Online Appendix: Secondary Market Monetization and Willingness to Share Personal Data

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A. Additional Tables and Figures

Table A.1 Participation and Prices for Sharing Personal Data (All Samples).

	Logit *Participation*			**OLS** *Price* (\$) | *Participation* $= 1$		
	(1a)	(2a)	(3a)	(1b)	(2b)	(3b)
Conditions						
(Intercept)	1.289^{***}	1.455^{***}	2.089^{***}	1.499^{***}	1.389^{***}	1.140^{***}
	(0.113)	(0.138)	(0.385)	(0.061)	(0.079)	(0.212)
$[30, N]$: 30 recipients, no info	-0.433^{***}	-0.433^{***}	-0.441^{***}	0.102^{***}	0.102^{***}	0.102^{***}
	(0.054)	(0.054)	(0.055)	(0.024)	(0.024)	(0.024)
$[1, F]$: 1 recipient, full info	-1.018^{***}	-1.016^{***}	-1.039^{***}	0.390^{***}	0.393^{***}	0.392^{***}
	(0.064)	(0.064)	(0.065)	(0.033)	(0.033)	(0.033)
Order						
Decision $t = 2$	0.110	$0.109^{\dagger}$	$0.114^{\dagger}$	0.008	0.008	0.008
	(0.068)	(0.065)	(0.066)	(0.031)	(0.031)	(0.031)
Decision $t = 3$	-0.161^{*}	-0.160^{*}	-0.170^{*}	0.006	0.022	0.023
	(0.074)	(0.074)	(0.075)	(0.038)	(0.038)	(0.038)
Decision $t = 4$	-0.197^{**}	-0.193^{**}	-0.203^{**}	-0.003	0.014	0.015
	(0.074)	(0.075)	(0.076)	(0.039)	(0.040)	(0.040)
Sample						
Sample 2	0.332^{**}	0.335^{**}	0.314^{*}	-0.051	-0.048	-0.036
	(0.129)	(0.129)	(0.131)	(0.077)	(0.077)	(0.077)
Sample 3	-0.015	-0.014	0.001	0.000	-0.002	-0.010
	(0.131)	(0.132)	(0.135)	(0.081)	(0.080)	(0.080)
Anchoring						
$[1, N]$ before $[1, F]$		-0.369^{***}	-0.386^{***}		0.184^{**}	0.196^{**}
		(0.108)	(0.110)		(0.066)	(0.066)
$[1, N]$ before $[30, N]$		0.036	0.037		0.020	0.027
		(0.109)	(0.110)		(0.065)	(0.065)
Psychometric						
Extravert			0.099			0.078
			(0.110)			(0.066)
Agreeable			$-0.397^{\dagger}$			$0.228^{\dagger}$
			(0.235)			(0.127)
Conscientious			-0.571^{***}			$0.135^{\dagger}$
			(0.158)			(0.082)
Emotionally stable			0.137			-0.104
			(0.113)			(0.067)
Intellectual			-0.159			0.031
			(0.162)			(0.093)
Demographic						
Female			-0.127			-0.076
			(0.128)			(0.074)
Single			0.449^{**}			-0.032
			(0.169)			(0.110)
Employed			-0.214			-0.091
			(0.132)			(0.081)
Facebook User			0.150			0.009
			(0.143)			(0.083)
Individual clusters	1188	1188	1188	975	975	975
Observations	3564	3564	3564	2472	2472	2472
Wald Test	(1a),(2a)	(2a),(3a)	(1a),(3a)	(1b),(2b)	(2b),(3b)	(1b),(3b)
$Pr(>\chi^2)$	0.003	0.000	0.000	0.020	0.186	0.041

Notes: The omitted category for conditions is $[1, N]$: 1 recipient, no info; order is $t = 1$; sample is Sample 1; anchoring is the reverse order; and psychometric traits are low scores (below 30). Clustered robust standard errors are in parentheses. $^{\dagger}p < 0.1$; $^{*}p < 0.05$; $^{**}p < 0.01$; and $^{***}p < 0.001$.

Table A.2 Participation and Prices for Sharing Personal Data (Sample 1).

	Logit *Participation*			**OLS** *Price* (\$) | *Participation* $= 1$		
	(1a)	(2a)	(3a)	(1b)	(2b)	(3b)
Conditions						
(Intercept)	1.317^{***}	1.585^{***}	1.176^{*}	1.472^{***}	1.341^{***}	1.468^{***}
	(0.138)	(0.188)	(0.580)	(0.070)	(0.101)	(0.330)
$[30, N]$: 30 recipients, no info	-0.425^{***}	-0.428^{***}	-0.441^{***}	0.092^{*}	0.091^{*}	0.090^{*}
	(0.083)	(0.084)	(0.086)	(0.039)	(0.039)	(0.039)
$[1, P]$: 1 recipient, partial info	-0.682^{***}	-0.681^{***}	-0.701^{***}	0.252^{***}	0.252^{***}	0.252^{***}
	(0.097)	(0.097)	(0.100)	(0.050)	(0.050)	(0.050)
$[1, F]$: 1 recipient, full info	-1.046^{***}	-1.050^{***}	-1.082^{***}	0.428^{***}	0.429^{***}	0.427^{***}
	(0.108)	(0.108)	(0.111)	(0.058)	(0.058)	(0.058)
Order						
Decision $t = 2$	0.080	0.079	0.084	0.032	0.032	0.031
	(0.075)	(0.075)	(0.077)	(0.042)	(0.042)	(0.042)
Decision $t = 3$	-0.142	-0.124	-0.127	0.071	0.074	0.074
	(0.095)	(0.095)	(0.098)	(0.054)	(0.054)	(0.054)
Decision $t = 4$	-0.243^{*}	-0.235^{*}	-0.242^{*}	0.039	0.044	0.043
	(0.100)	(0.101)	(0.103)	(0.054)	(0.055)	(0.055)
Anchoring						
$[1, N]$ before $[1, F]$		-0.238	-0.273		$0.197^{\dagger}$	$0.192^{\dagger}$
		(0.180)	(0.182)		(0.107)	(0.105)
$[1, P]$ before $[1, F]$		-0.289	-0.263		0.061	0.078
		(0.178)	(0.180)		(0.106)	(0.105)
Psychometric						
Extravert			-0.190			0.221^{*}
			(0.184)			(0.107)
Agreeable			-0.206			-0.037
			(0.357)			(0.188)
Conscientious			-0.422			0.136
			(0.266)			(0.145)
Emotionally stable			$0.327^{\dagger}$			-0.065
			(0.190)			(0.110)
Intellectual			0.405			-0.064
			(0.266)			(0.179)
Demographic						
Female			-0.098			-0.081
			(0.217)			(0.120)
Single			0.658^{*}			-0.083
			(0.277)			(0.170)
Employed			-0.006			$-0.223^{\dagger}$
			(0.224)			(0.135)
Facebook User			$0.390^{\dagger}$			$-0.222^{\dagger}$
			(0.227)			(0.133)
Individual clusters	413	413	413	334	334	334
Observations	1652	1652	1652	1094	1094	1094
Wald Test	(1a),(2a)	(2a),(3a)	(1a),(3a)	(1b),(2b)	(2b),(3b)	(1b),(3b)
$Pr(>\chi^2)$	0.096	0.062	0.034	0.132	0.099	0.062

Notes: The omitted category for conditions is $[1, N]$: 1 recipient, no info; order is $t = 1$; anchoring is the reverse order; and psychometric traits are low scores (below 30). $[1, P]$ before $[1, F]$ subjects are in the same randomization group as $[30, N]$ before $[1, N]$. Clustered robust standard errors are in parentheses. $^{\dagger}p < 0.1$; $^{*}p < 0.05$; $^{**}p < 0.01$; and $^{***}p < 0.001$.

Table A.3 Participation and Prices for Sharing Personal Data (Sample 2).

	Logit *Participation*			**OLS** *Price* (\$) | *Participation* $= 1$		
	(1a)	(2a)	(3a)	(1b)	(2b)	(3b)
Conditions						
(Intercept)	1.554^{***}	2.028^{***}	4.034^{***}	1.412^{***}	1.310^{***}	0.606^{*}
	(0.149)	(0.204)	(0.659)	(0.064)	(0.104)	(0.301)
$[30, N]$: 30 recipients, no info	-0.395^{***}	-0.407^{***}	-0.426^{***}	$0.069^{\dagger}$	$0.069^{\dagger}$	$0.070^{\dagger}$
	(0.098)	(0.102)	(0.106)	(0.036)	(0.036)	(0.036)
$[1, F]$: 1 recipient, full info	-1.007^{***}	-1.021^{***}	-1.081^{***}	0.430^{***}	0.432^{***}	0.432^{***}
	(0.115)	(0.115)	(0.120)	(0.052)	(0.052)	(0.052)
$[30, F]$: 30 recipients, full info	-1.079^{***}	-1.099^{***}	-1.166^{***}	0.395^{***}	0.397^{***}	0.397^{***}
	(0.118)	(0.120)	(0.125)	(0.053)	(0.053)	(0.052)
Order						
Decision $t = 2$	0.218^{**}	0.226^{**}	0.238^{**}	0.029	0.029	0.029
	(0.083)	(0.083)	(0.088)	(0.034)	(0.034)	(0.034)
Decision $t = 3$	-0.115	-0.053	-0.075	$0.091^{\dagger}$	$0.095^{\dagger}$	$0.097^{\dagger}$
	(0.106)	(0.107)	(0.112)	(0.051)	(0.052)	(0.052)
Decision $t = 4$	-0.147	-0.078	-0.102	0.053	0.058	0.059
	(0.106)	(0.108)	(0.113)	(0.055)	(0.056)	(0.056)
Anchoring effects						
$[1, N]$ before $[1, F]$		-0.665^{***}	-0.673^{***}		0.166	0.175
		(0.190)	(0.195)		(0.110)	(0.109)
$[30, F]$ before $[1, F]$		-0.282	$-0.363^{\dagger}$		0.042	0.051
		(0.189)	(0.195)		(0.108)	(0.107)
Psychometric						
Extravert			0.316			-0.085
			(0.195)			(0.110)
Agreeable			-1.104^{*}			0.557^{**}
			(0.475)			(0.188)
Conscientious			-1.048^{***}			0.163
			(0.280)			(0.123)
Emotionally stable			-0.031			-0.047
			(0.196)			(0.109)
Intellectual			-0.451			0.096
			(0.280)			(0.139)
Demographic						
Female			-0.012			-0.113
			(0.229)			(0.126)
Single			0.354			0.108
			(0.293)			(0.184)
Employed			-0.300			0.025
			(0.240)			(0.138)
Facebook User			0.041			0.149
			(0.258)			(0.139)
Individual clusters	420	420	420	359	359	359
Observations	1680	1680	1680	1186	1186	1186
Wald Test	(1a),(2a)	(2a),(3a)	(1a),(3a)	(1b),(2b)	(2b),(3b)	(1b),(3b)
$Pr(>\chi^2)$	0.001	0.000	0.000	0.302	0.148	0.136

Notes: The omitted category for conditions is $[1, N]$: 1 recipient, no info; order is $t = 1$; anchoring is the reverse order; and psychometric traits are low scores (below 30). $[30, F]$ before $[1, F]$ subjects are in the same randomization group as $[30, N]$ before $[1, N]$. Clustered robust standard errors are in parentheses. $^{\dagger}p < 0.1$; $^{*}p < 0.05$; $^{**}p < 0.01$; and $^{***}p < 0.001$.

Table A.4 Participation and Prices for Sharing Personal Data (Sample 3).

	Logit *Participation*			**OLS** *Price*(\$) | *Participation* $= 1$		
	(1a)	(2a)	(3a)	(1b)	(2b)	(3b)
Conditions						
(Intercept)	1.284^{***}	1.406^{***}	2.063^{**}	1.551^{***}	1.487^{***}	1.439^{***}
	(0.144)	(0.200)	(0.757)	(0.071)	(0.108)	(0.426)
$[30, N]$: 30 recipients, no info	-0.484^{***}	-0.483^{***}	-0.492^{***}	0.168^{***}	0.168^{***}	0.168^{***}
	(0.102)	(0.102)	(0.103)	(0.048)	(0.048)	(0.048)
$[1, F']$: 1 recipient, alt. full info	-0.789^{***}	-0.785^{***}	-0.800^{***}	0.390^{***}	0.392^{***}	0.391^{***}
	(0.103)	(0.102)	(0.104)	(0.057)	(0.057)	(0.057)
$[1, F]$: 1 recipient, full info	-0.998^{***}	-0.996^{***}	-1.016^{***}	0.362^{***}	0.364^{***}	0.362^{***}
	(0.113)	(0.113)	(0.114)	(0.062)	(0.062)	(0.062)
Order						
Decision $t = 2$	0.133	0.131	0.135	-0.086^{*}	-0.087^{*}	-0.088^{*}
	(0.095)	(0.094)	(0.096)	(0.043)	(0.043)	(0.043)
Decision $t = 3$	-0.157	-0.147	-0.149	-0.043	-0.038	-0.038
	(0.105)	(0.105)	(0.106)	(0.059)	(0.059)	(0.059)
Decision $t = 4$	-0.232^{*}	-0.225^{*}	-0.231^{*}	-0.120^{*}	$-0.115^{\dagger}$	$-0.116^{\dagger}$
	(0.107)	(0.107)	(0.108)	(0.061)	(0.061)	(0.061)
Anchoring effects						
$[1, N]$ before $[1, F]$		-0.173	-0.179		0.241^{*}	0.241^{*}
		(0.191)	(0.194)		(0.118)	(0.118)
$[1, F']$ before $[1, F]$		-0.080	-0.158		-0.123	-0.139
		(0.192)	(0.194)		(0.117)	(0.118)
Psychometric						
Extravert			0.118			0.139
			(0.200)			(0.116)
Agreeable			0.007			0.056
			(0.500)			(0.291)
Conscientious			-0.295			0.033
			(0.286)			(0.155)
Emotionally stable			0.129			-0.247^{*}
			(0.207)			(0.122)
Intellectual			-0.259			0.065
			(0.278)			(0.169)
Demographic						
Female			$-0.426^{\dagger}$			-0.050
			(0.229)			(0.127)
Single			0.187			-0.015
			(0.325)			(0.194)
Employed			-0.366			-0.102
			(0.226)			(0.138)
Facebook User			-0.069			0.241
			(0.269)			(0.164)
Individual clusters	355	355	355	286	286	286
Observations	1420	1420	1420	926	926	926
Wald Test	(1a),(2a)	(2a),(3a)	(1a),(3a)	(1b),(2b)	(2b),(3b)	(1b),(3b)
$Pr(>\chi^2)$	0.604	0.411	0.466	0.073	0.527	0.205

Notes: The omitted category for conditions is $[1, N]$: 1 recipient, no info; order is $t = 1$; anchoring is the reverse order; and psychometric traits are low scores (below 30). $[1, F']$ before $[1, F]$ subjects are in the same randomization group as $[30, N]$ before $[1, N]$. Clustered robust standard errors are in parentheses. $^{\dagger}p < 0.1$; $^{*}p < 0.05$; $^{**}p < 0.01$; and $^{***}p < 0.001$.

Table A.5 Participation and Prices Between-Subjects Comparison for Sharing Personal Data by Decision Period.

	Logit *Participation*			**OLS** *Price* (\$) | *Participation* $= 1$		
	(1a)	(2a)	(3a)	(1b)	(2b)	(3b)
			Decision Period $t = 1$			
(Intercept)	1.121^{***}	1.108^{***}	1.567^{**}	1.560^{***}	1.583^{***}	1.533^{***}
	(0.135)	(0.168)	(0.493)	(0.071)	(0.093)	(0.277)
$[30, N]$: 30 recipients, no info	$-0.331^{\dagger}$	$-0.331^{\dagger}$	$-0.343^{\dagger}$	-0.021	-0.020	-0.044
	(0.184)	(0.184)	(0.188)	(0.103)	(0.103)	(0.104)
$[1, F]$: 1 recipient, full info	-0.458^{*}	-0.458^{*}	-0.451^{*}	0.030	0.030	0.011
	(0.182)	(0.182)	(0.185)	(0.104)	(0.104)	(0.105)
Observations	892	892	892	625	625	625
			Decision Period $t = 2$			
(Intercept)	1.399^{***}	1.244^{***}	1.687^{***}	1.531^{***}	1.574^{***}	1.107^{***}
	(0.145)	(0.175)	(0.508)	(0.069)	(0.092)	(0.273)
$[30, N]$: 30 recipients, no info	-0.501^{**}	-0.505^{**}	-0.489^{*}	0.094	0.093	0.108
	(0.194)	(0.194)	(0.198)	(0.101)	(0.101)	(0.102)
$[1, F]$: 1 recipient, full info	-0.815^{***}	-0.824^{***}	-0.813^{***}	0.119	0.127	0.110
	(0.189)	(0.190)	(0.193)	(0.104)	(0.104)	(0.105)
Observations	891	891	891	640	640	640
			Decision Period $t = 3$			
(Intercept)	1.416^{***}	1.339^{***}	2.187^{***}	1.421^{***}	1.444^{***}	1.320^{***}
	(0.146)	(0.177)	(0.522)	(0.070)	(0.093)	(0.274)
$[30, N]$: 30 recipients, no info	-0.457^{*}	-0.461^{*}	-0.477^{*}	-0.066	-0.066	-0.081
	(0.196)	(0.196)	(0.200)	(0.103)	(0.103)	(0.103)
$[1, F]$: 1 recipient, full info	-1.369^{***}	-1.376^{***}	-1.456^{***}	0.404^{***}	0.406^{***}	0.397^{***}
	(0.187)	(0.187)	(0.192)	(0.113)	(0.113)	(0.114)
Observations	890	890	890	605	605	605
			Decision Period $t = 4$			
(Intercept)	1.412^{***}	1.243^{***}	1.679^{***}	1.387^{***}	1.404^{***}	1.011^{***}
	(0.146)	(0.176)	(0.498)	(0.072)	(0.097)	(0.292)
$[30, N]$: 30 recipients, no info	-0.448^{*}	-0.449^{*}	-0.443^{*}	0.026	0.026	0.035
	(0.196)	(0.197)	(0.199)	(0.105)	(0.105)	(0.105)
$[1, F]$: 1 recipient, full info	-1.412^{***}	-1.427^{***}	-1.449^{***}	0.361^{**}	0.362^{**}	0.387^{**}
	(0.187)	(0.188)	(0.192)	(0.116)	(0.117)	(0.117)
Observations	891	891	891	602	602	602
Sample controls		×	×		×	×
Psychometric controls			×			×
Demographic controls			×			×

Notes: The omitted category is $[1, N]$: 1 recipient, no info. Standard errors in parentheses. $^{\dagger}p < 0.1$; $^{*}p < 0.05$; $^{**}p < 0.01$; and $^{***}p < 0.001$.

Figure A.1 Item Score Correlations for Five Factor Traits.

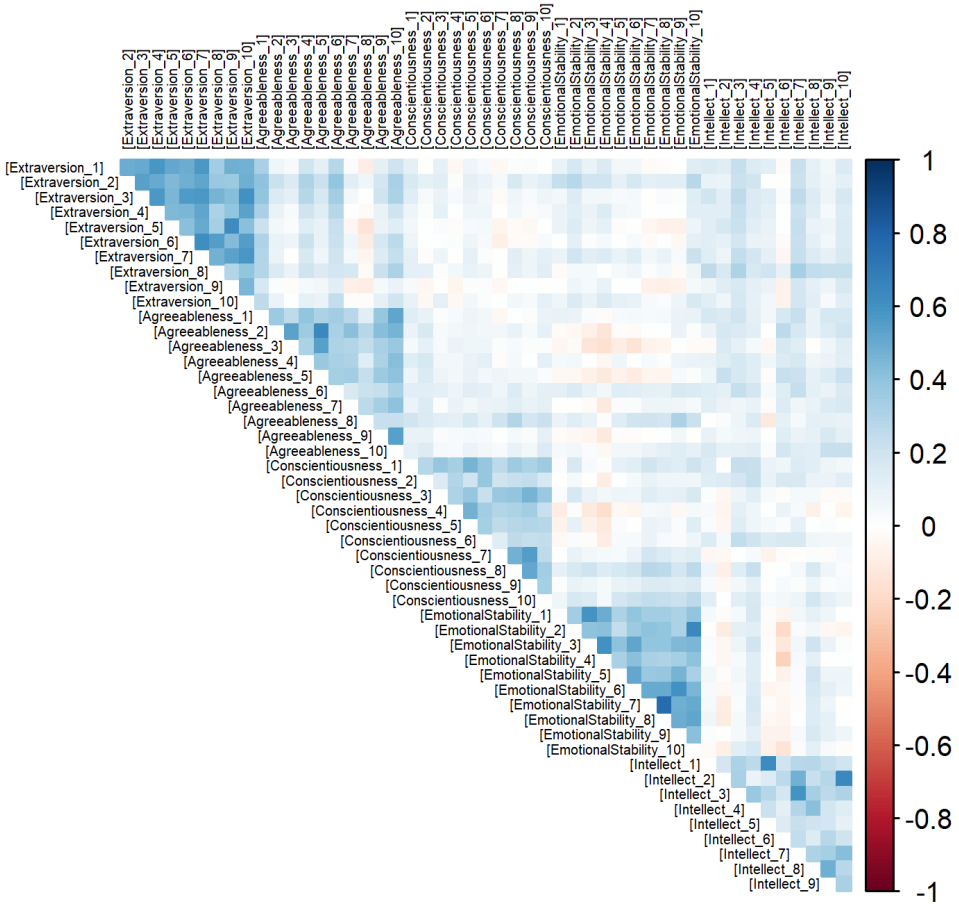

Table A.6 Factor Loadings and Reliability for Five Factor Traits.

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
Extraversion_1	**0.684**	0.010	−0.014	0.096	−0.088	0.020	0.020	0.082
Extraversion_2	**0.607**	0.229	0.050	0.173	0.017	−0.040	−0.059	0.115
Extraversion_3	**0.725**	0.124	−0.006	−0.039	0.010	−0.018	0.064	0.025
Extraversion_4	**0.664**	0.033	0.012	0.080	−0.077	0.010	0.010	0.072
Extraversion_5	**0.630**	−0.062	−0.050	0.063	−0.109	0.106	−0.025	0.106
Extraversion_6	**0.763**	0.025	−0.071	−0.149	0.080	0.003	0.006	−0.038
Extraversion_7	**0.805**	−0.048	0.054	−0.010	0.067	0.014	0.018	−0.068
Extraversion_8	**0.516**	0.081	0.050	−0.137	0.090	0.120	0.195	−0.117
Extraversion_9	**0.657**	−0.138	0.012	0.025	−0.121	0.114	−0.054	−0.026
Extraversion_10	**0.744**	−0.023	0.044	0.022	0.007	−0.013	−0.028	−0.064
Agreeableness_1	0.295	**0.495**	−0.077	0.005	0.039	−0.018	0.090	0.005
Agreeableness_2	−0.059	**0.757**	0.009	−0.011	−0.034	0.076	−0.033	0.009
Agreeableness_3	−0.086	**0.654**	−0.039	−0.042	−0.080	0.053	−0.122	0.141
Agreeableness_4	0.114	**0.522**	−0.051	0.017	0.007	−0.032	0.069	0.123
Agreeableness_5	−0.039	**0.694**	0.019	0.026	−0.127	0.135	−0.077	0.096
Agreeableness_6	0.197	**0.402**	0.026	0.118	0.033	0.031	0.013	0.168
Agreeableness_7	−0.078	**0.531**	0.080	−0.068	0.079	0.002	0.067	−0.137
Agreeableness_8	−0.195	**0.374**	0.241	0.091	0.138	0.058	−0.082	0.002
Agreeableness_9	0.087	**0.603**	0.014	−0.064	0.002	−0.096	0.083	−0.169
Agreeableness_10	0.182	**0.665**	0.008	−0.035	0.102	−0.052	0.090	−0.169
Conscientiousness_1	0.051	0.027	**0.439**	−0.091	0.132	−0.009	0.129	0.268
Conscientiousness_2	−0.109	0.138	0.280	−0.083	0.051	0.118	0.121	0.201
Conscientiousness_3	0.060	−0.010	**0.601**	0.054	−0.071	−0.069	−0.003	0.128
Conscientiousness_4	−0.016	0.007	**0.456**	−0.286	0.067	−0.073	0.029	0.263
Conscientiousness_5	0.083	0.008	**0.431**	−0.235	0.095	−0.057	0.007	**0.315**
Conscientiousness_6	−0.043	0.007	**0.311**	−0.126	0.044	0.041	0.182	**0.317**
Conscientiousness_7	−0.038	−0.010	**0.680**	0.006	−0.017	0.044	−0.135	−0.086
Conscientiousness_8	0.000	0.037	0.672	**0.125**	0.046	−0.028	0.041	−0.033
Conscientiousness_9	0.017	−0.031	**0.778**	0.028	−0.062	0.012	−0.015	−0.110
Conscientiousness_10	0.018	0.050	**0.438**	0.005	0.170	0.015	0.101	0.002
EmotionalStability_1	−0.034	0.066	−0.063	**0.639**	0.090	−0.034	0.042	0.073
EmotionalStability_2	0.157	−0.005	0.009	0.344	**0.308**	−0.116	−0.077	0.262
EmotionalStability_3	−0.017	−0.018	0.061	**0.762**	0.079	0.000	0.052	−0.038
EmotionalStability_4	0.077	−0.108	0.013	**0.719**	0.004	−0.024	−0.005	−0.014
EmotionalStability_5	−0.001	−0.013	0.067	**0.328**	0.297	0.053	0.038	−0.103
EmotionalStability_6	0.019	−0.037	0.056	**0.374**	**0.436**	0.066	−0.013	−0.110
EmotionalStability_7	−0.036	−0.027	0.009	0.028	**0.828**	−0.005	−0.004	0.023
EmotionalStability_8	−0.011	−0.028	−0.024	−0.018	**0.887**	0.005	−0.005	−0.008
EmotionalStability_9	−0.089	0.120	0.071	**0.328**	**0.421**	0.074	−0.056	−0.078
EmotionalStability_10	0.130	0.032	0.066	**0.318**	**0.439**	−0.053	−0.109	0.200
Intellect_1	0.005	0.035	−0.014	0.025	0.007	0.011	**0.757**	−0.040
Intellect_2	0.000	0.007	−0.061	−0.031	−0.041	**0.785**	−0.052	0.025
Intellect_3	0.097	0.012	0.027	0.054	0.015	**0.387**	0.285	**0.337**
Intellect_4	0.012	0.081	0.119	0.206	0.027	0.106	**0.329**	0.151
Intellect_5	−0.007	−0.085	−0.038	0.016	−0.082	−0.032	**0.737**	0.041
Intellect_6	−0.160	0.228	0.008	−0.152	0.000	0.255	0.195	0.012
Intellect_7	0.114	0.017	−0.023	0.028	0.003	**0.563**	0.171	0.241
Intellect_8	0.012	0.016	0.098	0.175	0.063	**0.309**	**0.321**	−0.132
Intellect_9	−0.047	0.098	0.027	0.028	0.097	**0.376**	0.250	−0.157
Intellect_10	0.072	0.044	0.043	−0.029	0.046	**0.739**	−0.047	−0.128
Cronbach's alpha	0.903	0.833	0.824	0.883	0.883	0.794	0.794	0.824

Notes: Eight factors are selected for factor analysis based on a scree plot checked against a parallel analysis, and oblique rotations were used. Factor loadings of > 0.3 in absolute value are indicated in bold font. To compute Cronbach's alpha, the trait with the greatest number of items with loadings > 0.3 in absolute value was selected—i.e., all items from Extraversion for Factor 1, Agreeableness for Factor 2, Conscientiousness for Factors 3 and 8, Emotional Stability for Factors 4 and 5, and Intellect for Factors 6 and 7.

Table A.7 Price Choices by Condition.

Condition	Sample	No. of Individuals	Min. WTA ($)	Count	Proportion	99% CI
$[1, N]$: 1 recipient, no info	1, 2, and 3	1188				
			>0.01	1004	0.845	[0.816, 0.870]
			>0.49	900	0.758	[0.724, 0.788]
			>0.99	707	0.595	[0.558, 0.631]
			>1.99	476	0.401	[0.365, 0.438]
			>2.99	248	0.209	[0.180, 0.241]
$[30, N]$: 30 recipients, no info	1, 2, and 3	1188				
			>0.01	1034	0.870	[0.843, 0.894]
			>0.49	936	0.788	[0.756, 0.817]
			>0.99	769	0.647	[0.611, 0.682]
			>1.99	533	0.449	[0.412, 0.486]
			>2.99	343	0.289	[0.256, 0.324]
$[1, F]$: 1 recipient, full info	1, 2, and 3	1188				
			>0.01	1082	0.911	[0.887, 0.930]
			>0.49	1022	0.860	[0.832, 0.884]
			>0.99	902	0.759	[0.726, 0.790]
			>1.99	717	0.604	[0.566, 0.639]
			>2.99	501	0.422	[0.385, 0.459]
$[1, P]$: 1 recipient, partial info	1 only	413				
			>0.01	379	0.918	[0.875, 0.947]
			>0.49	355	0.860	[0.809, 0.898]
			>0.99	302	0.731	[0.672, 0.784]
			>1.99	218	0.528	[0.465, 0.590]
			>2.99	151	0.366	[0.307, 0.428]
$[30, F]$: 30 recipients, full info	2 only	420				
			>0.01	375	0.893	[0.847, 0.926]
			>0.49	359	0.855	[0.805, 0.894]
			>0.99	309	0.736	[0.677, 0.787]
			>1.99	244	0.581	[0.518, 0.641]
			>2.99	163	0.388	[0.329, 0.451]
$[1, F']$: 1 recipient, alt. full info	3 only	355				
			>0.01	328	0.924	[0.879, 0.954]
			>0.49	304	0.856	[0.801, 0.898]
			>0.99	264	0.744	[0.680, 0.799]
			>1.99	205	0.577	[0.509, 0.643]
			>2.99	140	0.394	[0.330, 0.463]

Notes: Confidence intervals are Agresti-Coull binomial intervals.

Table A.8 Changes in Data Market Participation Across Conditions

Group	Individuals	Condition	Exits	Enters	Proportion	99% CI
$[1, N]$ *Participants*	940					
		$[1, N]$	0		0.000	[0.000, 0.000]
		$[30, N]$	121		0.129	[0.103, 0.160]
		$[1, F]$	270		0.287	[0.251, 0.327]
$[1, N]$ *Nonparticipants*	248					
		$[1, N]$		0	0.000	[0.000, 0.000]
		$[30, N]$		26	0.105	[0.064, 0.160]
		$[1, F]$		17	0.069	[0.036, 0.327]
$[30, N]$ *Participants*	845					
		$[1, N]$	26		0.031	[0.018, 0.051]
		$[30, N]$	0		0.000	[0.000, 0.000]
		$[1, F]$	212		0.251	[0.214, 0.291]
$[30, N]$ *Nonparticipants*	343					
		$[1, N]$		121	0.353	[0.290, 0.422]
		$[30, N]$		0	0.000	[0.000, 0.000]
		$[1, F]$		54	0.157	[0.113, 0.215]
$[1, F]$ *Participants*	687					
		$[1, N]$	17		0.025	[0.013, 0.046]
		$[30, N]$	54		0.079	[0.056, 0.110]
		$[1, F]$	0		0.000	[0.000, 0.000]
$[1, F]$ *Nonparticipants*	501					
		$[1, N]$		270	0.539	[0.481, 0.595]
		$[30, N]$		212	0.423	[0.368, 0.481]
		$[1, F]$		0	0.000	[0.000, 0.000]
$[1, P]$ *Participants*	262					
		$[1, N]$	7		0.0267	[0.0082, 0.0686]
		$[30, N]$	26		0.0992	[0.0601, 0.1581]
		$[1, P]$	0		0.0000	[0.0000, 0.0000]
		$[1, F]$	48		0.1832	[0.1292, 0.2528]
$[1, P]$ *Nonparticipants*	151					
		$[1, N]$		65	0.4305	[0.3317, 0.5351]
		$[30, N]$		50	0.3311	[0.2412, 0.4353]
		$[1, P]$		0	0.0000	[0.0000, 0.0000]
		$[1, F]$		12	0.0795	[0.0364, 0.1579]
$[30, F]$ *Participants*	257					
		$[1, N]$	7		0.0272	[0.0084, 0.0699]
		$[30, N]$	10		0.0389	[0.0158, 0.0853]
		$[1, F]$	13		0.0506	[0.0237, 0.1001]
		$[30, F]$	0		0.0000	[0.0000, 0.0000]
$[30, F]$ *Nonparticipants*	163					
		$[1, N]$		96	0.5890	[0.4880, 0.6829]
		$[30, N]$		72	0.4417	[0.3457, 0.5423]
		$[1, F]$		20	0.1227	[0.0694, 0.2056]
		$[30, F]$		0	0.0000	[0.0000, 0.0000]
$[1, F']$ *Participants*	215					
		$[1, N]$	4		0.0186	[0.0021, 0.0639]
		$[30, N]$	22		0.1023	[0.0592, 0.1693]
		$[1, F']$	0		0.0000	[0.0000, 0.0000]
		$[1, F]$	29		0.1349	[0.0848, 0.2069]
$[1, F']$ *Nonparticipants*	140					
		$[1, N]$		63	0.4500	[0.3464, 0.5581]
		$[30, N]$		47	0.3357	[0.2422, 0.4441]
		$[1, F']$		0	0.0000	[0.0000, 0.0000]
		$[1, F]$		11	0.0786	[0.0345, 0.1608]

Notes: This table summarizes changes in individuals' data-sharing behavior (i.e., entry into and exit from a data market) between two conditions. For example, 28.7% of the subjects willing to participate in the data market under $[1, N]$ exited the data market under $[1, F]$. The confidence intervals are Agresti-Coull binomial intervals.

Table A.9 Attitudes on Data Privacy, Ownership, Access, and Usage.

Label and Description	Agree			…			Disagree	NAs
	1	2	3	4	5	6	7	
Privacy								
"I am concerned about my data privacy when …								
… I can be personally identified."	55.1	25.7	11.4	2.9	2.4	1.3	1.2	0.0
… others can easily access my information (i.e. it is unsecure)."	56.2	25.6	10.4	2.8	1.7	2.1	1.2	0.0
… others can use my information for their own purposes."	46.5	26.6	13.9	5.6	4.0	2.1	1.3	0.0
… my information is highly sensitive."	76.5	14.4	3.9	2.3	1.2	0.9	0.8	0.0
Ownership								
"I believe I should be able to …								
… choose who I share my data with."	65.5	24.9	5.5	2.2	0.8	0.5	0.5	0.2
… exclude others from accessing my data."	60.3	26.3	7.6	2.8	1.8	0.7	0.5	0.1
… retract my data after I have shared it."	48.1	24.4	11.6	6.8	5.1	2.5	1.2	0.2
Sharing								
"If I share my personal data with a third party, I believe they should be able to …								
… use my data for their own purposes."	9.3	24.4	21.9	9.8	9.8	10.8	13.7	0.3
… use my data to make money."	4.9	10.6	15.2	9.9	14.2	16.9	28.1	0.1
… sell my data to another party."	3.5	4.7	6.5	5.6	12.6	22.6	44.4	0.2
Expectations								
"When I share my personal data with a business, I expect that they will …								
… use my data to understand me better as a customer."	34.0	42.0	16.1	3.5	1.5	1.6	1.3	0.0
… use the information to provide better products and services to me."	34.0	39.6	16.6	4.4	2.5	1.5	1.3	0.0
… sell my data to other businesses."	11.4	14.3	15.1	8.1	11.5	17.5	22.1	0.0
… use my data to understand whether I would be willing to pay more for their products or services."	23.4	37.1	19.3	7.7	5.6	3.9	3.1	0.0

Notes: All values are percentages of the total sample. 1=Strongly agree, . . . , 7=Strongly disagree.

B. Experimental and Survey Design

Figure B.1 Information on Self-Assessment Scores

Thank you for completing your self-assessment!
Based on your responses, your core personality has been measured across five factors: Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Intellect. Each factor score is measured on a scale from 10 to 50.

First Name	Last Name	Extraversion	Agreeableness	Conscientiousness	Emotional Stability	Intellect
Jane	**Doe**	**19**	**30**	**31**	**42**	**48**

Notes: Each factor is measured on a scale from 10 to 50.

The 50-item questionnaire you completed is a widely used personality measure based on the Five Factor Model. Extensive research has been done to relate these questions to behavioral and psychological phenomena. The Five-Factors (or "Big 5") are set of essential traits fundamental to your core personality. Each trait is measured across a spectrum of extremes. For example, a low score on extraversion would mean high introversion.

• **Extraversion (or surgency):** Measures assertive, energetic, or outgoing behaviors. A high score indicates high extraversion, and a low score indicates low extraversion.
• **Agreeableness:** Measures empathy, sympathy, and kindness. A low score indicates low agreeableness, and a high score indicates high agreeableness.
• **Conscientiousness:** Measures your sense of responsibility, duty, and foresight. A low score indicates low conscientiousness, and a high score indicates high conscientiousness.
• **Emotional stability (or neuroticism):** Measures irritability and moodiness. High scores indicate high emotional stability (low neuroticism), low scores indicate low emotional stability (high neuroticism).
• **Intellect (or imagination):** Measures inquisitiveness, openness to new experience, thoughtfulness, and propensity for intellectually challenging tasks. High scores indicate high intellect.

Figure B.2 Instruction Page Prior to Data-Sharing Choices.

You and all other participants in this study will be choosing whether to share personal data from this survey. This data includes first name, last name, and self-assessment scores generated from the same quiz you just took (displayed in the table below).

First Name	Last Name	Extraversion	Agreeableness	Conscientiousness	Emotional Stability	Intellect
Jane	**Doe**	**19**	**31**	**21**	**42**	**48**

Over the next few pages, **you will be shown different possible scenarios for sharing this data.** Each scenario asks whether or not you would accept certain amounts of money for releasing your data. It is in your best interest to answer honestly, as **one of these scenarios will be randomly selected and made real.**

Any data you and other participants release will be sent together in an email to the recipient(s) approximately 1 week after the survey's participation deadline.

When you are ready, please continue.

NEXT →

Note. The respondent's name and score from their self-assessment are populated in the data table.

Table B.1 Survey Text Used for Each Data-Sharing Condition

Condition	Description	Survey Text
$[1, N]$	1 recipient, no info	"One participant is randomly selected to receive personal data released from you and other participants."
$[30, N]$	30 recipients, no info	"Thirty participants are randomly selected to receive personal data released from you and other participants."
$[1, P]$	1 recipient, partial info	"One participant is randomly selected to receive personal data released from you and other participants. If this participant has your data, they can use your data to make money. The more data they have from participants in this study, the more money they can make."
$[1, F]$	1 recipient, full info	"One participant is randomly selected to receive personal data released from you and other participants. If this participant has your data, they can use your data to make money by selling it to a third party. The more data they have from participants in this study, the more money they can make."
$[1, F']$	1 recipient, alt. full info	"One participant is randomly selected to receive personal data released from you and other participants. If this participant has your data, they can use your data to make money by selling it to another participant. The more data they have from participants in this study, the more money they can make."
$[30, F]$	30 recipients, full info	"Thirty participants are randomly selected to receive personal data released from you and other participants. If these participants have your data, they can each use your data to make money by selling it to a third party. The more data they have from participants in this study, the more money they can make."

Table B.2 Randomization Group and Condition Orders

Sample	Group	Conditions (in order)			
		$\mathbf{t=1}$	$\mathbf{t=2}$	$\mathbf{t=3}$	$\mathbf{t=4}$
1	1	$[30, N]$	$[1, N]$	$[1, P]$	$[1, F]$
1	2	$[1, N]$	$[30, N]$	$[1, F]$	$[1, P]$
1	3	$[1, P]$	$[1, F]$	$[30, N]$	$[1, N]$
1	4	$[1, F]$	$[1, P]$	$[1, N]$	$[30, N]$
2	5	$[30, N]$	$[1, N]$	$[30, F]$	$[1, F]$
2	6	$[1, N]$	$[30, N]$	$[1, F]$	$[30, F]$
2	7	$[30, F]$	$[1, F]$	$[30, N]$	$[1, N]$
2	8	$[1, F]$	$[30, F]$	$[1, N]$	$[30, N]$
3	9	$[30, N]$	$[1, N]$	$[1, F']$	$[1, F]$
3	10	$[1, N]$	$[30, N]$	$[1, F]$	$[1, F']$
3	11	$[1, F']$	$[1, F]$	$[30, N]$	$[1, N]$
3	12	$[1, F]$	$[1, F']$	$[1, N]$	$[30, N]$

Figure B.3 Survey Question for Eliciting Reservation Prices for Data Sharing

For each of the possible prices below, please indicate whether you would 'accept' and release your data, or 'not accept' and not release your data.

	I would accept	**I would not accept**
$0.01	○	○
$0.49	○	○
$0.99	○	○
$1.99	○	○
$2.99	○	○

If this scenario is made real, the computer will choose one of the prices. If you selected 'I would accept' at that price, then we will release your data (under this scenario's conditions), and you will earn the price. If you selected 'I would not accept' at that price, then we will not release your data, and you will not earn the price.

Figure B.4 Advertised Study

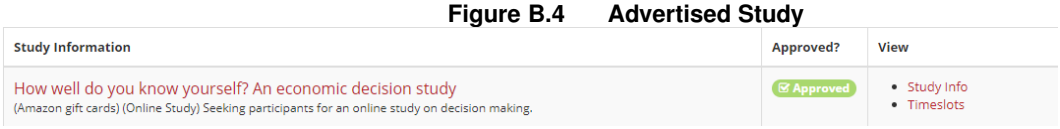

Figure B.5 Information Page for Registered Study Participants.

How well do you know yourself? An economic decision study

Information Page

Thank you for your interest in participating in an economic decision study. You are now registered to participate in this study as part of the Debra Paget and Jeffrey Berg Business Simulation Laboratory ("The Lab"), which is a Cornell University Institutional Review Board for Human Participants (IRB) approved recruitment system.

This webpage is NOT the study's survey. **Approximately 3 days before the participation deadline, you will be sent a personal email to participate in the study.** It will be an online survey, and it will take approximately 15 minutes to complete (but plan for a 20 minute period to review the consent form and/or provide [optional] feedback to the researcher).

If at any point you no longer wish to participate in this study, we encourage you to cancel your registration (through the Sona System) at least 4 days before the end of the participation deadline, so that others might be able to sign-up for the study.

[OPTIONAL] Questions?

If you have any questions or concerns prior to receiving the link to the study (which will be sent out **3 days** before the participation deadline), please feel free to send a note in the form below. The researcher will respond as soon as possible.

[OPTIONAL] Reply back email (required for a response back to any questions you submit above):

Figure B.6 Informed Consent Form.

Online Consent Form for the Experimental Study "How well do you know yourself?"

Background Information: You are invited to participate in a research study about how individuals and groups of individuals make decisions in a variety of economic contexts. We request that you read the information on this page carefully before agreeing to be in the study. You were selected as a possible participant because you are a part of the Debra Paget and Jeffrey Berg Business Simulation Laboratory ("The Lab"), which is a Cornell University Institutional Review Board for Human Participants (IRB) approved recruitment system.

Procedures and Compensation: This survey will last approximately 15-20 minutes, and you will answer a variety of economic questions and take a self-assessment on your personality. After the data collection period for this study, you will receive any earnings you've gained in the form of an electronic Amazon gift card, delivered to the email address you used to register for this study. If the survey states you have earned a certain amount of money, then this is real money that will be added towards your gift card. You will be paid $2 for just participating in this study (once you acknowledge this information). Then, depending on your decisions in the economic questions only, you can earn additional money. Your earnings will not depend on your self-assessment results or any personal information.

Voluntary Nature of Participation: Your participation in this study is strictly voluntary. At any point in this survey, you may leave and discontinue participation.

Risks and Benefits of Participating in the Study: The risk for participating in this experiment is minimal. You have no greater physical, financial, or psychological risk from the experiment than you would from doing a similar amount of routine paperwork or computer-based activity in any Cornell University classroom. There are no substantial benefits to you from the research, other than the money you will earn by participating. If you are a registered student at Cornell University, there will be no extra-credit or class credit given for participating in this experiment, and your results from the experiment will not impact your performance in any class. By learning more about people's decision-making, we hope that the research will benefit society by helping economic institutions understand people's behavior.

Confidentiality: All decisions during the experiment can be kept confidential should you choose to remain anonymous. Should you choose to participate in the study, you will have the voluntary choice to reveal some of your decisions to other participants in this study, including your first and last name. However, your email, education, age, sex, and any other personal identifying information will be kept strictly confidential. Please note that if you were recruited for this experiment via e-mail there is a chance that the information you communicated could be read by a third party. De-identified data from this study may be shared with the research community at large to advance science and health. We will remove or code any personal information that could identify you before files are shared with other researchers to ensure that, by current scientific standards and known methods, no one will be able to identify you from the information we share. Despite these measures, we cannot guarantee anonymity of your personal data.

Contacts and Questions: After the experiment, Zhouyu Wu (zw369@cornell.edu; [redacted]) will be glad to answer any questions that you may have. You may contact the Cornell University Institutional Review Board for Human Participants (IRB) at 607-255-6182. The Cornell University IRB website is http://www.irb.cornell.edu. You may also report your concerns or complaints anonymously through Ethicspoint online at www.hotline.cornell.edu or by calling toll free at 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured.

○ **I understand the information above and agree to participate in this study.**

○ **I am 18 years old or older.**

This consent form was approved by IRB on August 27, 2018.

Figure B.7 Self-Assessment Questions

On the next page you will take a self-assessment, based on 50 statements. These statements will be spread out over 5 pages. Read all statements with careful consideration and determine how accurately these statements describe yourself.

Your responses for each statement will NOT determine your earnings in this study.

NEXT →

- - - - - - - - - - *Page Break* - - - - - - - - - -

Part 1 of 5

	Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
I am the life of the party.	○	○	○	○	○
I feel little concern for others.	○	○	○	○	○
I am always prepared.	○	○	○	○	○
I get stressed out easily.	○	○	○	○	○
I have a rich vocabulary.	○	○	○	○	○
I don't talk a lot.	○	○	○	○	○
I am interested in people.	○	○	○	○	○
I leave my belongings around.	○	○	○	○	○
I am relaxed most of the time.	○	○	○	○	○
I have difficulty understanding abstract ideas.	○	○	○	○	○

NEXT →

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Part 2 of 5

	Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
I feel comfortable around people.	○	○	○	○	○
I insult people.	○	○	○	○	○
I pay attention to details.	○	○	○	○	○
I worry about things.	○	○	○	○	○
I have a vivid imagination.	○	○	○	○	○
I keep in the background.	○	○	○	○	○
I sympathize with others' feelings.	○	○	○	○	○
I make a mess of things.	○	○	○	○	○
I seldom feel blue.	○	○	○	○	○
I am not interested in abstract ideas.	○	○	○	○	○

NEXT →

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Figure B.8 Self-Assessment Questions (Cont'd.)

Part 3 of 5

	Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
I start conversations.	○	○	○	○	○
I am not interested in other people's problems	○	○	○	○	○
I get chores done right away.	○	○	○	○	○
I am easily disturbed.	○	○	○	○	○
I have excellent ideas.	○	○	○	○	○
I have little to say.	○	○	○	○	○
I have a soft heart.	○	○	○	○	○
I often forget to put things back in their proper place.	○	○	○	○	○
I get upset easily.	○	○	○	○	○
I do not have a good imagination.	○	○	○	○	○

NEXT →

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Part 4 of 5

	Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
I talk to a lot of different people at parties.	○	○	○	○	○
I am not really interested in others.	○	○	○	○	○
I like order.	○	○	○	○	○
I change my mood a lot.	○	○	○	○	○
I am quick to understand things.	○	○	○	○	○
I don't like to draw attention to myself.	○	○	○	○	○
I take time out for others.	○	○	○	○	○
I shirk my duties.	○	○	○	○	○
I have frequent mood swings.	○	○	○	○	○
I use difficult words.	○	○	○	○	○

NEXT →

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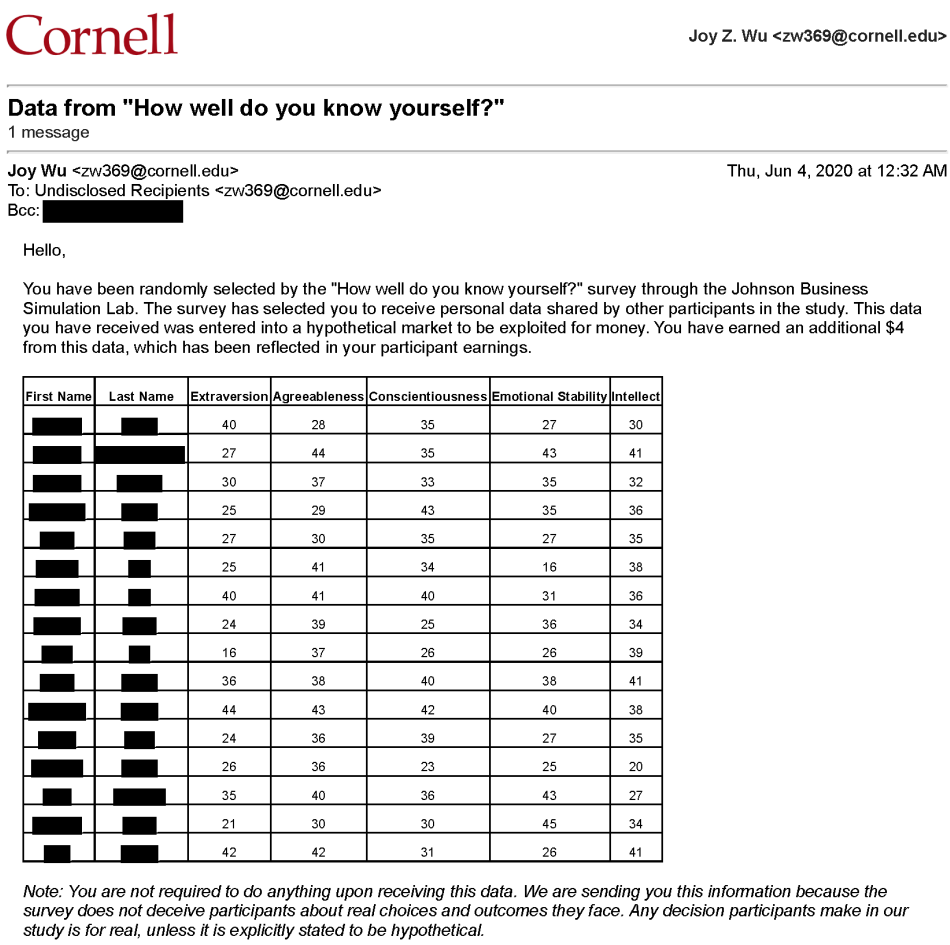
Part 5 of 5

	Very Inaccurate	Moderately Inaccurate	Neither Accurate Nor Inaccurate	Moderately Accurate	Very Accurate
I don't mind being the center of attention.	○	○	○	○	○
I feel others' emotions.	○	○	○	○	○
I follow a schedule.	○	○	○	○	○
I get irritated easily.	○	○	○	○	○
I spend time reflecting on things.	○	○	○	○	○
I am quiet around strangers.	○	○	○	○	○
I make people feel at ease.	○	○	○	○	○
I am exacting in my work.	○	○	○	○	○
I often feel blue.	○	○	○	○	○
I am full of ideas.	○	○	○	○	○

NEXT →

Figure B.9 Data and Monetization Delivery to Data Recipients.



Cornell

Joy Z. Wu <zw369@cornell.edu>

Data from "How well do you know yourself?"
1 message

Joy Wu <zw369@cornell.edu> Thu, Jun 4, 2020 at 12:32 AM
To: Undisclosed Recipients <zw369@cornell.edu>
Bcc: [redacted]

Hello,

You have been randomly selected by the "How well do you know yourself?" survey through the Johnson Business Simulation Lab. The survey has selected you to receive personal data shared by other participants in the study. This data you have received was entered into a hypothetical market to be exploited for money. You have earned an additional $4 from this data, which has been reflected in your participant earnings.

First Name	Last Name	Extraversion	Agreeableness	Conscientiousness	Emotional Stability	Intellect
[redacted]	[redacted]	40	28	35	27	30
[redacted]	[redacted]	27	44	35	43	41
[redacted]	[redacted]	30	37	33	35	32
[redacted]	[redacted]	25	29	43	35	36
[redacted]	[redacted]	27	30	35	27	35
[redacted]	[redacted]	25	41	34	16	38
[redacted]	[redacted]	40	41	40	31	36
[redacted]	[redacted]	24	39	25	36	34
[redacted]	[redacted]	16	37	26	26	39
[redacted]	[redacted]	36	38	40	38	41
[redacted]	[redacted]	44	43	42	40	38
[redacted]	[redacted]	24	36	39	27	35
[redacted]	[redacted]	26	36	23	25	20
[redacted]	[redacted]	35	40	36	43	27
[redacted]	[redacted]	21	30	30	45	34
[redacted]	[redacted]	42	42	31	26	41

Note: You are not required to do anything upon receiving this data. We are sending you this information because the survey does not deceive participants about real choices and outcomes they face. Any decision participants make in our study is for real, unless it is explicitly stated to be hypothetical.

Note. Redacted screenshot of subjects' psychometric data delivered via email to a recipient who received additional earnings from secondary data monetization.

Table B.3 Survey Collection Details.

Sample 1	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Total**
Dates (in 2019)	3/21-3/24	3/28-3/30	4/11-4/14	4/18-4/20	
Start day (time)	Thu (8:30 AM)	Thu (10:09 AM)	Thu (11:31 AM)	Thu (8:55 AM)	
End day (time)	Sat (11:59 PM)	Sat (11:59 PM)	Sat (11:59 PM)	Sat (11:59 PM)	
# Available	200	100	200	100	600
# Registered	200	26	156	91	473
# Incompleted	0	1	0	2	3
# Completed	187	18	128	80	413
Sample 2	**Wave 5**	**Wave 6**	**Wave 7**	**Wave 8**	**Total**
Dates (in 2019)	10/31-11/02	11/07-09	11/14-16	11/21-23	
Start day (time)	Thu (8:00 AM)	Thu (8:00 AM)	Thu (8:00 AM)	Thu (8:00 AM)	
End day (time)	Sat (11:59 PM)	Sat (11:59 PM)	Sat (11:59 PM)	Sat (11:59 PM)	
# Available	200	100	200	100	600
# Registered	200	100	147	69	516
# Incompleted	0	0	3	3	6
# Completed	170	87	113	50	420
Sample 3	**Wave 9**	**Wave 10**	**Wave 11**	**Wave 12**	**Total**
Dates (in 2020)	5/21-23	5/28-30	6/4-6	6/11-13	
Start day (time)	Thu (8:00 AM)	Thu (8:00 AM)	Thu (8:00 AM)	Thu (8:00 AM)	
End day (time)	Sat (11:59 PM)	Sat (11:59 PM)	Sat (11:59 PM)	Sat (11:59 PM)	
# Available	200	100	200	100	600
# Registered	173	100	70	90	433
# Incompleted	0	1	1	0	2
# Completed	151	90	55	58	355

Notes: There were 1,188 completed responses in three samples spanning 16 months; each sample was conducted over four consecutive, weekly sessions. Registration was open between Sundays and Wednesdays prior to the start time of the survey. Email advertisements were sent out by the lab on Mondays. Incomplete (i.e., responses started but not completed) surveys did *not* receive payments and were removed from the data.