

informed_consent

Informed Consent

Participation is voluntary

It is your choice whether or not to participate in this research. If you choose to participate, you may change your mind and leave the study at any time. Refusal to participate or stopping your participation will involve no penalty or loss of benefits to which you are otherwise entitled.

What is the purpose of this research?

The purpose of this research is to examine human visual performance and judgments. All data from this experiment are gathered for scientific purposes and will contribute to our eventual understanding of brain and visual function. These data may be published in scientific journals so that other researchers may have access to these data.

How long will I take part in this research?

Your participation will take approximately 5 minutes to complete.

What can I expect if I take part in this research?

As a participant, you will be asked to look at images presented on a video display and give responses with key presses or movements of a mouse pointing device. Your response may involve responding as quickly as you can, memorizing what you saw, making a judgment, or completing a questionnaire. You will also be asked to complete a demographics form.

What are the risks and possible discomforts?

If you choose to participate, the effects should be comparable to those you would experience from viewing a computer monitor for 5 minutes and using a mouse or keyboard, e.g., eye fatigue. You are free to take breaks throughout the session. Some of the images and stories are mildly emotional, and some of the written stories are disgust-inducing.

Will I be compensated for participating in this research?

You will be compensated \$0.67 for this study. You will still receive payment if you withdraw early.

If I take part in this research, how will my privacy be protected? What happens to the information you collect?

Your participation in this experiment will remain confidential, and your identity will not be stored with your data.

If I have any questions, concerns or complaints about this research study, who can I talk to?

The researcher for this study is Julian De Freitas who can be reached at 626.559.6401; #161 Morgan Hall, 15 Harvard Way, Boston MA, 02163; jdefreitas@hbs.edu. If you have questions, concerns, or complaints,

- If you would like to talk to the research team,
- If you think the research has harmed you, or
- If you wish to withdraw from the study.

This research has been reviewed by the Committee on the Use of Human Subjects in Research at Harvard University. They can be reached at 617-496-2847, 1350 Massachusetts Avenue, Suite 935, Cambridge, MA 02138, or cuhs@harvard.edu for any of the following:

- If your questions, concerns, or complaints are not being answered by the research team,
- If you cannot reach the research team,
- If you want to talk to someone besides the research team, or
- If you have questions about your rights as a research participant.

Do you consent

- ☐ Yes
- ☐ No

attention_checks

**This is an attention check. John is taller than Paul.
Who is shorter?**

- ☐ John
- ☐ Paul
- ☐ Neither John nor Paul
- ☐ Both John and Paul

What color is grass?

The fresh, uncut grass, not leaves or hay. Please make sure to select purple, so that we know you're paying attention.

- ☐ Green
- ☐ Purple

failed_attention_check

You failed one of the attention checks. Thanks for considering the surveys!

page1.1

Please **carefully** consider the ads below for different **self-driving cars**, which are capable of driving themselves without human intervention.

Based on these ads, please choose which vehicle you would be most willing to ride in.

☐ Mumotor Self-Driving: Putting you **FIRST**, No Matter What



☐ Zoot Self-Driving: Protecting You **BEFORE** Others



☐ Yondex Self-Driving: Protecting **OUR** Roads



page1.2

Please **carefully** consider the ads below for different **self-driving cars**, which are capable of driving themselves without human intervention.

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☐ Yondex Self-Driving: Protecting **OUR** Roads



☐ Mumotor Self-Driving: Putting you **FIRST**, No Matter What



page1.3

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- ☐ Zoot Self-Driving: Protecting You **BEFORE** Others



○ Yondex Self-Driving: Protecting **OUR** Roads



page1.4

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page1.5

Please **carefully** consider the ads below for different **self-driving cars**, which are capable of driving themselves without human intervention.

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☐ Yondex Self-Driving: Protecting **OUR** Roads



☐ Mumotor Self-Driving: Putting you **FIRST**, No Matter What



page1.6

Please **carefully** consider the ads below for different **self-driving cars**, which are capable of driving themselves without human intervention.

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- ☐ Zoot Self-Driving: Protecting You **BEFORE** Others



- ☐ Yondex Self-Driving: Protecting **OUR** Roads



☐ Mumotor Self-Driving: Putting you **FIRST**, No Matter What



page2

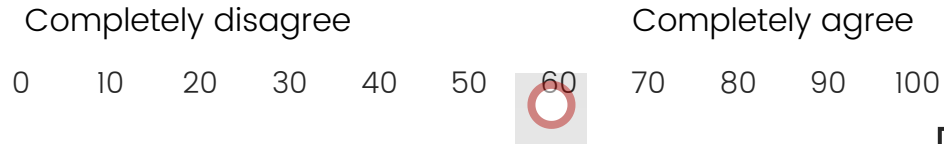
Now, please consider the following ad's wording again:

"Yondex Self-Driving: Protecting **OUR** Roads"

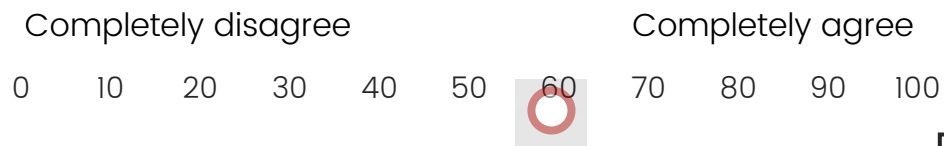
Imagine that you choose to ride in this vehicle on a regular basis, and a friend of yours discovers this. Please rate the extent to which you agree with the following statements (1=completely disagree, 100=completely agree)

Your friend would think that the real reason you chose the

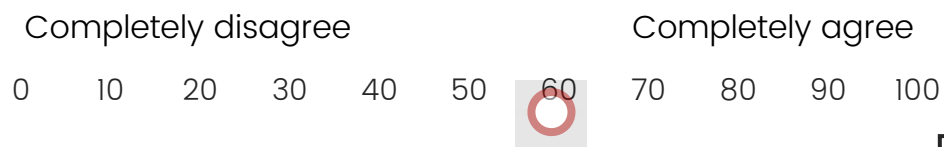
vehicle is to selfishly protect yourself.



Your friend would believe that you know that they think the real reason you picked the vehicle is to selfishly protect yourself.



You and your friend would both think that you both think that the real reason you picked the vehicle is to selfishly protect yourself.



page3

Now, please consider the following ad's wording again:

"Zoot Self-Driving: Protecting You **BEFORE** Others"

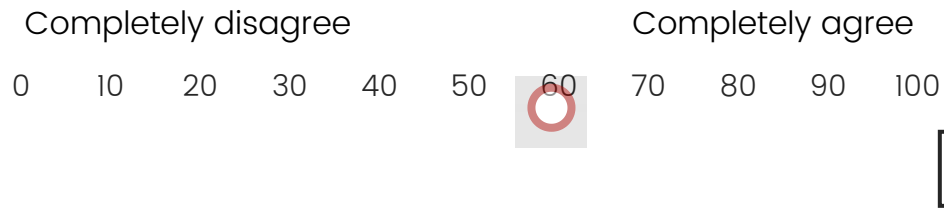
Imagine that you choose to ride in this vehicle on a regular basis, and a friend of yours discovers this. Please rate the extent to which you agree with the following statements (1=completely disagree, 100=completely agree)

Your friend would think that the real reason you chose the vehicle is to selfishly protect yourself.

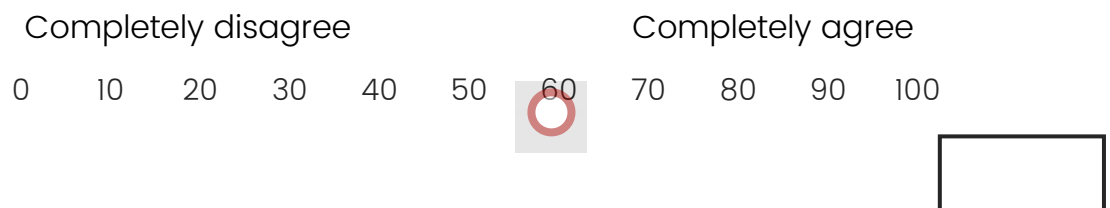
Completely disagree Completely agree
0 10 20 30 40 50 60 70 80 90 100



Your friend would believe that you know that they think the real reason you picked the vehicle is to selfishly protect yourself.



You and your friend would both think that you both think that the real reason you picked the vehicle is to selfishly protect yourself.



page4

Now, please consider the following ad's wording again:

"Mumotor Self-Driving: Putting you **FIRST**, No Matter What"

Imagine that you choose to ride in this vehicle on a regular basis, and a friend of yours discovers this. Please rate the extent to which you agree with the following statements (1=completely disagree, 100=completely agree)

Your friend would think that the real reason you chose the vehicle is to selfishly protect yourself.

Completely disagree Completely agree

0 10 20 30 40 50 60 70 80 90 100



Your friend would believe that you know that they think the real reason you picked the vehicle is to selfishly protect yourself.

Completely disagree Completely agree

0 10 20 30 40 50 60 70 80 90 100



You and your friend would both think that you both think that the real reason you picked the vehicle is to selfishly protect yourself.

Completely disagree Completely agree

0 10 20 30 40 50 60 70 80 90 100



comp_checks

Now, please consider the following questions about the images and questions you saw:

According to the scenario, which of the following is true about the images you saw?

- ☐ They were advertisements for different self-driving cars
- ☐ They were advertisements for different regular (non self-driving cars)
- ☐ This is a trick question. Neither of the above options is correct.

What were you asked to imagine in the questions?

- ☐ That you were selected as a finalist for a competition.
- ☐ That your friend discovered what option you chose
- ☐ This is a trick question. Neither of the above options is correct.

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