# Appendix I. Informed Consent (Online survey)

## **Research Participation Information and Informed Consent**

You are invited to participate in research about the value judgment on the objective cues. This study is intended to investigate the psychological influence of designed objects in various contexts.

This survey will take approximately 30 minutes to complete. Participants in this study will be asked to answer simple evaluation questions. The questions contain images and text followed by rating scales. There are less than minimal risks foreseen in this survey. There is no monetary compensation for the participation.

Your response will be treated as confidential information. The data collected will be stored in the researcher's backup device with passwords for five years after the end of study. Your participation is totally voluntary and anonymous. You can refuse to participate without any penalty. You can withdraw the participation whenever you may want.

Please indicate if you will participate in this research study by clicking the next button below. We appreciate your help.

## Appendix II. Survey questions

#### consent

#### Informed Consent

You are invited to participate in research about the value judgment on the objective cues. This study is intended to investigate the psychological influence of designed objects in various contexts.

This survey will take approximately 30 minutes to complete. Participants in this study will be asked to answer simple evaluation questions. The questions contain images or text followed by rating scales. There are less than minimal risks foreseen in this survey. There is no monetary compensation for the participation.

Your response will be treated as confidential information. The data collected will be stored in the researcher's backup device with passwords for five years after the end of study. Your participation is totally voluntary and anonymous. You can refuse to participate without any penalty. You can withdraw the participation whenever you may want.

Please indicate if you will participate in this research study by marking one blank space below, and by signing and returning this form. We appreciate your help.

#### Introduction

In this task, we are interested in understanding people's perceptions of images and related concepts.

On each of the following screens, you will be presented with an image and then asked to rate it along seven items. You will rate multiple images.

Please note that there are no right or wrong answers; we're simply interested in your immediate responses.

When you are ready, please press the next (>>) button below.



very cold	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	0	very warm
extremely unlikable	0	$\circ$	0	0	0	$\circ$	0	extremely likable
extremely feminine	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
extremely silly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely sensible
extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
very active	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
very friendly	0	$\odot$	$\circ$	$\circ$	$\odot$	$\odot$	0	very hostile
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
extremely positive	0	$\circ$	0	0	0	0	0	extremely negative

extremely unattractive	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	$\odot$	extremely attractive
extremely feminine	0	0	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very passive
extremely silly	0	$\circ$	$\circ$	0	0	$\circ$	0	extremely sensible
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
not at all cute	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	extremely cute
very cold	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
very freindly	0	$\odot$	$\circ$	$\odot$	$\circ$	$\odot$	0	very hostile
extremely unlikable	0	0	0	0	0	0	0	extremely likable



extremely feminine	0	$\circ$	$\odot$	$\odot$	$\odot$	$\odot$	0	extremely masculine
extremely silly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely sensible
very active	0	$\circ$	$\circ$	$\circ$	$\circ$	0	0	very passive
very cold	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
not at all cute	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely cute
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likable
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	0	0	extremely strong
very friendly	0	$\circ$	0	0	0	$\circ$	0	very hostile
extremely unattractive	0	$\circ$	0	0	0	$\circ$	0	extremely attractive
extremely positive	0	0	0	0	0	0	0	extremely negative

extremely feminine	0	$\circ$	$\odot$	$\odot$	$\circ$	$\circ$	0	extremely masculine
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very warm
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
extremely unlikable	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likabel
extremely unattractive	0	$\circ$	0	0	0	$\circ$	0	extremely attractive
extremely weak	0	$\circ$	0	0	0	$\circ$	0	extremely strong
extremely silly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely sensible
very active	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
very friendly	0	$\circ$	0	0	0	$\circ$	0	very hostile
not at all cute	0	0	0	0	0	0	0	extremely cute



extremely unlikable	0	$\circ$	0	0	0	$\circ$	0	extremely likable
extremely unattractive	0	$\circ$	0	0	0	$\circ$	0	extremely attractive
extremely weak	0	$\odot$	$\circ$	$\circ$	$\odot$	$\odot$	0	extremely strong
very active	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	very passive
extremely silly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely sensible
very friendly	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	very hostile
extremely positive	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely negative
extremely feminine	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	0	extremely masculine
very cold	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	very warm
not at all cute	0	0	0	0	0	0	0	extremely cute



extremely silly	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely sensible
very friendly	0	0	0	0	0	0	0	very hostile
very cold	0	$\circ$	0	0	0	$\circ$	0	very warm
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likable
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
extremely weak	0	0	$\circ$	$\circ$	0	0	0	extremely strong
extremely positive	0	$\circ$	0	0	0	$\circ$	0	extremely negative
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very passive
extremely unattractive	0	0	0	0	0	0	0	extremely attractive



very cold	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
very active	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
extremely unlikable	0	0	0	0	0	0	0	extremely likable
very friendly	0	0	0	0	0	0	0	very hostile
extremely feminine	0	$\circ$	0	0	0	$\circ$	0	extremely masculine
extremely silly	0	$\circ$	0	0	0	$\circ$	0	extremely sensible
extremely unattractive	0	0	0	0	0	0	0	extremely attractive
not at all cute	0	0	0	0	0	0	0	extremely cute



very active	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
not at all cute	0	0	0	0	0	0	0	extremely cute
extremely weak	0	$\circ$	0	0	$\circ$	0	0	extremely strong
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
extremely feminine	0	0	0	0	0	0	0	extremely masculine
extremely unattractive	0	0	0	0	0	0	0	extremely attractive
extremely silly	0	$\circ$	0	0	0	0	0	extremely sensible
very cold	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
extremely unliable	0	0	0	0	0	0	0	extremely likable
very friendly	0	0	0	0	0	0	0	very hostile



very active	0	0	$\circ$	$\circ$	$\circ$	0	0	very passive
very friendly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very hoistile
extremely unlikable	0	0	0	0	0	0	0	extremely likable
extremely unattractive	0	0	0	0	0	0	0	extremely attractive
extremely weak	0	$\circ$	0	0	0	$\circ$	0	extremely strong
very cold	0	$\circ$	0	0	$\circ$	$\circ$	0	very warm
extremely feminine	0	0	0	0	0	0	0	extremely masculine
not at all cute	0	0	0	0	0	0	0	extremely cute
extremely positive	0	0	0	0	0	0	0	extremely negative
extremely silly	0	0	0	0	0	0	0	extremely sensible

This	rectangl	е	looks:

extremely weak	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely strong
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
extremely silly	0	$\circ$	$\circ$	$\circ$	0	0	0	extremely sensible
very friendly	0	$\circ$	0	0	0	$\circ$	0	very hostile
not at all cute	0	$\circ$	0	0	0	$\circ$	0	extremely cute
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likable
very active	0	$\circ$	$\circ$	$\circ$	0	0	0	very passive
extremely unattractive	0	$\circ$	0	0	0	$\circ$	0	extremely attractive
very cold	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
extremely positive	0	0	0	0	0	0	0	extremely negative



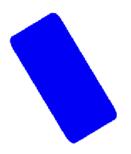
extremely weak	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely strong
extremely unattractive	0	0	0	0	0	0	0	extremely attractive
not at all cute	0	$\circ$	0	0	0	$\circ$	0	extremely cute
extremely silly	0	$\circ$	$\circ$	0	$\circ$	$\circ$	0	extremely sensible
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very warm
extremely feminine	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
very friendly	0	$\circ$	$\circ$	0	$\circ$	$\circ$	0	very hostile
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very passive
extremely unlikable	0	0	0	0	0	0	0	extremely likable

Thie	rectangle	a Innke:

extremely weak	0	$\circ$	$\odot$	$\odot$	$\circ$	$\circ$	0	extremely strong
extremely silly	0	0	0	0	0	0	0	extremely sensible
very friendly	0	$\circ$	0	0	$\circ$	$\circ$	0	very hostile
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
extremely unattractive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely attractive
not at all cute	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	extremely cute
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very warm
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very passive
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely masculine
extremely unlikable	0	0	0	0	0	0	0	extremely likable



extremely unattractive	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely attractive
extremely silly	0	0	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely sensible
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
extremely weak	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	0	extremely strong
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
very cold	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	very warm
very friendly	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	very hostile
very active	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	0	very passive
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely likable
extremely feminine	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely masculine



very friendly	0	0	$\odot$	$\odot$	$\odot$	0	0	very hostile
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely masculine
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
extremely unattractive	0	$\circ$	0	$\circ$	$\circ$	$\circ$	0	extremely attractive
extremely silly	0	$\circ$	0	$\circ$	$\circ$	$\circ$	0	extremely sensible
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very warm
very active	0	0	$\circ$	0	0	0	0	very passive
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
extremely unlikable	0	0	0	0	0	0	0	extremely likable



very cold	0	$\circ$	0	0	0	$\circ$	0	very warm
very friendly	0	0	0	0	0	0	0	very hostile
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
not at all cute	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely cute
very active	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	very passive
extremely unlikable	0	$\circ$	0	0	0	$\circ$	0	extremely likable
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
extremely feminine	0	$\circ$	$\odot$	$\odot$	0	$\circ$	0	extremely masculine
extremely silly	0	0	0	0	0	0	0	extremely sensible



very cold	0	$\circ$	$\circ$	$\odot$	$\circ$	$\circ$	0	very warm
extremely weak	0	0	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likable
extremely feminine	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely masculine
very friendly	0	0	$\circ$	$\circ$	$\circ$	$\circ$	0	very hostile
extremely positive	0	0	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very passive
not at all cute	0	$\circ$	0	0	0	0	0	extremely cute
extremely silly	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely sensible
extremely unattractive	0	0	0	0	0	0	0	extremely attractive

extremely weak	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely strong
very active	0	0	0	0	0	0	0	very passive
very friendly	0	$\circ$	0	0	0	$\circ$	0	very hoistile
extremely unlikable	0	$\circ$	0	0	0	$\circ$	0	extremely likable
extremely positive	0	$\circ$	0	0	$\circ$	$\circ$	0	extremely negative
very cold	0	0	0	0	0	0	0	very warm
not at all cute	0	0	0	0	0	0	0	extremely cute
extremely silly	0	0	0	0	0	0	0	extremely sensible
extremely feminine	0	0	0	0	0	0	0	extremely masculine
extremely unattractive	0	0	0	0	0	0	0	extremely attractive

extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
very friendly	0	0	0	0	0	0	0	very hostile
extremely positive	0	$\circ$	0	0	0	0	0	extremely negative
extremely silly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely sensible
very active	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
extremely unlikable	0	0	0	0	0	0	0	extremely likeable
not at all cute	0	$\circ$	0	0	0	0	0	extremely cute
very cold	0	$\circ$	0	0	0	$\circ$	0	very warm
extremely feminine	0	0	0	0	0	0	0	extremely masculine



very active	0	$\circ$	$\odot$	$\odot$	$\circ$	$\circ$	0	very passive
extremely unattractive	0	0	0	0	0	0	0	extremely attractive
very friendly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very hostile
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
extremely unlikable	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely likable
extremely feminine	0	$\circ$	0	0	0	$\circ$	0	extremely masculine
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
extremely silly	0	0	0	0	0	0	0	extremely sensible



very friendly	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	very hostile
extremely feminine	0	0	0	0	0	0	0	extremely masculine
extremely positive	0	0	0	0	0	0	0	extremely negative
not at all cute	0	$\circ$	0	0	0	$\circ$	0	extremely cute
extremely silly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely sensible
extremely unlikable	0	0	0	0	0	0	0	extremely likable
extremely unattractive	0	$\circ$	0	0	0	$\circ$	0	extremely attractive
very active	0	$\circ$	0	0	0	$\circ$	0	very passive
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
very cold	0	0	0	0	0	0	0	very warm



extremely silly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely sensible
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very warm
extremely feminine	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely masculine
very active	0	$\circ$	0	0	$\circ$	$\circ$	0	very passive
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
very friendly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very hostile
extremely unattractive	0	$\circ$	0	0	$\circ$	$\circ$	0	extremely attractive
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
extremely unlikable	0	0	0	0	0	0	0	extremely likable



extremely feminine	0	$\circ$	$\odot$	$\odot$	$\circ$	$\circ$	0	extremely masculine
very active	0	0	0	0	0	0	0	very passive
very friendly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very hostile
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
very cold	0	0	0	0	0	0	0	very warm
extremely unlikable	0	0	0	0	0	0	0	extremely likable
extremely unattractive	0	0	0	0	0	0	0	extremely attractive
extremely silly	0	$\circ$	0	0	$\circ$	$\circ$	0	extremely sensible
not at all cute	0	0	0	0	0	0	0	extremely cute
extremely weak	0	0	0		0	0	0	extremely strong

not at all cute	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely cute
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely masculine
very cold	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	very warm
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very passive
very friendly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very hostile
extremely silly	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	extremely sensible
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely likable
extremely unattractive	0	0	0	0	0	0	0	extremely attractive



extremely weak	0	$\circ$	$\circ$	$\circ$	$\odot$	$\circ$	$\odot$	extremely strong
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
not at all cute	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely cute
extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely likable
extremely silly	0	$\odot$	$\odot$	$\odot$	$\circ$	$\odot$	0	extremely sensible
very cold	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	very warm
very friendly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	very hostile
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely masculine
very active	0	0	0	0	0	0	0	very passive



extremely silly	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely sensible
very cold	0	0	0	0	0	0	0	very warm
extremely feminine	0	$\circ$	0	0	0	$\circ$	0	extremely masculine
extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
very friendly	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	very hostile
extremely positive	0	0	0	0	0	0	0	extremely negative
very active	0	0	0	0	0	0	0	very passive
extremely weak	0	$\circ$	0	0	0	$\circ$	0	extremely strong
extremely unlikable	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likable
not at all cute	0	0	0	0	0	0	0	extremely cute



extremely unlikable	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	0	extremely likable
very friendly	0	0	0	0	0	0	0	very hoistile
extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
not at all cute	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely cute
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
very active	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
extremely silly	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely sensible
very cold	0	0	0	0	0	0	0	very warm



not at all cute	0	$\circ$	$\odot$	$\odot$	$\odot$	$\odot$	0	extremely cute
extremely positive	0	$\circ$	$\circ$	$\odot$	$\odot$	$\circ$	0	extremely negative
extremely feminine	0	0	0	0	0	0	0	extremely masculine
very friendly	0	0	0	0	0	0	0	very hostile
extremely unattractive	0	$\circ$	$\circ$	$\odot$	$\odot$	$\circ$	0	extremely attractive
very active	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very passive
extremely unlikable	0	0	0	0	0	0	0	extremely likable
very cold	0	$\circ$	0	$\odot$	$\odot$	$\circ$	0	very warm
extremely weak	0	$\circ$	0	$\odot$	$\odot$	$\circ$	0	extremely strong
extremely silly	0	0	0	0	0	0	0	extremely sensible



very active	0	$\odot$	$\odot$	$\circ$	$\odot$	$\odot$	0	very passive
very cold	0	0	$\circ$	0	$\circ$	$\circ$	0	very warm
not at all cute	0	$\circ$	0	$\circ$	$\circ$	$\circ$	0	extremely cute
extremely silly	0	$\circ$	$\circ$	$\odot$	$\circ$	$\circ$	0	extremely sensible
extremely weak	0	$\circ$	$\circ$	$\odot$	$\circ$	$\circ$	0	extremely strong
extremely unattracive	0	0	$\circ$	0	$\circ$	$\circ$	0	extremely attractive
extremely feminine	0	0	0	$\circ$	0	0	0	extremely masculine
very friendly	0	$\circ$	0	$\circ$	$\circ$	$\circ$	0	very hostile
extremely positive	0	$\circ$	$\circ$	$\odot$	$\circ$	$\circ$	0	extremely negative
extremely unlikable	0	0	0	0	0	0	0	extremely likable

extremely feminine	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	extremely masculine
very cold	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	very warm
extremely unlikable	0	0	0	0	0	0	0	extremely likable
not at all cute	0	0	0	0	0	0	0	extremely cute
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
very friendly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	very hostile
very active	0	0	0	0	0	0	0	very passive
extremely weak	0	0	0	0	0	0	0	extremely strong
extremely silly	0	$\circ$	0	0	0	$\circ$	0	extremely sensible
extremely unattractive	0	0	0	0	0	0	0	extremely attractive



very cold	0	0	$\odot$	$\odot$	$\odot$	0	0	very warm
extremely unattractive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely attractive
very active	0	0	$\circ$	$\circ$	$\circ$	0	0	very passive
extremely positive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely negative
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
extremely unlikable	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely likable
very friendly	0	0	$\circ$	$\circ$	$\circ$	0	0	very hostile
extremely feminine	0	$\circ$	0	0	0	$\circ$	0	extremely masculine
not at all cute	0	0	0	0	0	0	0	extremely cute
extremely silly	0	0	0	0	0	0	0	extremely sensible

not at all cute	0	$\odot$	$\circ$	$\odot$	$\circ$	$\odot$	0	extremely cute
extremely unlikable	0	0	0	0	0	0	0	extremely likable
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
very friendly	0	0	0	0	0	0	0	very hostile
extremely positive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely negative
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely masculine
extremely silly	0	$\odot$	$\odot$	$\odot$	$\odot$	$\odot$	0	extremely sensible
extremely unattractive	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely attractive
very cold	0	$\odot$	$\circ$	$\odot$	$\circ$	$\odot$	0	very warm
very active	0	0	0	0	0	0	0	very passive



very friendly	0	$\odot$	$\odot$	$\odot$	$\odot$	$\circ$	0	very hostile
extremely silly	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely sensible
extremely weak	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely strong
very cold	0	$\circ$	$\circ$	$\circ$	0	$\circ$	0	very warm
extremely unattractive	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely attractive
not at all cute	0	$\odot$	$\circ$	$\circ$	$\circ$	$\odot$	0	extremely cute
very active	0	$\circ$	$\odot$	$\odot$	$\odot$	$\circ$	0	very passive
extremely positive	0	$\odot$	$\circ$	$\circ$	0	$\circ$	0	extremely negative
extremely feminine	0	$\odot$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely masculine
extremely unlikable	0	0	0	0	0	0	0	extremely likable



very friendly	0	0	0	0	0	0	0	very hostile
not at all cute	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely cute
extremely weak	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely strong
very active	0	0	0	0	0	0	0	very passive
extremely positive	0	0	0	0	0	0	0	extremely negative
extremely unattractive	0	0	$\circ$	$\circ$	$\circ$	0	0	extremely attractive
extremely unlikable	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	extremely likable
extremely feminine	0	0	0	0	0	0	0	extremely masculine
very cold	0	0	0	0	0	0	0	very warm
extremely silly	0	0	0	0	0	0	0	extremely sensible

Subjective-culture

We would now like to ask some questions how much you agree or disagree with the sentences below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I'd rather say "No" directly, than risk being misunderstood.	0	0	0	0	0	0	0
I will stay in a group if they need me, even when I'm not happy with the group.	0	0	0	0	0	0	0
Speaking up during a class is not a problem for me.	0	0	0	0	0	0	0
I am comfortable with being singled out for praise or rewards.	0	0	0	0	0	0	0
I would offer my seat in a bus to my professor.	0	0	0	0	0	0	0
Even when I strongly disagree with group members, I avoid an argument.	0	0	0	0	0	0	0
My happiness depends on the happiness of those around me.	0	0	0	0	0	0	0
I often have the feeling that my relationships with others are more important than my own accomplishments.	0	0	0	0	0	0	0
Being able to take care of myself is a primary concern for me.	0	0	0	0	0	0	0
I prefer to be direct and forthright when dealing with people I've just met.	0	0	0	0	0	0	0
Having a lively imagination is important to me.	0	0	0	0	$\circ$	$\circ$	0
If my brother or sister fails, I feel responsible.	0	0	0	$\circ$	0	0	0
I am the same person at home that I am at school.	0	0	0	0	0	0	0
I value being in good health above everything.	0	$\circ$	0	$\circ$	$\circ$	$\circ$	0
I act the same way no matter who I am with.	0	0	0	$\circ$	$\circ$	$\circ$	0
It is important to me to respect decisions made by the group.	0	0	0	0	0	0	0
I feel comfortable using someone's first name soon after I meet them, even when they are much older than I am.	0	0	0	0	0	0	0
My personal identity independent of others, is very important to me.	0	0	0	0	0	0	0
I will sacrifice my self-interest for the benefit of the group I am in.	0	0	0	0	0	0	0
I have respect for the authority figures with whom I interact.	0	0	0	0	0	0	0
I should take into consideration my parents' advice when making education/ career plans.	0	0	0	0	0	0	0
I respect people who are modest about themselves.	0	0	0	0	0	0	0
It is important for me to maintain harmony within my group.	0	0	0	0	0	0	0
I enjoy being unique and different from others in many respects.	0	0	0	0	0	0	0

#### Subjective-attitude

How well do each of the following statements describe you?

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Somewhat like me	Quite a lot like me	Just like me
In general, I like a baby.	0	0	0	0	0	0	0
I am pleased to hear that I look younger than I am.	0	0	0	0	0	0	0
I feel strong responsibilities when I am with young people.	0	0	0	0	0	0	0
I want to have children as much as I can afford.	0	0	0	0	0	0	0
I think we need to invest more time and resources for younger generation.	0	0	0	0	0	0	0
I am not fond of a person with childlike behaviors.	0	0	0	0	0	0	0
Frankly, I think that having children is not good for my future.	0	0	0	0	0	0	0
I adore a person with a young appearance.	0	0	$\circ$	0	0	$\circ$	0

Which number on each scale describes your feelings toward a "baby"?

disgusted	0	$\odot$	$\odot$	$\circ$	$\odot$	$\odot$	0	acceptance
tense	0	0	0	0	0	0	0	calm
bored	0	$\circ$	$\circ$	0	0	0	0	excited
pessimistic	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	optimistic
annoyed	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	happy
hateful	0	$\circ$	$\circ$	0	$\circ$	0	0	love
difficult	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	easy
angry	0	$\circ$	$\circ$	$\odot$	$\circ$	$\circ$	0	relaxed
pathetic	0	0	0	0	0	0	0	amusing

Which number on each scale describes the traits or characteristics of a "baby"?

imperfect	0	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0	perfect
useless	0	0	0	0	0	0	0	useful
unhealthy	0	0	0	0	0	0	0	wholesome
unsafe	0	0	0	0	0	0	0	safe
foolish	0	$\circ$	0	0	0	$\circ$	0	wise
worthless	0	0	0	0	0	0	0	valueable
harmful	0	0	0	0	0	0	0	beneficial
nnecessary	0	0	0	0	0	0	0	necessary

#### Subjective-holistic

Please select one letter for what you see in the screen. Your reaction time is important so please answer as quickly as possible.

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	บาว	ltr100	Survey	SOFFIX	ore
v	uai	uuics	Jul VCV	DOILW	an

demo	graphic	
	We wou	ld now like to ask some questions about you. All responses will be kept strictly confidential and anonymous.
		ou are ready, please press the next (>>) button below.
	What is	your age?
	What is	your gender?
		O Male
		O Female
	Do you	have kids?
		O Yes
		○ No
	Are you	a college student?
	-	O Yes
		No; My occupation is:

37 of 38 3/11/15, 11:45 AM

#### Race/ethnicity

0	Black/African-American
0	Asian/Pacific Islander
0	White/Caucasian
0	Hispanic/Latino
0	American Indian/Alaskan Nativ
0	Multiracial; Please specify
0	Other; Please specify

#### Do you have any design experience?

Ν	lo	n	e

- O No professional experience, but a design student
- Less than 3 years
- More than 3 years

38 of 38 3/11/15, 11:45 AM

## Appendix III. Recruitment message (Online course announcement/email)

## Opportunity of research participation

I am writing to invite you to participate in research about the value judgment of objective cues. This study will be conducted by any volunteer who is interested.

Participants will complete a short online survey about how different design elements of the object would influence on their evaluation. It will take approximately 30 minutes to complete.

Your participation is completely voluntary. You may change your mind at any time and withdraw without any penalty. You will not receive any benefits for participating in this study. However, your participation will help us better understand aesthetic and value judgment of objective cues.

Thank you for your participation and please let me know if you have any questions.

If you were interested in, please visit this link:

Thank you.