

Corporate Essence E6 - Causal Essence

Start of Block: Consent

☐ I agree (1)

End of Block: Consent

Start of Block: Attention Check I

attn_check_1 This is an attention check. **John is taller than Paul. Who is shorter?**

☐ John (1)

☐ Paul (2)

☐ Neither John nor Paul (3)

☐ Both John and Paul (4)

attn_check_2 **What color is grass?**

The fresh, uncut grass, not leaves or hay. Please make sure to select purple, so that we know you're paying attention.

☐ Green (1)

☐ Purple (2)

End of Block: Attention Check I




Start of Block: Attention Check II

attn_check_fail **Oops! You failed one of the previous attention checks. Please pay closer attention!**

Here are some more attention checks:

attn_check_3 **This is an attention check. Please set X at 15, and make it so Y is larger than X, and Z is larger than Y. Please also make sure that Y is evenly divisible by 10.**

0 10 20 30 40 50 60 70 80 90 100

X ()	
Y ()	
Z ()	

attn_check_4 **How many fatal heart attacks have you had?**

- ☐ 0 (1)
- ☐ 1 (2)
- ☐ 10 (3)
- ☐ 100 (4)
- ☐ 1000 (5)

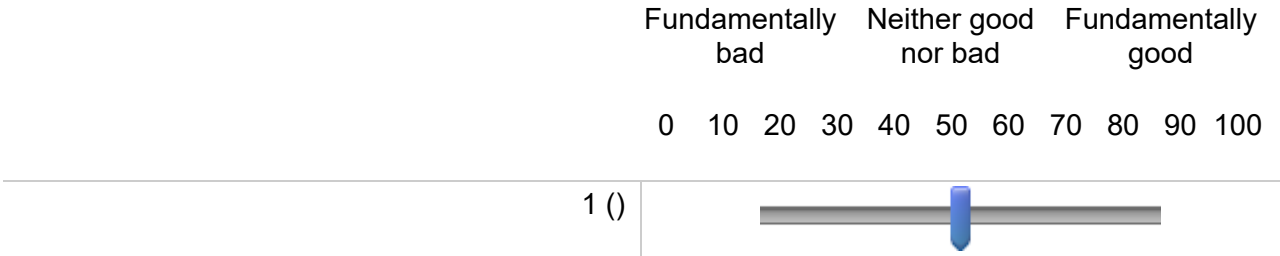
End of Block: Attention Check II

Start of Block: Experimental Block

ins_1 **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

vig_1 \${e://Field/Vignette1}

original_essence Based on this information, how would you characterize Medical Connect’s “true essence”?



Page Break

ins_2 Here is the scenario again, with new information presented in **black** font.

vig_1 \${e://Field/Vignette1}.

vig_2 \${e://Field/Vignette2}

same_company **Please rate the extent to which you agree with the following statement:** The *Medical Connect* after the changes is not really the same company as the *Medical Connect* before the changes.

	Completely disagree	Neither agree nor disagree	Completely agree
	0	10 20 30 40 50 60 70	80 90 100

1 ()



agree_person Person A thinks that the *Medical Connect* after the changes is still the same company as the *Medical Connect* before the changes. Person B thinks that it makes more sense to say that *Medical Connect* is no longer the same company it used to be. The way he sees it, the original *Medical Connect* no longer exists. **Who do you agree with more, Person A or Person B?**

	Person A	Equally agree with both persons	Person B
	0	10 20 30 40 50 60 70	80 90 100

1 ()



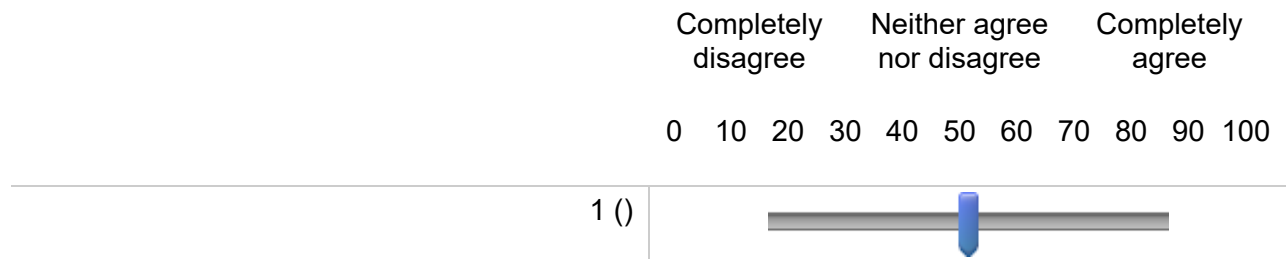
Page Break

ins_3 Here is the entire scenario one more time:

vig_1_re \${e://Field/Vignette1}

vig_2_re \${e://Field/Vignette2}

reflect_essence Please rate the extent to which you agree with the following statement:
Medical Connect after the changes no longer reflects the true essence of the original *Medical Connect*.



remain_bad_essence After the changes, how much of the product line at *Medical Connect* contains **products made from cheap and uninspected materials**?



remain_good_essence After the changes, how much of the product line at *Medical Connect* contains **products made from quality and properly inspected materials**?

Not at all Somewhat Very much

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comp_before Before the changes, how would you describe *Medical Connect*?

- ☐ It sold a mixture of products made from cheap and uninspected materials and products made from quality and properly inspected materials. (1)
- ☐ It sold products made from just quality and properly inspected materials. (2)
- ☐ It sold products made from just cheap and uninspected materials. (3)



comp_after After the changes, how would you describe *Medical Connect*?

- ☐ It sells a mixture of products made from cheap and uninspected materials and products made from quality and properly inspected materials. (1)
- ☐ It sells products made from just quality and properly inspected materials. (2)
- ☐ It sells products made from just cheap and uninspected materials. (3)

End of Block: Experimental Block

Start of Block: Demographic Questions

politics **What is your political orientation?**

Highly liberal Neither liberal
 nor
 conservative Highly conservative

0 10 20 30 40 50 60 70 80 90 100

1 ()



gender What is your **gender**?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Prefer not to disclose (3)
- ☐ Other (4) _____
-

ethnicity

What is your ethnicity?

- ☐ White (1)
- ☐ Black (2)
- ☐ Asian (3)
- ☐ Mixed (4)
- ☐ Other (5) _____
-

age What is your **age (in years)**?

education **Please indicate the highest level of education completed.**

- ☐ Grammar School (1)
- ☐ High School or Equivalent (2)
- ☐ Vocational/Technical School (2 year) (3)
- ☐ Some College (4)
- ☐ College Graduate (4 year) (5)
- ☐ Masters Degree (MS) (6)
- ☐ Doctoral Degree (PhD) (7)
- ☐ Professional Degree (MD, JD, etc.) (8)
- ☐ Other (9) _____

End of Block: Demographic Questions

Start of Block: Debrief

debrief

Debriefing

For many companies, their values are central to what they offer to consumers. Coca-Cola is about community-driven fun, Patagonia is about connecting with nature, and Nike is about bringing out the best version of you. In the current research, we are trying to understand what happens when these values change. When companies with strong values lose those values, are they even really the same company? When companies with bad values gain better values, how is this reflected in consumers' attitudes? Your data is helping us to answer these questions, which we hope can encourage companies to adopt more prosocial values by aligning values with companies' bottom lines.

Researchers: Sam Johnson (sgbjohnson@gmail.com) and Julian De Freitas

comments **If you have any comments about this idea or about the survey more generally, please feel free to share below.**

End of Block: Debrief
