

Disqualify

According to our servers, you are trying to complete this survey on a mobile device. This survey can only be completed on a desktop or laptop computer. Please try taking this survey again on a non-mobile device.

Intro

Individual Decision Making Study

This consent form asks you to take part in a research study at UCLA. You must be at least 18 years old to participate.

This research study is designed to examine how people make judgments and decisions. You will be asked questions about your attitudes, beliefs, and/or preferences. None of the material will involve sensitive topics.

Your participation in this study will be confidential and purely voluntary. If you choose, you may stop participating in the study at any time. Refusal to participate will not have any adverse consequences.

You are free to skip any questions in the study that you do not want to answer and you may withdraw from this study at any time without penalty. If you have concerns that you want to discuss with the investigators, they will be happy to speak with you further. You may ask questions about the study at any time, or contact Craig Fox's lab manager Michael Creim at mcreim@ucla.edu.

There are no anticipated risks or benefits associated with this study. If you have any questions about your rights as a research subject, contact the Office for Protection of Research Subjects, UCLA, 11000 Kinross Avenue, Suite 102, Box 951694, Los Angeles, CA 90095-1694, (310) 825-7122.

I have read the above. I understand that my participation is entirely voluntary. I agree to participate with the understanding that I may withdraw at any time. I am at least 18 years old.

Intro choice

For this part of the study, you will make a series of choices. There are no right or wrong answers, please just give your honest response.

Vacation - choice

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- France
- Germany
- Italy
- Asian country (your choice of either China, Japan, or Vietnam)

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- China
- Japan
- Vietnam
- European country (your choice of either France, Germany, or Italy)

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- Asian country (your choice of either China, Japan, or Vietnam)
- France
- Germany
- Italy

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- European country (your choice of either France, Germany, or Italy)
- China
- Japan
- Vietnam

Which one country would you choose?

Entertainment - choice

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- NFL game
- NBA game
- MLB game
- Cultural event (your choice of either Opera, Theater, or Musical)

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- Opera
- Theater
- Musical
- Sporting event (your choice of either an NFL, NBA, or MLB game)

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- Cultural event (your choice of either Opera, Theater, or Musical)
- NFL game
- NBA game
- MLB game

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- Sporting event (your choice of either an NFL, NBA, or MLB game)
- Opera
- Theater
- Musical

Which event would you attend? (Please list one below)

Weekend trip - choice

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- San Francisco
- Portland
- Seattle
- East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- Boston
- Philadelphia
- Washington D.C.
- West Coast city (your choice of either San Francisco, Portland, or Seattle)

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)
- San Francisco
- Portland
- Seattle

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- West Coast city (your choice of either San Francisco, Portland, or Seattle)
- Boston
- Philadelphia
- Washington D.C.

Which city would you visit? (Please list one city below)

Dessert - choice

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Chocolate Chip cookie
- Peanut Butter cookie
- Oatmeal Raisin cookie
- Ice cream cone (your choice of either Mint Chip, Vanilla, or Strawberry)

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Mint Chip ice cream cone
- Vanilla ice cream cone
- Strawberry ice cream cone
- Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Ice cream cone (your choice of either Mint Chip, Vanilla, or Strawberry)
- Chocolate Chip cookie
- Peanut Butter cookie
- Oatmeal Raisin cookie

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)
- Mint Chip ice cream cone
- Vanilla ice cream cone
- Strawberry ice cream cone

Which dessert item would you choose? (Please list one below)

Intro Inference

For this part of the study, you will be presented with a series of choices and will estimate the likelihood that other people in this survey will choose each option.

Vacation - Inference

Other respondents to this survey will be presented with the following:

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- France
- Germany
- Italy
- Asian country (your choice of either China, Japan, or Vietnam)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

France	<input type="text"/> %
Germany	<input type="text"/> %
Italy	<input type="text"/> %
Asian country (your choice of either China, Japan, or Vietnam)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- China
- Japan
- Vietnam
- European country (your choice of either France, Germany, or Italy)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

China	<input type="text"/> %
Japan	<input type="text"/> %
Vietnam	

European country (your choice of either France, Germany, or Italy)

 %
 %

Total

 %

Other respondents to this survey will be presented with the following:

Imagine you win an all-expense paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- Asian country (your choice of either China, Japan, or Vietnam)
- France
- Germany
- Italy

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Asian country (your choice of either China, Japan, or Vietnam)

 %

France

 %

Germany

 %

Italy

 %

Total

 %

Other respondents to this survey will be presented with the following:

Imagine you win an all-expense paid trip to the country of your choice. Which of the following countries would you prefer to visit?

- European country (your choice of France, Germany, or Italy)
- China
- Japan
- Vietnam

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

European country (your choice of either France, Germany, or Italy)	<input type="text"/> %
China	<input type="text"/> %
Japan	<input type="text"/> %
Vietnam	<input type="text"/> %
Total	<input type="text"/> %

Entertainment - inferences

Other respondents to this survey will be presented with the following:

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- NFL game
- NBA game
- MLB game
- Cultural event (your choice of either Opera, Theater, or Musical)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

NFL game	<input type="text"/> %
NBA game	<input type="text"/> %
MLB game	<input type="text"/> %
Cultural event (your choice of either Opera, Theater, or Musical)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- Opera
- Theater
- Musical
- Sporting event (your choice of either NFL, NBA, or MLB game)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Opera	<input type="text"/> %
Theater	<input type="text"/> %
Musical	<input type="text"/> %
Sporting event (your choice of either NFL, NBA, or MLB game)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- Cultural event (your choice of either Opera, Theater, or Musical)
- NFL game
- NBA game
- MLB game

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Cultural event (your choice of either Opera, Theater, or Musical)	<input type="text"/> %
---	------------------------

NFL game	<input type="text"/> %
NBA game	<input type="text"/> %
MLB game	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- Sporting event (your choice of either NFL, NBA, or MLB game)
- Opera
- Theater
- Musical

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Sporting event (your choice of either NFL, NBA, or MLB game)	<input type="text"/> %
Opera	<input type="text"/> %
Theater	<input type="text"/> %
Musical	<input type="text"/> %
Total	<input type="text"/> %

Weekend trip - inference**Other respondents to this survey will be presented with the following:**

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- San Francisco

- Portland
- Seattle
- East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

San Francisco	<input type="text"/> %
Portland	<input type="text"/> %
Seattle	<input type="text"/> %
East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- Boston
- Philadelphia
- Washington D.C.
- West Coast city (your choice of either San Francisco, Portland, or Seattle)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Boston	<input type="text"/> %
Philadelphia	<input type="text"/> %
Washington D.C.	<input type="text"/> %
West Coast city (your choice of either San Francisco, Portland, or Seattle)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)
- San Francisco
- Portland
- Seattle

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)	<input type="text"/> %
San Francisco	<input type="text"/> %
Portland	<input type="text"/> %
Seattle	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- West Coast city (your choice of either San Francisco, Portland, or Seattle)
- Boston
- Philadelphia
- Washington D.C.

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

West Coast city (your choice of either San Francisco, Portland, or Seattle)	<input type="text"/> %
Boston	<input type="text"/> %
Philadelphia	<input type="text"/> %
Washington D.C.	<input type="text"/> %
Total	<input type="text"/> %

Desert - Inference

Other respondents to this survey will be presented with the following:

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Chocolate Chip cookie
- Peanut Butter cookie
- Oatmeal Raisin cookie
- Ice cream cone (your choice of either Mint Chip, Vanilla, or Strawberry)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Chocolate Chip cookie	<input type="text"/> %
Peanut Butter cookie	<input type="text"/> %
Oatmeal Raisin cookie	<input type="text"/> %
Ice cream cone (your choice of either Mint Chip, Vanilla, or Strawberry)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Mint Chip ice cream cone
- Vanilla ice cream cone
- Strawberry ice cream cone
- Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Mint Chip ice cream cone	<input type="text"/> %
Vanilla ice cream cone	<input type="text"/> %
Strawberry ice cream cone	<input type="text"/> %
Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)	<input type="text"/> %
Total	<input type="text"/> %

Other respondents to this survey will be presented with the following:

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Ice cream cone (your choice of either Mint Chip, Vanilla, or Strawberry)
- Chocolate Chip cookie
- Peanut Butter cookie
- Oatmeal Raisin cookie

*What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)*

Ice cream cone (your choice of either Mint Chip, Vanilla, or Strawberry)	<input type="text"/> %
Chocolate Chip cookie	<input type="text"/> %
Peanut Butter cookie	<input type="text"/> %
Oatmeal Raisin cookie	<input type="text"/> %

Total

%

Other respondents to this survey will be presented with the following:

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)
- Mint Chip ice cream cone
- Vanilla ice cream cone
- Strawberry ice cream cone

What percentage of other respondents of this survey would you estimate answer each of the following?
(Please give numbers between 0 and 100 so that your numbers sum to 100%)

Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

%

Mint Chip ice cream cone

%

Vanilla ice cream cone

%

Strawberry ice cream cone

%

Total

%

Intro - Final Questions

For the final portion of this study, you will answer some basic questions about yourself.

Susceptibility to Normative Social Influence

Indicate how much you agree or disagree with each statement below.

Strongly

Somewhat

Neither
Agree
nor

Somewhat

Strongly

	Disagree	Disagree	Disagree	Disagree	Agree	Agree	Agree
It is important that others like the products and brands I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I want to be like someone, I often try to buy the same brands that they buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If other people can see me using a product, I often purchase the brand they expect me to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying products, I generally purchase those brands that I think others will approve of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Susceptibility to Informational Social Influence

Indicate how much you agree or disagree with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I often consult other people to help choose the best alternative available from a product class.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently gather information from friends or family about a product before I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I have little experience with a product, I often ask my friends about the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To make sure I buy the right product or brand, I often observe what others are buying and using.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Please indicate your sex:

Male

Female

How old are you?

 years old

Any questions, comments, or suggestions for this study?

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