

APPENDIX

In this Appendix we present additional methodological details about the field experiment described in the manuscript “What is Privacy Worth?”

Appendix A

Additional methodological details about the field experiment

The field experiment took place on three weekend days at a Pittsburgh shopping mall. Female research assistants were located at the entrance of two women's clothing stores and approached female shoppers as they entered, asking them to complete a brief survey. To make the decoy survey realistic, shoppers were told that the survey was meant to assess people's attitudes toward spending money. Interested shoppers were given a coupon valid for a gift card upon completion of a short survey. The survey was part of a different experiment which required half of subjects to be randomized to complete the survey prior to entering the store and the other half to complete it upon exiting the store.

Coupon redemption and subsequent gift card distribution always took place as subjects exited the store. Subjects were more likely to redeem their coupon if they completed the survey upon entry (95.4%) versus upon exiting the store (88.9%) ($\chi^2(1) = 5.14, p = 0.023$). However, the likelihood of completing the survey upon entry versus exit did not differ between conditions ($\chi^2(4) = 3.71, p = 0.447$), nor did redemption rates ($\chi^2(4) = 2.35, p = 0.673$).

The two endowed conditions and the \$10 choice condition were run during the first weekend. The \$12 choice and the rationality check conditions were run the following weekend. There were five different coupons, each corresponding to a study condition (see Appendix A). To avoid making the different conditions salient, the experimenters distributed coupons for a single condition at a time, rotating the coupon type (and therefore the experimental condition) every hour. Our results (and in particular the card selection) were *not* affected by the time of day when the experiment was conducted, the store in front of which subjects were recruited, or whether the unrelated survey was completed before or after entering the store.

After completing the survey and upon exiting the store, each subject gave her coupon to the experimenter, who then asked the subject (regardless of the condition) to print her name at the

top of a receipt for the gift card. The experimenter then called the subject by her name, informing her that the coupon was valid for a gift card. Subjects were addressed by their names to increase the potency of the privacy-laden gift card value manipulation. Because the \$10 and \$12 gift cards looked identical, they were each labeled with a small, removable sticker that said either “\$10” or “\$12”, as appropriate. The stickers also enabled each card to be tracked. Each card had a unique card number and security code which were recorded in advance. Each card number was then assigned a unique 3-digit number which was written on the sticky side of the label stickers. Once a subject had selected a gift card, the sticker was removed and stuck onto the receipt. Thus, the sticker validated the receipt amount, while also enabling us to track every card’s purchases (subjects could not notice this, since the information was printed on the reverse, sticky side of the sticker).

Next, the experimenter gave the subject a sheet of paper, noting that it outlined the “features of the card.” Experimenters were trained to avoid words such as “tracked” and “privacy” that may have alerted subjects to the purpose of the study. Note that, up until now, subjects across the five conditions had been exposed to the same experience, and all had provided the same amount of personally identifying information to the researchers.

Then, subjects in the endowed conditions were given a sheet that described the features of the card with which they were to be endowed. The subject then selected a card from the appropriate bin, be it the \$10 or \$12 gift card bin. In the \$12 endowed, identified condition, the experimenter recorded the card’s number and security code on the receipt that also contained the person’s name. Next, the experimenter gave the subject a second sheet of paper describing the privacy features of the other, \$10 [\$12] card. The subject was then asked whether she would like to exchange her \$10 anonymous [\$12 identified] card for the \$12 identified [\$10 anonymous] card. If so, she placed her initial card back into the bin from which she had drawn it, and chose a new one from the other bin. For those in the \$10 endowed condition who exchanged their card, the experimenter recorded the card number and security code of the new, \$12 identified card. In

the *choice* conditions, subjects were only presented with one description sheet that listed and described both cards, one after the other, with order of description presentation manipulated between-subjects. Subjects then indicated which card they would like, and selected their card from the appropriate bin. The experimenter recorded the card number and security code for those who chose the \$12 identified card. Once the subject had made her card choice, the experimenter peeled off the sticker label (also containing the link to the card's number on the sticky side) and stuck it on the receipt. The subject then signed to indicate that she had indeed received the gift card in the value indicated on the sticker. Subjects were then asked to provide their email address.

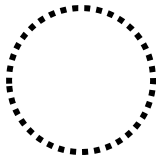
Appendix B

Field experiment: Receipts – Choice condition

Date

Name (*Please Print Clearly*): _____

*****Please stop and wait for experimenter instructions!*****

I received a \$  Visa Card in a study managed by Cynthia Cryder and Rachelle Emard.

I also agree to the following terms

- 1) I will not participate in this study a second time, including at other locations in the mall
- 2) I will not tell other potential shoppers about the opportunity to participate in this study and earn the gift card. I understand that the researchers are trying to observe natural shopping behavior and that encouraging others to participate who would not otherwise come to this store would ruin their efforts.

Signature

As a token of appreciation for participating in this study, we would like to give you a gift card. Please select one of the two options below:

****Please Note:** Both gift cards can be used *anywhere credit cards are accepted*. (i.e. you are not restricted to using it at Ross Park mall).

☐

Anonymous \$10 gift card. Your name *will not* be linked to the transactions completed with this card. If you choose this option, you will pick a gift card at random and we will not record the number of your specific card.

☐

Identified \$12 gift card. Your name *will* be linked to the transactions completed with this card. If you choose this option, we will record your name and the number of your specific card along with your transactions.

Card number: _____

Would you be willing to participate in future online surveys that we conduct?


- ☐ No
- ☐ Yes → Please write your e-mail address here:

Field experiment: Receipts – \$10 Endowment condition

Date _____

Name (*Please Print Clearly*): _____

*****Please stop and wait for experimenter instructions!*****

I received a \$  Visa Card in a study managed by Cynthia Cryder and Rachelle Emard.

I also agree to the following terms

- 3) I will not participate in this study a second time, including at other locations in the mall
- 4) I will not tell other potential shoppers about the opportunity to participate in this study and earn the gift card. I understand that the researchers are trying to observe natural shopping behavior and that encouraging others to participate who would not otherwise come to this store would ruin their efforts.

Signature

As a token of appreciation for participating in this study, we would like to give you a **Anonymous \$10 gift card**. Your name *will not* be linked to the transactions completed with this card. Therefore, you will pick a card at random and we will not record the number of your specific card.

The card can be used *anywhere credit cards are accepted*. (i.e. you are not restricted to using it at Ross Park mall).

After you have selected a card, please go to the next page.

Now, we would like to give you the opportunity to exchange this card for a card with a different value and different features:

Identified \$12 gift card: Your name *will* be linked to the transactions completed with this card. If you choose this option, we will record your name and the number of your specific card along with your transactions.

****Please Note:** Both gift cards can be used *anywhere credit cards are accepted*. (i.e. you are not restricted to using either one at Ross Park mall).

Please make your selection:

☐

I would like to *keep* the \$10 Anonymous gift card

☐

I would like to *exchange* the \$10 Anonymous gift card for the \$12 Identified gift card.

Card Number: _____

Would you be willing to participate in future online surveys that we conduct?


- ☐ No
- ☐ Yes → Please write your e-mail address here:

Field experiment: Receipts - \$12 Endowment conditions

Date

Name (*Please Print Clearly*): _____

*****Please stop and wait for experimenter instructions!*****

I received a \$  Visa Card in a study managed by Cynthia Cryder and Rachelle Emard.

I also agree to the following terms

- 5) I will not participate in this study a second time, including at other locations in the mall
- 6) I will not tell other potential shoppers about the opportunity to participate in this study and earn the gift card. I understand that the researchers are trying to observe natural shopping behavior and that encouraging others to participate who would not otherwise come to this store would ruin their efforts.

Signature

As a token of appreciation for participating in this study, we would like to give you a **Identified \$12 gift card**. Your name *will* be linked to the transactions completed with this card. Therefore, we will record your name and the number of your specific card along with your transactions.

Card Number: _____

The card can be used *anywhere credit cards are accepted*. (i.e. you are not restricted to using it at Ross Park mall).

After you have selected a card, and the experimenter has recorded the number of your card, please go to the next page.

Now, we would like to give you the opportunity to exchange this card for a card with a different value and different features:

Anonymous \$10 gift card. Your name *will not* be linked to the transactions completed with this card. If you choose this option, you will pick a gift card at random and we will not record the number of your specific card.

****Please Note:** Both gift cards can be used *anywhere credit cards are accepted*. (i.e. you are not restricted to using either one at Ross Park mall).

Please make your selection:

☐

I would like to *keep* the \$12 Identified gift card.

☐

I would like to *exchange* the \$12 Identified gift card for the \$10 Anonymous gift card.

Would you be willing to participate in future online surveys that we conduct?

- ☐ No
- ☐ Yes → Please write your e-mail address here:
