Tworek & Cimpian 2016, Exp 4

**Participants**

* 267 adults from Amazon’s Mechanical Turk service ($0.75) or a university subject pool (course credit)
* Additional 26 subjects tested but excluded – IP addresses outside US, failed catch items, debriefing said didn’t pay attention

**Anti-inherence vs control condition** (Salomon & Cimpian, 2014)

10-item scale. Scale items were presented in a fixed order.

Each scale item appeared on a different screen.

Below the item, participants rated their responses to the item on 4-point scales. Each scale point was numbered and labeled as follows: 1 = Disagree, 2 = Agree somewhat, 3 = Agree, 4 = Agree very strongly. Below the response scale, participants were asked, “Please explain why you agree or disagree,” and given an open-ended response field into which they could enter their response.

The items in the anti-inherence condition were as follows:

1. There are absolutely no good reasons why we use specific words to represent our thoughts. Any combination of sounds could in principle refer to any idea.

2. The fact that, in the US, we write from left to right, and top to bottom is simply coincidence. There is nothing ideal about that pattern.

3. We store and transfer information largely on digital computers just because they happened to be invented at the right time. They're certainly not the optimal vehicles for such tasks.

4. The only reason our paper, money, and books are rectangular is historical happenstance.

5. We use the color red to convey feelings of love and passion entirely because of marketing strategies from the past. Green or brown could easily be used to convey the same feelings.

6. Toilets and showers are both placed in bathrooms simply to conserve space. There are no real reasons why they both need to be in the same room.

7. The fact that longer clothing (e.g., pants, gowns) is seen as more formal than shorter clothing (e.g., shorts, miniskirts) is only a convention, and the opposite trend (shorter = more formal) could've been implemented just as easily.

8. The current design of traffic lights, with three different colors reflecting three different speeds, is entirely due to historical factors, and is by no means the most efficient or effective way to manage traffic.

9. There are no meaningful reasons why we divide the calendar year into twelve months. It's simply a historical convention.

10. We give flowers as gifts for a variety of occasions (e.g., Valentine's Day, funerals) because of effective advertising and marketing by florists--not because flowers effectively convey a variety of sentiments.

The items in the control condition were as follows:

1. In most languages, there are specific words or phrases assiged to convey popularly held beliefs or feelings.

2. In the US, we generally write from left to right, and top to bottom.

3. Digital computers tend to be the vehicle most often used for transferring and storing information.

4. Most books, paper, and money are rectangular in shape.

5. Red tends to be the most popular color for conveying feelings of love and passion.

6. In most homes, toilets and showers are both located in bathrooms.

7. Clothing that is longer in length (e.g., pants, gowns) is viewed as more formal than clothing that is shorter in length (e.g., shorts, miniskirts).

8. Modern traffic lights, with three colors signaling three different speeds, is a popular way to direct traffic.

9. The calendar used most often in modern society is divided into twelve months.

10. People often give flowers as gifts on a variety of different occasions (e.g., Valentine's Day, funerals).

**Distractor task: Where’s Waldo**

Random order of manipulation check & ought measure

**\*Manipulation check: Inherence Heuristic Scale** (Salomon & Cimpian, 2014)

(15 items + 4 “catch” items) in a random order

5 items per page

9-point Likert scales with anchors at 1 (“Disagree strongly”), 5 (“Neither agree nor disagree”), and 9 (“Agree strongly”). All scale points were labeled with numbers.

“Please think carefully about how much you agree or disagree with each of the following statements and mark your answer on the scale provided*.*”

The 15 scale items were as follows:

1. It seems natural to use red in a traffic light to mean “stop.”

2. It seems natural for parents and children to sleep in separate beds.

3. It seems natural that engagement rings typically have diamonds.

4. There are good reasons why dollar bills are green.

5. There are good reasons why we don’t keep chipmunks as pets.

6. There are good reasons why orange juice is typically consumed for breakfast.

7. It seems right that *pink* is the color typically associated with girls.

8. It seems right to use *white* for wedding dresses.

9. It seems right that *black* is the color associated with funerals.

10. It seems ideal that toothpaste is typically flavored with mint.

11. It seems ideal that there are 7 days in a week.

12. It seems ideal that weekends consist of Saturday and Sunday.

13. If intelligent organisms were discovered on another planet, they would probably have 2 arms and 2 legs.

14. If intelligent organisms were discovered on another planet, they would probably have eyes and ears.

15. If intelligent organisms were discovered on another planet, they would probably communicate through sounds.

The 4 catch items were as follows:

1. It seems right to kill other people for fun.\*

2. It seems natural to stand on one’s head.\*

3. It seems ideal for hotel rooms to have bathrooms.\*\*

4. If intelligent organisms were discovered on another planet, they would probably reproduce.\*\*

\* Expected response: below the midpoint (i.e., disagree)

\*\* Expected response: above the midpoint (i.e., agree)

Participants were excluded if they responded in the unexpected direction to more than one of the catch items.

**\*Ought measure**

**PRESS RELEASE: NCA RELEASES 2013 COFFEE CONSUMPTION DATA**

Coffee Consumption Jumps by 5%, 83% of Americans Say They Drink Coffee

San Francisco, CA (March 22, 2013) - Overall coffee consumption jumped by five percentage points this

year, according to the NCA National Coffee Drinking Trends (NCDT) market research study. With this

increase, 83% of the U.S. adult population now drinks coffee. At the same time, daily consumption

remained strong and steady at 63%, while those who drink coffee at least once per week was up slightly

to 75%. In other NCDT data, the single-cup brewing format continues to grow steadily: 13% of the U.S.

population drank a coffee made in a single-cup brewer yesterday. This is up from just 4% in 2010. By

contrast, past-day consumption of a coffee made in a drip coffee maker has dropped to 37% from 43%

over the same period. Awareness of single-cup brewers reached 82%, up by 11 points from last year,

while ownership has grown to 12% from 10% last year.

Target question:

- Do you think that it's good that so many Americans drink coffee? (*M* = 5.10 on a 1–9 scale)

Filler questions:

- Do you think the single cup brewing format is going to grow in the future?

- What do you think accounts for the success of the single cup brew?

- How far back do you think data has been collected on coffee consumption in the United States?

- What are your coffee drinking habits?

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**America's pizza obsession: By the numbers**

U.S. pizza vendors sell the equivalent of 10 pies a year to every single man, woman, and child in the

country

By The Week Staff | June 22, 2011

The quintessential American food may be apple pie, but its popularity pales beside our national love

affair with pizza pies. *The Daily* reports that Americans consume a staggering 100 acres of pizza a day,

according to data from the National Association of Pizza Operators (NAPO). Over $38 billion of pizza is

sold in America annually, according to *Pizza Today*, and 3 billion pizzas are sold in the U.S. each year

according to NAPO. 350 slices of pizza sold every second, according to NAPO, and the average

American eats an average of 46 slices of pizza year, according to *Packaged Facts*. Overall, a total of

94% of Americans eat pizza.

Target question:

- Do you think it should be that so many Americans eat pizza? (*M* = 5.57 on a 1–9 scale)

Filler questions:

- Do you think the amount of pizza sold will grow in the next 5 years?

- What do you think accounts for the current prices of pizza?

- How far back do you think data has been collected on pizza consumption in the United States?

- What are your pizza consumption habits?

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**No Surprise: 64% of Americans Watch NFL Football; 73% of Men, 55% of Women**

Written By Bill Gorman

NEW YORK, Oct. 14, 2011

/PRNewswire/ -- *Football Night in America* seems, at first, to be a presumptuous name for NBC to call

their pre-game television program. However, according to the results of a recent Adweek/*Harris Poll* the

name is accurate as almost two thirds of U.S. adults say they currently watch NFL football (64%),

including almost three quarters of men (73%) and over half of women (55%). These are some of the

findings of a recent Adweek/*Harris Poll* survey of 2,374 U.S. adults surveyed online between September

9 and 13, 2011 by Harris Interactive. Despite all of the technology devices that Americans have come to

use and rely on, the great majority of U.S. adults say that they watch NFL football on their television

(60%) while fewer than one in ten say they watch on a desktop or laptop computer (8%), smart-phone

(3%) or tablet computer (2%). Only 6% say they watch games live, as in they attend the games in

person.

Target question:

- Do you think that it's good that so many Americans watch football? (1 = *really not good*, 9 = *really good*), (*M* = 5.63)

Filler questions:

- Do you think the number of viewers who watch the games live will stay at around 6% over the next 5

years?

- What do you think accounts for why only 6% of football viewers watch the games live (that is, in

person)?

- How far back do you think data has been collected on football viewership in the United States?

- What are your football viewing habits?

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**Americans still love to drive to work**

June 13 2007, 5:04 PM EDT

An overwhelming majority of Americans skip the bus or forgo carpooling, choosing instead to drive to

work, according to a government study published Wednesday. Nearly 9 out of 10 workers commuted to

work by car in 2005, the Census Bureau revealed in its "American Community Survey". Today, a total of

88% of Americans drive to work. Conversely, only 4.7 percent of workers used public transportation to

get to work, the survey found, with half of those workers found in the nation's largest cities like Boston,

San Francisco, New York, Houston and Seattle.

The Census Bureau study also revealed other interesting trends in Americans' commuting habits. Just 1

in 10 commuters carpooled to work, usually driving with just one other person in the car, according to the

study. Portland, Ore., had the highest number of commuters who bicycled to work, with 3.5 percent of its

workforce pedaling to work. As a nation, just 0.4 percent of the American workforce rode their bike to

work in 2005.

Target question:

- Do you think that it's good that so many Americans drive to work? (*M* = 3.74)

Filler questions:

- Do you think the percentage of people who ride their bikes to work will continue to stay low over the

next 5 years?

- What do you think accounts for why so few Americans ride their bikes to work?

- How far back do you think data has been collected on driving rates in the United States?

- What are your driving habits?

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**Americans Watching More TV Than Ever**

By Swanni

**Washington, D.C. (March 20, 2013)** - The average American is now watching 23 hours of TV shows

every week, compared to 21 hours in 2011 and 19 hours in 2010, according to a new study from

Motorola Mobility. In addition, U.S. viewers are watching six hours of movies every week. Motorola,

which has measured media activity for several years, says worldwide viewers watch an average of 19

hours of shows and movies a week, which is up from 10 hours in 2011. The study, which was based on

surveys of 9,500 consumers in 17 countries, found that live TV viewing is still king with 73 percent of

survey participants saying they watch it when it airs. 99% of American households own a TV. But DVR

owners watch an average of one hour more programming each week. The increase in TV viewing in the

U.S. and worldwide can be attributed at least in part to the growing number of available devices and

services that can display both live and recorded video. Viewers can now watch live and/or traditionally

scheduled programming on their big-screen TVs; recorded shows from their DVRs; and both live and

recorded content from mobiles such as the iPad and iPhone.

Target question:

- Do you think it should be that so many American households own a TV? (1 = *definitely no*, 9 = *definitely yes*) (*M* = 6.23)

Filler questions:

- Do you think the average number of shows and movies that Americans watch per week will continue to

grow over the next 5 years?

- What do you think accounts for the growing number of available devices to watch videos?

- How far back do you think data has been collected on TV viewing in the United States?

- What are your TV viewing habits?

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**Search and email still top the list of most popular online activities**

**Aug 9, 2011**

**by Kristen Purcell**

A May 2011 Pew Internet survey finds that 92% of online adults use search engines to find information

on the Web, including 59% who do so on a typical day. This places search at the top of the list of most

popular online activities among U.S. adults. But it is not alone at the top. Among online adults, 92% use

email, with 61% using it on an average day. According to the Pew Internet Project, these two behaviors

have consistently ranked as the most popular in the last decade. Even as early as 2002, more than eight

in ten online adults were using search engines, and more than nine in ten online adults were emailing.

Of course, the internet population has grown substantially since 2002. So, the overall number of users of

both email and search engines has also grown. In January 2002, 52% of all Americans used search

engines and that number grew to 72% in the most recent survey. In January 2002, 55% of all Americans

said they used email and that number grew to 70% in the current survey.

Target question:

- Do you think it should be that so many Americans use email? (*M* = 7.72)

Filler questions:

- Do you think the overall population of internet users will continue to grow in the next 5 years?

- What do you think accounts for the recent rise in the population of internet users?

- How far back do you think data has been collected on email and internet search use in the United

States?

- What are your email and internet search habits?

**Demographics questionnaire**

From sup

* Gender: male, female
* Education level: Less than high school; High school/GED; Some college; Bachelor's (B.A., B.S.); Master's (M.A., M.S.); Doctoral (Ph.D., J.D., M.D.)
* Income: What is your yearly household income?
* Religion: What is your religious affiliation?
* Ethnic: What is your racial or ethnic identity?
* Age: What is your age in years?
* Conservatism: How would you describe your political attitudes? [1=Strongly liberal; 5= Moderate; 9= Strongly conservative]
* English: Please rate your overall ability in the English language [Native [learned from birth); Not native, but fully competent in speaking, listening, reading, and writing; Limited but adequate competence in speaking, reading, and writing]
* Attention: You will not be penalized for your answer to this question. Since you completed the whole survey, you will receive payment no matter what answer you give here. It is very important to the quality and scientific aims of our study that participants pay attention [i.e., read the survey carefully, consider the response options, and avoid distractions). Were you paying attention while completing this survey? [Yes, no]

**Debriefing**