

**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](mailto: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?

- A. France
- B. Germany
- C. Italy
- D. Asia (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?

- A. China

- B. Japan
- C. Vietnam
- D. Europe (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?

- A. Asia (your choice of either China, Japan, or Vietnam)
- B. France
- C. Germany
- D. 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?

- A. Europe (your choice of either France, Germany, or Italy)
- B. China
- C. Japan
- D. Vietnam

*Which country would you choose? (Please list one country name below)*

### Entertainment - choice

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

- A. NFL game
- B. NBA game
- C. MLB game
- D. 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?

- A. Opera
- B. Theater
- C. Musical
- D. Sporting event (your choice of either 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?

- A. Cultural event (your choice of either Opera, Theater, or Musical)
- B. NFL game
- C. NBA game
- D. MLB game

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

- A. Sporting event (your choice of either NFL, NBA, or MLB game)
- B. Opera
- C. Theater
- D. 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?

- A. San Francisco
- B. Portland
- C. Seattle
- D. East Coast (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?

- A. Boston
- B. Philadelphia
- C. Washington D.C.
- D. West Coast (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?

- A. East Coast (your choice of either Boston, Philadelphia, or Washington D.C.)
- B. San Francisco

- C. Portland
- D. 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?

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

- A. Chocolate Chip cookie
- B. Peanut Butter cookie
- C. Oatmeal Raisin cookie
- D. Ice cream cone (your choice of either Chocolate, 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?

- A. Chocolate ice cream cone
- B. Vanilla ice cream cone
- C. Strawberry ice cream cone
- D. 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?

- A. Ice cream cone (your choice of either Chocolate, Vanilla, or Strawberry)
- B. Chocolate Chip cookie
- C. Peanut Butter cookie
- D. 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?

- A. Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)
- B. Chocolate ice cream cone
- C. Vanilla ice cream cone
- D. 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?

- A. France
- B. Germany
- C. Italy
- D. Asia (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%)*

<input type="text"/>	France
<input type="text"/>	Germany
<input type="text"/>	Italy

☐ Asia (either China, Japan, or Vietnam)

**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?

- A. China
- B. Japan
- C. Vietnam
- D. Europe (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
- ☐ Japan
- ☐ Vietnam
- ☐ Europe (either France, Germany, or Italy)

**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?

- A. Asia (your choice of either China, Japan, or Vietnam)
- B. France
- C. Germany
- D. 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%)*

- ☐ Asia (either China, Japan, or Vietnam)
- ☐ France
- ☐ Germany
- ☐ Italy

**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?

- A. Europe (your choice of France, Germany, or Italy)
- B. China
- C. Japan
- D. 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%)*

- Europe (either France, Germany, or Italy)
- China
- Japan
- Vietnam

#### 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?

- A. NFL game
- B. NBA game
- C. MLB game
- D. 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
- NBA game
- MLB game
- Cultural event (either Opera, Theater, or Musical)

##### 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?

- A. Opera
- B. Theater
- C. Musical
- D. 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
- Theater
- Musical
- Sporting event (either NFL, NBA, or MLB game)

**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?

- A. Cultural event (your choice of either Opera, Theater, or Musical)
- B. NFL game
- C. NBA game
- D. 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 (either Opera, Theater, or Musical)
- NFL game
- NBA game
- MLB game

**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?

- A. Sporting event (your choice of either NFL, NBA, or MLB game)
- B. Opera



- C. Theater
- D. 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 (either NFL, NBA, or MLB game)
- Opera
- Theater
- Musical

### **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?

- A. San Francisco
- B. Portland
- C. Seattle
- D. East Coast (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
- Portland
- Seattle
- East Coast city (either Boston, Philadelphia, or Washington D.C.)

#### **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?

- A. Boston
- B. Philadelphia
- C. Washington D.C.
- D. West Coast (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
- Philadelphia
- Washington D.C.
- West Coast city (either San Francisco, Portland, or Seattle)

**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?

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

**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?

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

## 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?

- A. Chocolate Chip cookie
- B. Peanut Butter cookie
- C. Oatmeal Raisin cookie
- D. Ice cream cone (your choice of either Chocolate, 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
- ☐ Peanut Butter cookie
- ☐ Oatmeal Raisin cookie
- ☐ Ice cream cone (either Chocolate, Vanilla, or Strawberry)

### 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?

- A. Chocolate ice cream cone
- B. Vanilla ice cream cone
- C. Strawberry ice cream cone
- D. 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%)*

- % Chocolate ice cream cone
- % Vanilla ice cream cone
- % Strawberry ice cream cone
- % Cookie (either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

**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?

- A. Ice cream cone (your choice of either Chocolate, Vanilla, or Strawberry)
- B. Chocolate Chip cookie
- C. Peanut Butter cookie
- D. 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 (either Chocolate, Vanilla, or Strawberry)
- % Chocolate Chip cookie
- % Peanut Butter cookie
- % Oatmeal Raisin cookie

**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?

- A. Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)
- B. Chocolate ice cream cone
- C. Vanilla ice cream cone
- D. 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 (either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

- % Chocolate ice cream cone
- % Vanilla ice cream cone
- % Strawberry ice cream cone

## Demographics

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

**Please indicate your sex:**

- ☐ Male
- ☐ Female

**How old are you?**

years old

**Any questions, comments, or suggestions for this study?**