

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.

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Informed Consent

Consent Form

This research study is designed to examine how people make judgments and decisions. You will be asked to answer questions that will help us discover some of the systematic patterns of judgment and decision making.

You will be asked questions about your attitudes, beliefs, and preferences. Some of the questions may involve sensitive topics, but there are no foreseeable risks to participating in this study.

It should take you 5 minutes or less to complete this survey. Participation in this study is voluntary. You can choose not to take part. You can choose not to finish the questionnaire or omit any question you prefer not to answer without penalty or loss of benefits.

Your participation in this study will be confidential and purely voluntary. Your responses to these questions will remain anonymous, and the data will be analyzed in aggregate form.

If you have any questions or complaints please contact David Tannenbaum, Department of Management, University of Utah, by email at david.tannenbaum@utah.edu. You can also contact the Institutional Review Board (IRB) if you have questions regarding your rights as a research participant, or if you have questions, complaints or concerns which you do not feel you can discuss with the investigator. The University of Utah IRB may be reached by phone at (801) 581-3655 or by e-mail at irb@hsc.utah.edu.

By clicking the button below, you are providing consent to participate in this study

Intro choice

We will present you with a menu of choices for several consumption decisions.

Your task is simply to indicate which option you would most prefer to receive. There are no right or wrong answers. Please just give your honest response.

Please consider your choices carefully, as we will select some participants at random to actually receive the option they have selected. We will send you a follow-up email so that you can claim your prize.

Charities

From the list below, choose one charitable organization to receive a \$10 donation in your name:

- Humane Society
- Animal Legal Defense Fund
- Society for the Prevention of Cruelty to Animals (SPCA)
- An environment-based charity: your choice of either the Natural Resource Defense Council, Sierra Club, or Environmental Defense Fund

From the list below, choose one charitable organization to receive a \$10 donation in your name:

- Natural Resource Defense Council
- Sierra Club
- Environmental Defense Fund
- An animal-based charity: your choice of either the Humane Society, Animal Legal Defense Fund, or the Society for the Prevention of Cruelty to Animals (SPCA)

From the list below, choose one charitable organization to receive a \$10 donation in your name:

- An environment-based charity: your choice of either the Natural Resource Defense Council, Sierra Club, or Environmental Defense Fund
- Humane Society
- Animal Legal Defense Fund
- Society for the Prevention of Cruelty to Animals (SPCA)

From the list below, choose one charitable organization to receive a \$10 donation in your name:

- An animal-based charity: your choice of either the Humane Society, Animal Legal Defense Fund, or the Society for the Prevention of Cruelty to Animals (SPCA)

- Natural Resource Defense Council
- Sierra Club
- Environmental Defense Fund

From the list above, please write down one organization to receive your donation:

Movies

From the list below, please choose one movie to own:

- 2001: A Space Odyssey
- Star Wars: Episode IV
- E.T.: The Extra Terrestrial
- Romantic Comedies: your choice of either Sleepless in Seattle, You've Got Mail, or When Harry Met Sally

From the list below, please choose one movie to own:

- Sleepless in Seattle
- You've Got Mail
- When Harry Met Sally
- Science Fiction: your choice of either E.T.: The Extra Terrestrial, 2001: A Space Odyssey, or Star Wars: Episode IV

From the list below, please choose one movie to own:

- Romantic Comedies: your choice of either Sleepless in Seattle, You've Got Mail, or When Harry Met Sally
- 2001: A Space Odyssey
- Star Wars: Episode IV
- E.T.: The Extra Terrestrial

From the list below, please choose one movie to own:

- Science Fiction: your choice of either E.T.: The Extra Terrestrial, 2001: A Space Odyssey, or Star Wars: Episode IV
- Sleepless in Seattle
- You've Got Mail
- When Harry Met Sally

From the list above, please write down one movie:

Books

From the list below, Please choose one hardcover book to own:

- "Guns, Germs, and Steel" (by Jared Diamond)
- "The Selfish Gene" (by Richard Dawkins)
- "A Short History of Nearly Everything" (by Bill Bryson)
- Social Science book: your choice of "Outliers" (by Malcolm

Gladwell), “SuperFreakonomics” (by Stephen Levitt), or “The Wisdom of Crowds” (by James Surowiecki)

From the list below, Please choose one hardcover book to own:

- “Outliers” (by Malcolm Gladwell)
- “SuperFreakonomics” (by Stephen Levitt)
- “The Wisdom of Crowds” (by James Surowiecki)
- Life Science book: your choice of “Guns, Germs, and Steel” (by Jared Diamond), “The Selfish Gene” (by Richard Dawkins), or “A Short History of Nearly Everything” (by Bill Bryson)

From the list below, Please choose one hardcover book to own:

- Social Science book: your choice of “Outliers” (by Malcolm Gladwell), “SuperFreakonomics” (by Stephen Levitt), or “The Wisdom of Crowds” (by James Surowiecki)
- “Guns, Germs, and Steel” (by Jared Diamond)
- “The Selfish Gene” (by Richard Dawkins)
- “A Short History of Nearly Everything” (by Bill Bryson)

From the list below, Please choose one hardcover book to own:

- Life Science book: your choice of “Guns, Germs, and Steel” (by Jared Diamond), “The Selfish Gene” (by Richard Dawkins), or “A Short History of Nearly Everything” (by Bill Bryson)
- “Outliers” (by Malcolm Gladwell)
- “SuperFreakonomics” (by Stephen Levitt)
- “The Wisdom of Crowds” (by James Surowiecki)

From the list above, please write down one book:

Magazines

From the list below, Please choose one 12-month magazine subscription:

- Time magazine
- Newsweek
- The Atlantic
- Popular Science magazine: your choice of Scientific American, Discover, or New Scientist

From the list below, Please choose one 12-month magazine subscription:

- Scientific American
- Discover
- New Scientist
- World News magazine: your choice of Time magazine, Newsweek, or The Atlantic

From the list below, Please choose one 12-month magazine subscription:

- Popular Science magazine: your choice of Scientific American, Discover, or New Scientist
- Time magazine

- Newsweek
- The Atlantic

From the list below, Please choose one 12-month magazine subscription:

- World News magazine: your choice of Time magazine, Newsweek, or The Atlantic
- Scientific American
- Discover
- New Scientist

From the list above, please write down one magazine:

Demographics

Very good. Some final questions before you complete the survey:

Please indicate your sex:

- ☐ Male
- ☐ Female

How old are you?

years old

Please provide your email address in case you are selected to receive one of your choices from before. (After giving out prizes, we will delete all email addresses from our records).

Any questions, comments, or suggestions for this study?

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