to testify to the lower figure.

Final message

Thank you for the time you took to complete this survey. Your MTurk compensation code will be provided to you on the next page.

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