

# (Not so) simple preferences

## Measures

### Demographics items

Age (numeric)

Gender (open ended text)

### Evaluation of simple preferences

Likert ratings scales.

Page label	Image, items and response options presented on that page
Original items (poop)	<p>[image of human poop in a toilet bowl]</p> <p><i>Human poop in a toilet bowl</i></p> <p>How much do you like ...</p> <p>How attention capturing is ...</p> <p>How unusual is ... [reverse scored?]</p> <p>How much do you want to figure out what ... is?</p> <p>How positive is ...</p> <p>How fixated are you on ...</p> <p>How much do you want to look away from ...[reverse scored?]</p> <p>How focused are you on ...</p> <p><b>Please respond with 7 on this item</b></p> <p>How negative is ...[reverse scored?]</p> <p>How disgusting is ... [reverse scored?]</p> <p>How appealing is ...</p> <p>How eye-catching is ...</p> <p>How attractive is ...</p> <p>How much do you want to avoid looking at ... [reverse scored?]</p> <p>Response options: 1-7, with 1 = “Not at all”, 4 = “No opinion”, 7 = “A lot”</p>
Original items (chocolates)	<p>[image of a box of chocolates]</p> <p><i>A box of chocolates</i></p> <p>How much do you like ...</p> <p>How attention capturing is ...</p> <p>How unusual is ... [reverse scored?]</p> <p>How much do you want to figure out what ... is?</p> <p>How positive is ...</p>

	<p>How fixated are you on ...</p> <p><b>Please respond with 1 on this item</b></p> <p>How much do you want to look away from ...[reverse scored?]</p> <p>How focused are you on ...</p> <p>How negative is ...[reverse scored?]</p> <p>How disgusting is ... [reverse scored?]</p> <p>How appealing is ...</p> <p>How eye-catching is ...</p> <p>How attractive is ...</p> <p>How much do you want to avoid looking at ... [reverse scored?]</p> <p>Response options: 1-7, with 1 = “Not at all”, 4 = “No opinion”, 7 = “A lot”</p>
New evaluation items (poop)	<p>[image of human poop in a toilet bowl]</p> <p>Please rate human poop in a toilet:</p> <p>Response options: Very negative, somewhat negative, a little negative, neutral, a little positive, somewhat positive, very positive Very unpleasant, somewhat unpleasant, a little unpleasant, neutral, a little pleasant, somewhat pleasant, very pleasant Very bad, somewhat bad, a little bad, neutral, a little good, somewhat good, very good</p>
New evaluation items (chocolates)	<p>[image of a box of chocolates]</p> <p>Please rate a box of chocolates:</p> <p>Response options: Very negative, somewhat negative, a little negative, neutral, a little positive, somewhat positive, very positive Very unpleasant, somewhat unpleasant, a little unpleasant, neutral, a little pleasant, somewhat pleasant, very pleasant Very bad, somewhat bad, a little bad, neutral, a little good, somewhat good, very good</p>
Single item desirability (poop)	<p>[image of human poop in a toilet bowl]</p> <p>How desirable is human poop in a toilet bowl?</p> <p>Response options: Very undesirable, somewhat undesirable, a little undesirable, neutral, somewhat desirable, very desirable</p>
Single item desirability	<p>[image of a box of chocolates]</p>

(chocolates)	<p>How desirable is a box of chocolates?</p> <p>Response options:  Very undesirable, somewhat undesirable, a little undesirable, neutral, somewhat desirable, very desirable</p>
Self-exclusion item	<p>In your honest opinion, should we include your data in our analysis?</p> <p>Reasons for not including data can be related to not paying attention, being disrupted while completing the experiment, etc. Please note that your payment will not be affected by your answer to this question.</p> <ul style="list-style-type: none"> <li>- No, exclude my data</li> <li>- Yes, include my data</li> </ul>
Bot check	<p>Please do not respond to the question below, which we use to detect bots.</p> <p>Response options:  Very negative, somewhat negative, a little negative, neutral, a little positive, somewhat positive, very positive</p>

### **Images presented to participants**

The images of human poop in a toilet and a box of chocolates are both public domain images sources from wikimedia.

chocolates:

[https://commons.wikimedia.org/wiki/File:Rocky\\_Mountain\\_chocolates.jpg](https://commons.wikimedia.org/wiki/File:Rocky_Mountain_chocolates.jpg)

poop:

[https://commons.wikimedia.org/wiki/File:Fecal\\_poop\\_2.jpg](https://commons.wikimedia.org/wiki/File:Fecal_poop_2.jpg)

The images are reproduced on the next page - you may find them to be disgusting.



