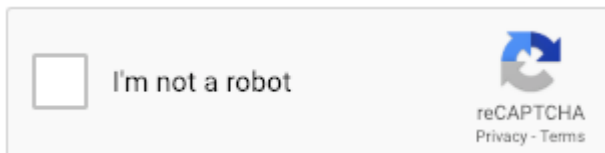


No AI × Utilitarian (new)

Click the box below.



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How old are you? (Please enter in whole numbers)

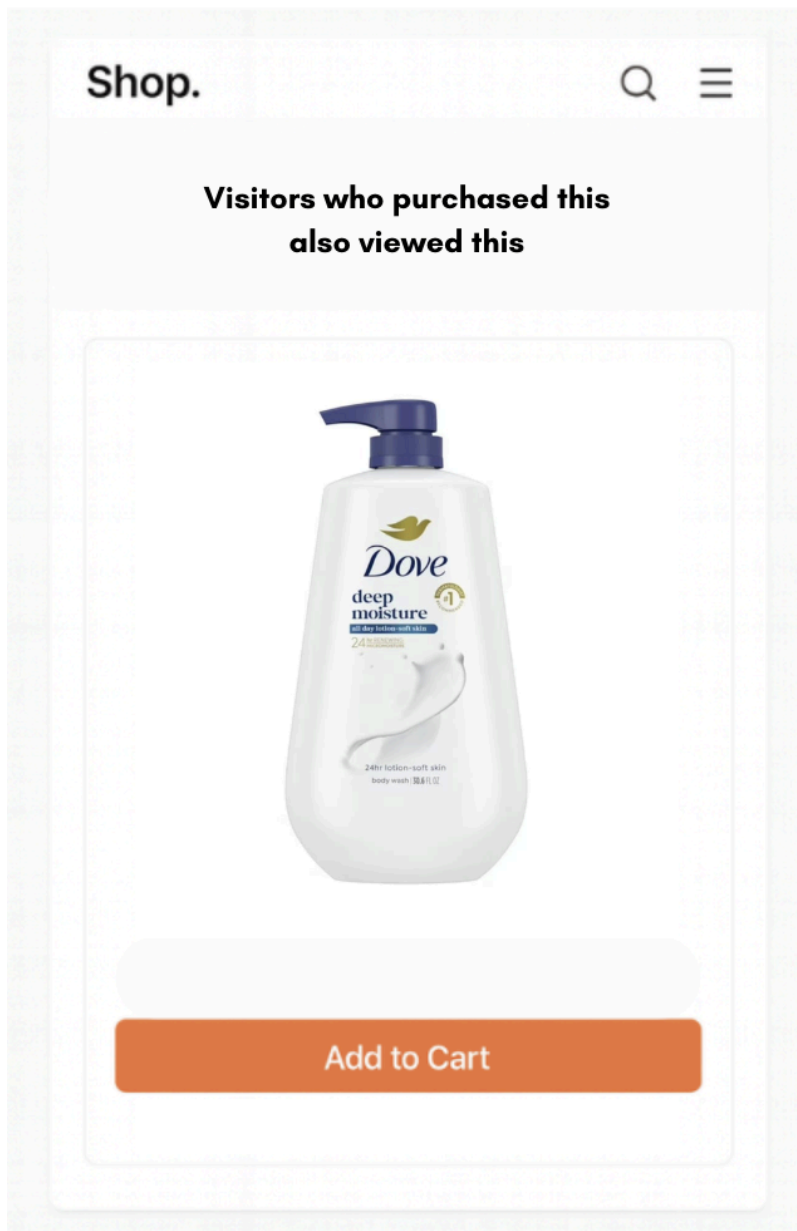
What's your gender identity?

- ☐ Male
- ☐ Female

- ☐ Non-binary
- ☐ Prefer not to say

You are about to be shown a product page. Pay attention to what is being shown and how it is being framed.

You are online browsing on an e-commerce website for your favorite body soap and the following page pops up on your window.



Was AI mentioned anywhere on the shopping page?

- ☐ Yes
- ☐ No

Rate the following statements with the shopping page in mind.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
The product recommendation incorporates parts of myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the product recommendation belongs to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to this product recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong sense of closeness to this product recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult for me to think of this product recommendation as mine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Disagree nor agree	Somewhat Agree	Agree
I believe that AI will improve my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Disagree nor agree	Somewhat Agree	Agree
I believe that AI will improve my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I will use AI technology in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think AI technology is positive for humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think AI technology is a threat to humans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

People buy some products mainly for practical, useful reasons (called utilitarian products), and others mainly for enjoyment, pleasure, or sensory experience (called hedonic products).

Thinking about the body wash you saw: To what extent do you think it was **more** of a **“pleasure/enjoyment”** product rather than **a “practical/useful”** one?

	Entirely utilitarian	Mostly utilitarian	Slightly utilitarian	Neutral	Slightly hedonic	Mostly hedonic	Entirely hedonic
To what extent do you think it was more of a hedonic product rather than a utilitarian one?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In this task, you'll make a few decisions that can earn you real rewards. First, you have the opportunity to earn 10 coins by completing the spot-the-AI challenge.

One of the two images below is generated by AI. Please find **the AI-generated picture** and select the right answer on the next page.

Picture 1:



Picture 2:



Which of the two pictures was generated by AI?

☐ Picture 1

☐ Picture 2

Great! You were right and earned 10 coins.

In order to redeem the 10 coins and swap it for a \$10 gift card to buy the item that was shown, you need to:

1. Finish the study.
2. Indicate your willingness to pay for this product.
3. Have the **second highest willingness to pay** for this product.

Imagine 4 participants state their willingness to pay as follows:

Participant 1: \$2

Participant 2: \$8

Participant 3: \$10

Participant 4: \$5

Who would win the \$10.00 gift card?

☐ Participant 1

☐ Participant 2

☐ Participant 3

☐ Participant 4

How much of your coins are you willing to use to purchase the item you saw previously?

0 1 2 3 4 5 6 7 8 9 10

\$1 \$2 \$3 \$4 \$5 \$6 \$7 \$8 \$9 \$10

USD(s)

Please summarize in 1-2 lines the task you just completed

Please enter your MTurk ID below.

Have you entered your MTurk ID?

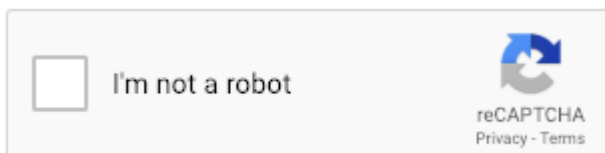
- ☐ No
- ☐ Yes

Please copy-paste the following number back to your MTurk screen: **237566**

Thank you for your participation. Click the submit button below to leave the experiment.

No AI x Hedonic (new)

Click the box below.



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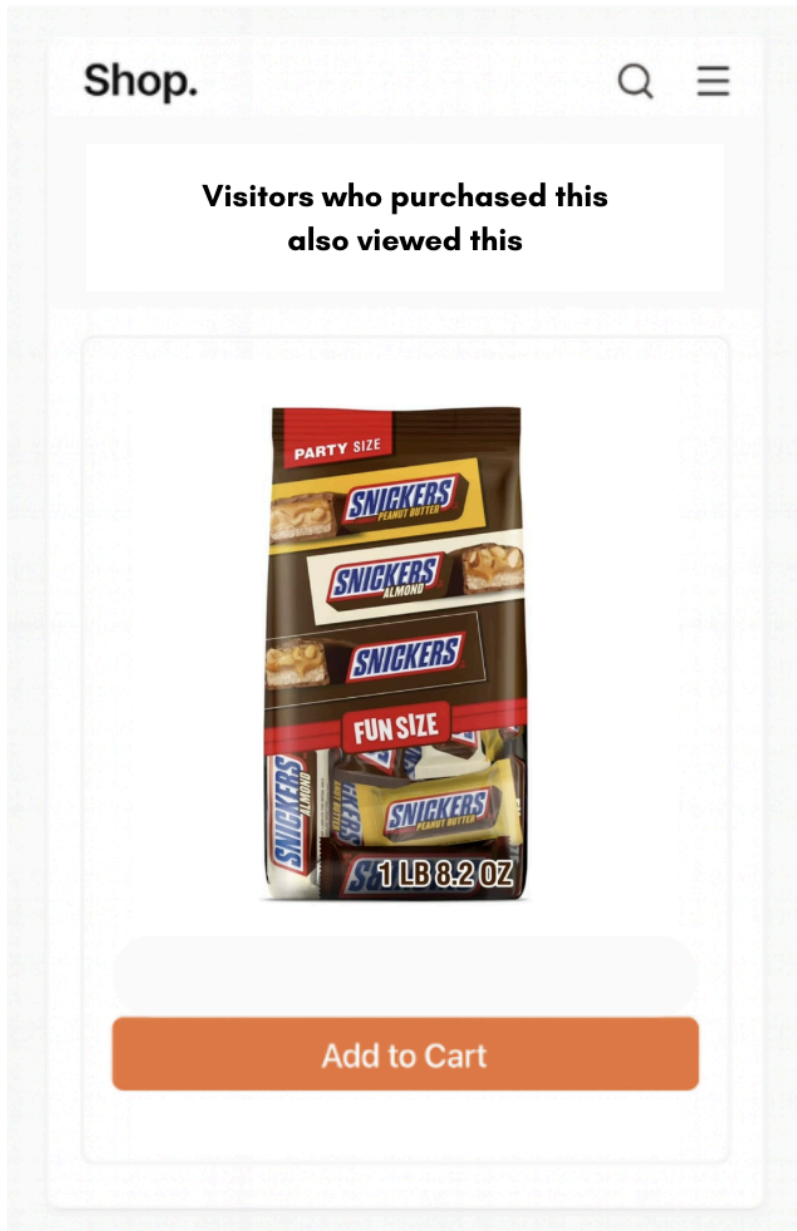
How old are you? (Please enter in whole numbers)

What's your gender identity?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

You are about to be shown a product page. Pay attention to what is being shown and how it is being framed.

You are online browsing on an e-commerce website for your favorite snack bar and the following page pops up on your window.



Was AI mentioned anywhere on the shopping page?

- ☐ Yes
- ☐ No

Rate the following statements with the shopping page in mind.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
The product recommendation incorporates parts of myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the product recommendation belongs to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to this product recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong sense of closeness to this product recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult for me to think of this product recommendation as mine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Disagree nor agree	Somewhat Agree	Agree
I believe that AI will improve my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that AI will improve my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I will use AI technology in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think AI technology is positive for humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think AI technology is a threat to humans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

People buy some products mainly for practical, useful reasons (called utilitarian products), and others mainly for enjoyment, pleasure, or sensory experience (called hedonic products).

Thinking about the chocolate bar you saw: To what extent do you think it was **more** of a **“pleasure/enjoyment”** product rather than a **“practical/useful”** one?

Entirely
utilitarian

Mostly
utilitarian

Slightly
utilitarian

Neutral

Slightly
hedonic

Mostly
hedonic

Entirely
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you think it was
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product rather
than a utilitarian
one?

☐☐☐☐☐☐☐

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Picture 2:



Which of the two pictures was generated by AI?

- ☐ Picture 1
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Great! You were right and earned 10 coins.

In order now to redeem the 10 coins and swap it for a \$10 gift card to buy the item that was shown, you need to:

1. Finish the study.
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Imagine 4 participants state their willingness to pay as follows:

Participant 1: \$2

Participant 2: \$8

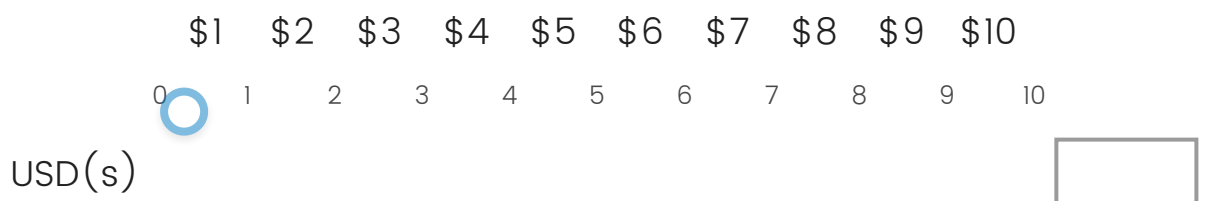
Participant 3: \$10

Participant 4: \$5

Who would win the \$10.00 gift card?

- ☐ Participant 1
- ☐ Participant 2
- ☐ Participant 3
- ☐ Participant 4

How much of your coins are you willing to use to purchase the item you saw previously?



Please summarize in 1-2 lines the task you just completed



Please enter your MTurk ID below.



Have you entered your MTurk ID?

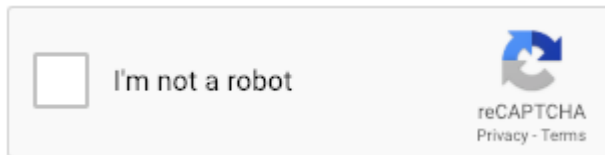
- ☐ No
- ☐ Yes

Please copy-paste the following number back to your MTurk screen: **237566**

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AI x Utilitarian (new)

Click the box below.



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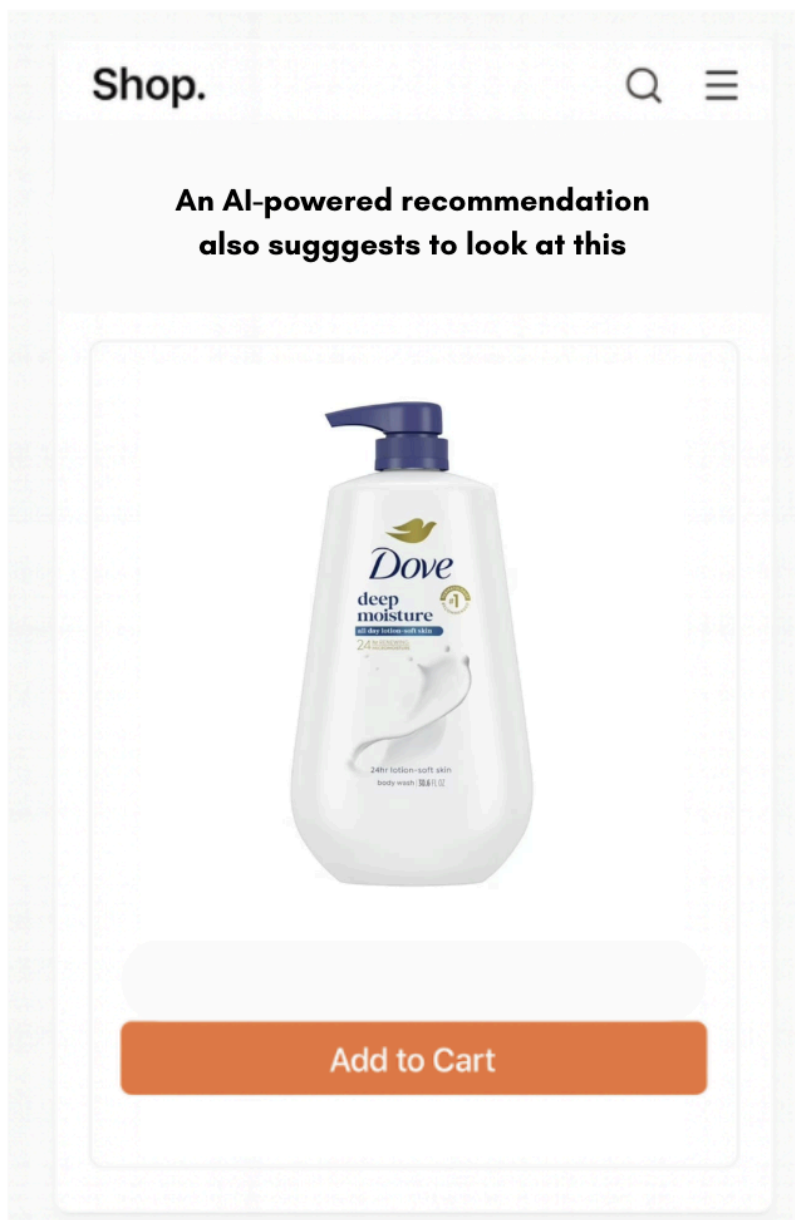
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- ☐ Non-binary
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Was AI mentioned anywhere on the shopping page?

- ☐ Yes
- ☐ No

Rate the following statements with the shopping page in mind.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
The product recommendation incorporates parts of myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the product recommendation belongs to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to this product recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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I feel a strong sense of closeness to this product recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult for me to think of this product recommendation as mine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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I believe that AI will improve my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I will use AI technology in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think AI technology is positive for humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Thinking about the chocolate bar you saw: To what extent do you think it was **more** of a “**pleasure/enjoyment**” product rather than a “**practical/useful**” one?

Entirely
utilitarian

Mostly
utilitarian

Slightly
utilitarian

Neutral

Slightly
hedonic

Mostly
hedonic

Entirely
hedonic

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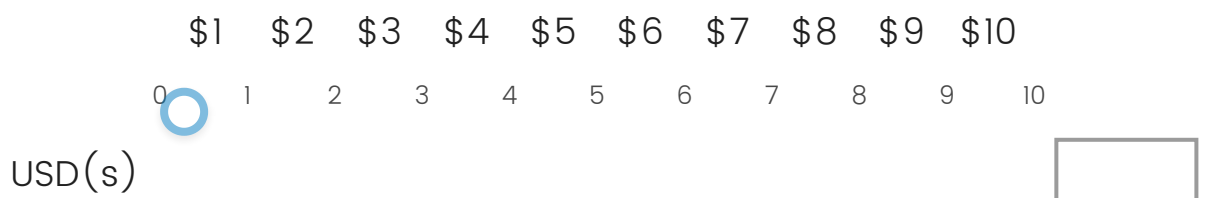
Participant 3: \$10

Participant 4: \$5

Who would win the \$10.00 gift card?

- ☐ Participant 1
- ☐ Participant 2
- ☐ Participant 3
- ☐ Participant 4

How much of your coins are you willing to use to purchase the item you saw previously?



Please summarize in 1-2 lines the task you just completed

Please enter your MTurk ID below.

Have you entered your MTurk ID?

- ☐ No
- ☐ Yes

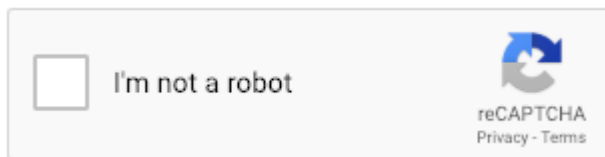
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AI x Hedonic (new)

Click the box below.



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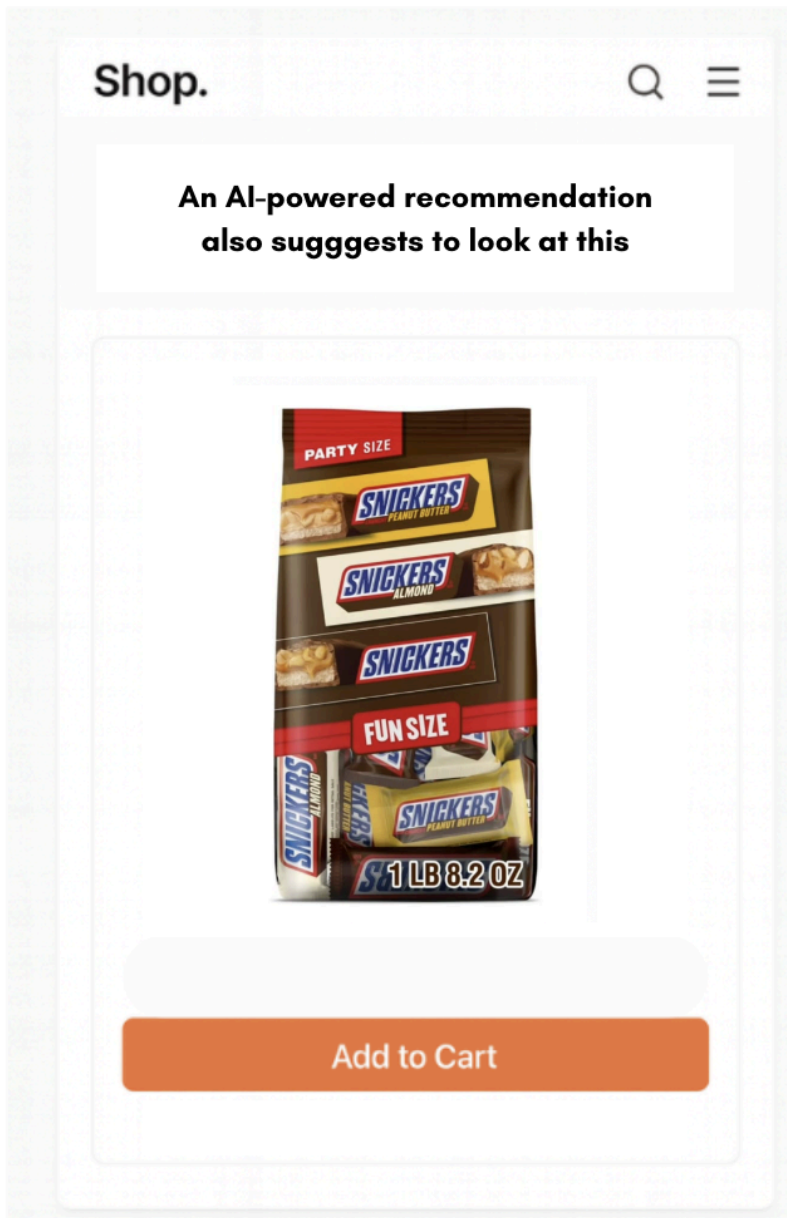
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You are online browsing on an e-commerce website for your favorite snack bar and the following page pops up on your window.



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- ☐ Yes
- ☐ No

Rate the following statements with the shopping page in mind.

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I think AI technology is a threat to humans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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☐☐☐☐☐☐☐

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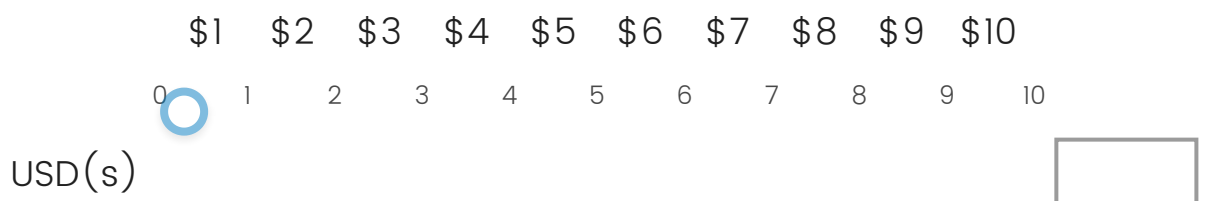
Participant 3: \$10

Participant 4: \$5

Who would win the \$10.00 gift card?

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- ☐ Participant 2
- ☐ Participant 3
- ☐ Participant 4

How much of your coins are you willing to use to purchase the item you saw previously?



Please summarize in 1-2 lines the task you just completed



Please enter your MTurk ID below.



Have you entered your MTurk ID?

- ☐ No
- ☐ Yes

Please copy-paste the following number back to your MTurk screen: **237566**

Thank you for your participation. Click the submit button below to leave the experiment.



Show Block: No AI × Utilitarian (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)



Show Block: No AI x Hedonic (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)



Show Block: AI x Utilitarian (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)



Show Block: AI x Hedonic (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)

[+ Add a New Element Here](#)



End of Survey

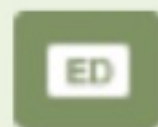
[Move](#)

[Duplicate](#)

[Customize](#)

[Delete](#)

[+ Add a New Element Here](#)



Set Embedded Data:

Random ID = `${rand://int/10000:99999}`

[Add a New Field](#)

[Add Below](#)

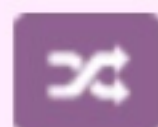
[Move](#)

[Duplicate](#)

[Add From Contacts](#)

[Options](#)

[Delete](#)



Randomizer

Randomly present of the following elements ☒ Evenly Present Elements [Edit Count](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Collapse](#)

[Delete](#)



Show Block: No AI × Utilitarian (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)



Show Block: No AI x Hedonic (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)



Show Block: AI x Utilitarian (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)



Show Block: AI x Hedonic (new) (26 Questions) [Toggle Questions](#)

[Add Below](#)

[Move](#)

[Duplicate](#)

[Delete](#)