

Corporate Essence - Identity

Asymmetry, firm size

Start of Block: Consent

consent **Informed Consent**

Participation is voluntary

It is your choice whether or not to participate in this research. If you choose to participate, you may change your mind and leave the study at any time. Refusal to participate or stopping your participation will involve no penalty or loss of benefits to which you are otherwise entitled.

What is the purpose of this research?

The purpose of this research is to examine human judgments. All data from this experiment are gathered for scientific purposes and will contribute to our eventual understanding of behaviors and attitudes. These data may be published in scientific journals so that other researchers may have access to these data.

How long will I take part in this research?

Your participation will take approximately 5-10 minutes to complete.

What can I expect if I take part in this research?

As a participant, you will be asked to look at images and information presented on the screen display and asked to respond to it. Your response may involve responding as quickly as you can, memorizing what you saw, making a judgment, or completing a questionnaire. You will also be asked to complete a demographics form.

What are the risks and possible discomforts?

If you choose to participate, the effects should be comparable to those you would experience from viewing a computer monitor for 5-10 minutes and using a mouse or keyboard, e.g., eye fatigue. You are free to take breaks throughout the session. Some of the images and stories are mildly emotional, and some of the written stories are disgust-inducing.

Will I be compensated for participating in this research?

You will be compensated \$1.20 for this study. You will still receive payment if you withdraw early.

If I take part in this research, how will my privacy be protected? What happens to the information you collect?

Your participation in this experiment will remain confidential, and your identity will not be stored

with your data.

If I have any questions, concerns or complaints about this research study, who can I talk to?

The researcher for this study is Julian De Freitas who can be reached at 626.559.6401; #161 Morgan Hall, 15 Harvard Way, Boston MA, 02163; jdefreitas@hbs.edu. If you have questions, concerns, or complaints, If you would like to talk to the research team, If you think the research has harmed you, or If you wish to withdraw from the study. This research has been reviewed by the Committee on the Use of Human Subjects in Research at Harvard University. They can be reached at 617-496-2847, 1350 Massachusetts Avenue, Suite 935, Cambridge, MA 02138, or cuhs@harvard.edu for any of the following: If your questions, concerns, or complaints are not being answered by the research team, If you cannot reach the research team, If you want to talk to someone besides the research team, or If you have questions about your rights as a research participant.

- ☐ I agree (1)
- ☐ I don't agree (2)

End of Block: Consent

Start of Block: Attention Check

att_1 This is an attention check.

John is 45 years old and Paul is 42 years old. Who is younger?

- ☐ John (1)
 - ☐ Paul (4)
 - ☐ Neither John nor Paul (2)
 - ☐ Both John and Paul (3)
-

att_2 What color is the sky when it is clear?

Please make sure to select green, so that we know you're paying attention.

☐ Green (1)

☐ Blue (2)

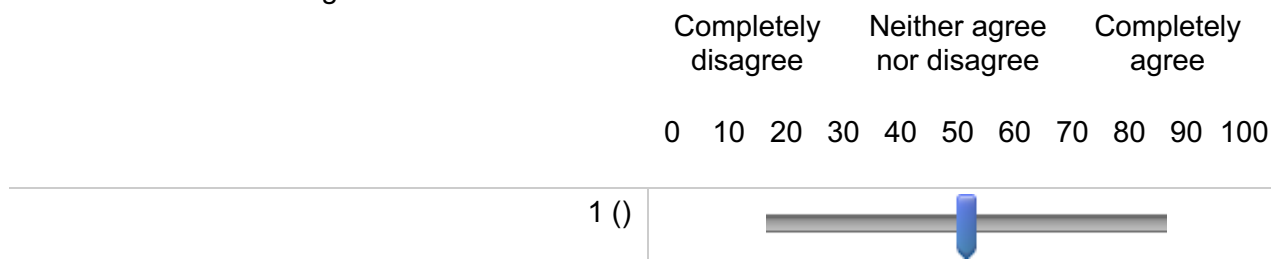
End of Block: Attention Check

Start of Block: West Winter, Deteriorate

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

West Winter is a very small, 5 person winter clothing company. The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. Over the years, *West Winter* change their policies. Now, after these changes, the majority of its coats are intentionally made using real fur obtained by killing coyotes.

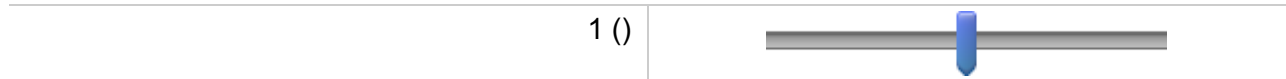
WW_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *West Winter* after the changes is not really the same company as the *West Winter* before the changes.



WW_deteriorate_Q2 Person A thinks that *West Winter* after the changes is still the same company as *West Winter* before the changes. Person B thinks that it makes more sense to say that *West Winter* is no longer the same company it used to be. The way he sees it, the original *West Winter* 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

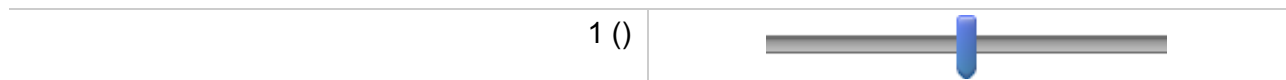


WW_det_essence Now, think of the true essence of *West Winter*. The true essence is defined as the most important, fundamental aspects of *West Winter*.

How much do you agree with the following statement: The *West Winter* after the changes no longer reflects the true essence of the *West Winter* before the changes.

Completely disagree Neither agree nor disagree Completely agree

0 10 20 30 40 50 60 70 80 90 100



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *West Winter*?

- ☐ The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. (2)
- ☐ The majority of its coats are intentionally made using real fur obtained by killing coyote, while some of its other coats are intentionally made using faux fur manufactured in its factory. (4)
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comprehension_chk_Q2 After the changes, how would you describe *West Winter*?

- ☐ The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. (2)
- ☐ The majority of its coats are intentionally made using real fur obtained by killing coyote, while some of its other coats are intentionally made using faux fur manufactured in its factory. (4)
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comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: West Winter, Deteriorate

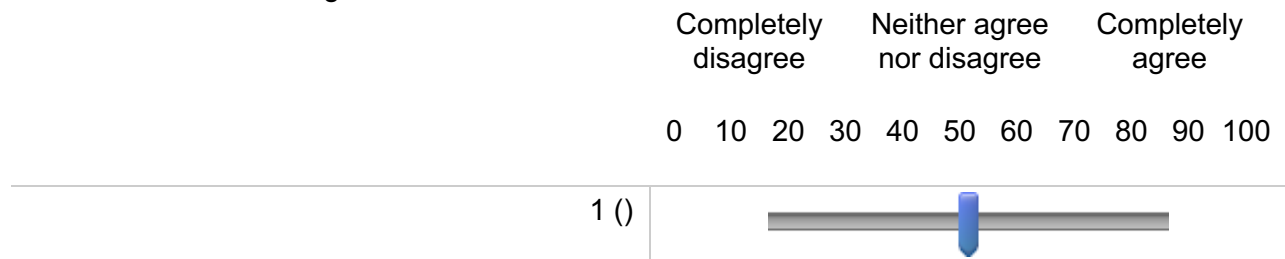
Start of Block: West Winter, Deteriorate (Big)

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

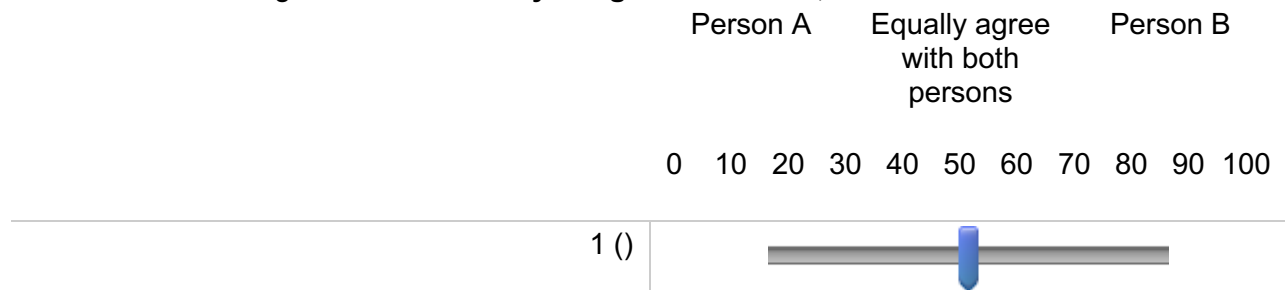
West Winter is a very large, 5,000 person winter clothing company. The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. Over the years, *West Winter*

change their policies. Now, after these changes, the majority of its coats are intentionally made using real fur obtained by killing coyotes.

WW_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *West Winter* after the changes is not really the same company as the *West Winter* before the changes.

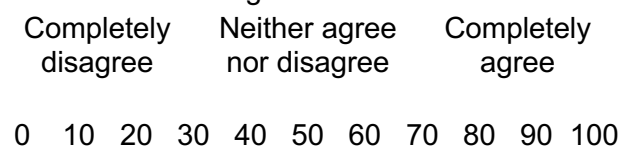


WW_deteriorate_Q2_b Person A thinks that *West Winter* after the changes is still the same company as *West Winter* before the changes. Person B thinks that it makes more sense to say that *West Winter* is no longer the same company it used to be. The way he sees it, the original *West Winter* no longer exists. **Who do you agree with more, Person A or Person B?**



WW_det_essence_b Now, think of the true essence of *West Winter*. The true essence is defined as the most important, fundamental aspects of *West Winter*.

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comprehension_chk_Q2 After the changes, how would you describe *West Winter*?

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End of Block: West Winter, Deteriorate (Big)

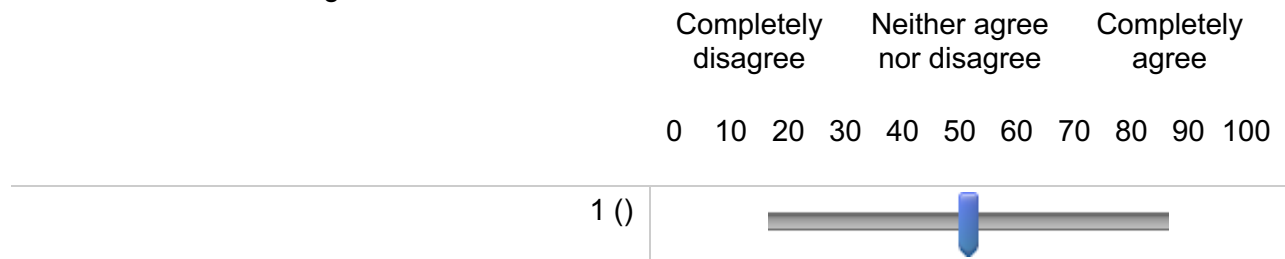
Start of Block: West Winter, Improve

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

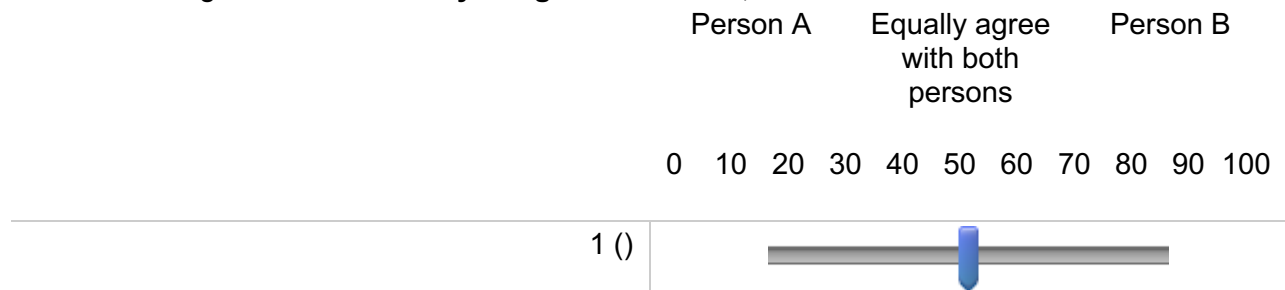
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Winter change their policies. Now, after these changes, the majority of its coats are intentionally made using faux fur manufactured in its factory.

WW_improve_Q1 **Please rate the extent to which you agree with the following statement:** The *West Winter* after the changes is not really the same company as the *West Winter* before the changes.

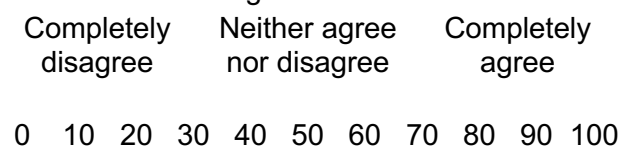


WW_improve_Q2 Person A thinks that *West Winter* after the changes is still the same company as *West Winter* before the changes. Person B thinks that it makes more sense to say that *West Winter* is no longer the same company it used to be. The way he sees it, the original *West Winter* no longer exists. **Who do you agree with more, Person A or Person B?**



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End of Block: West Winter, Improve

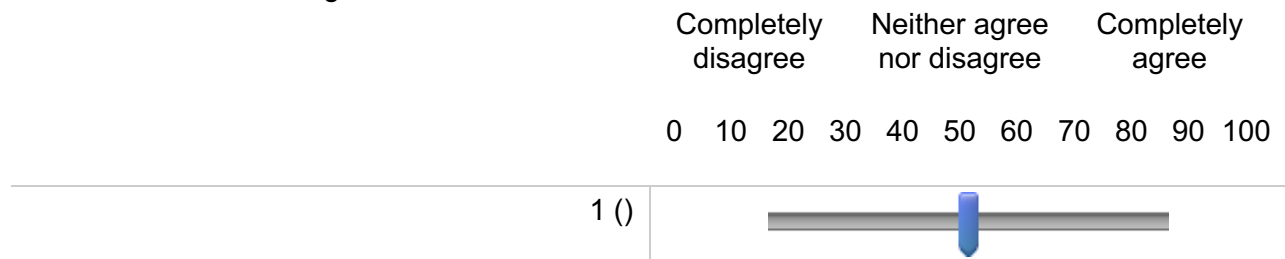
Start of Block: West Winter, Improve (Big)

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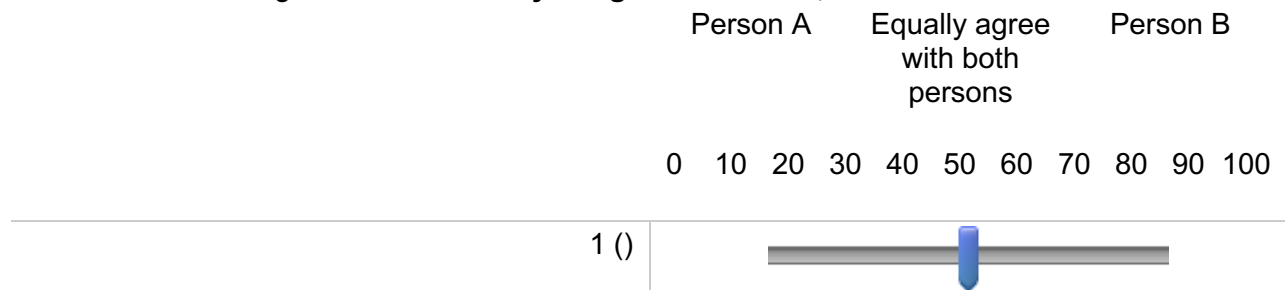
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WW_improve_Q1_b **Please rate the extent to which you agree with the following statement:** The *West Winter* after the changes is not really the same company as the *West Winter* before the changes.

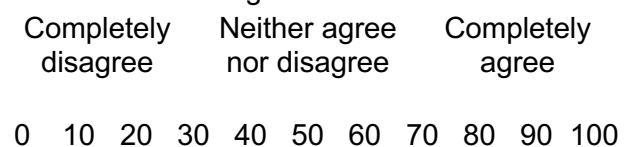


WW_improve_Q2_b Person A thinks that *West Winter* after the changes is still the same company as *West Winter* before the changes. Person B thinks that it makes more sense to say that *West Winter* is no longer the same company it used to be. The way he sees it, the original *West Winter* no longer exists. **Who do you agree with more, Person A or Person B?**



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End of Block: West Winter, Improve (Big)

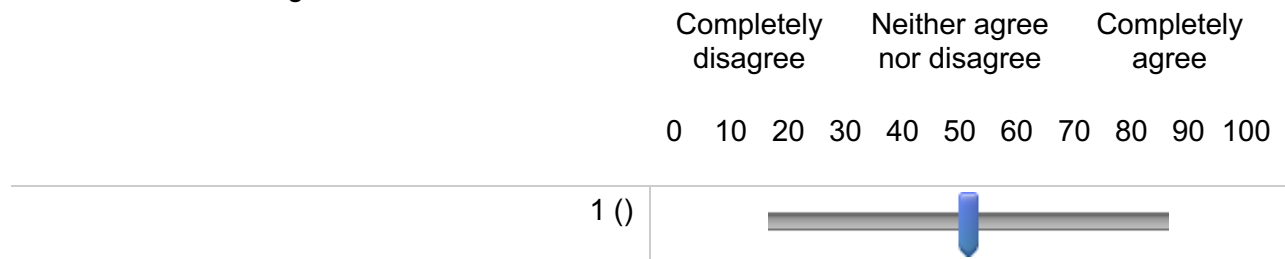
Start of Block: Brighter Lab, Deteriorate

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

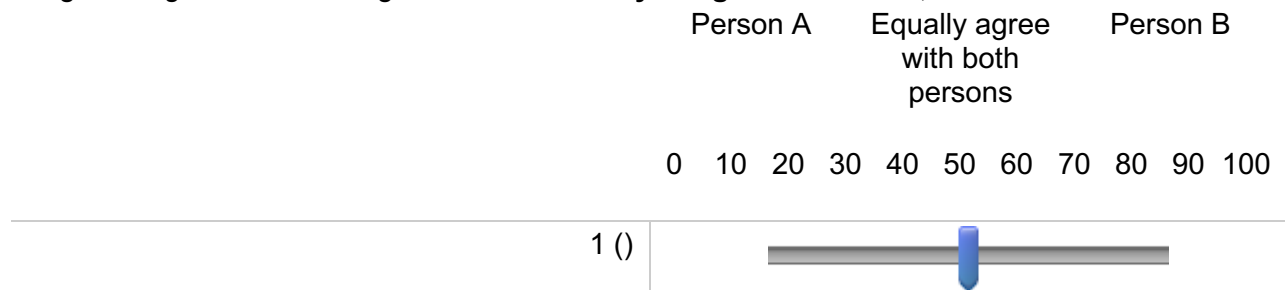
Brighter Lab is a very small, 5 person cosmetics company. The majority of its products are intentionally made using harmless chemicals that pass FDA guidelines, while some of its other products are intentionally made using harmful chemicals that do not pass FDA guidelines. Over

the years, *Brighter Lab* change their policies. Now, after these changes, the majority of *Brighter Lab* products are intentionally made using harmful chemicals that do not pass FDA guidelines.

BL_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Brighter Lab* after the changes is not really the same company as the *Brighter Lab* before the changes.

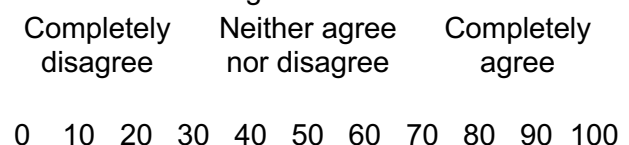


BL_deteriorate_Q2 Person A thinks that *Brighter Lab* after the changes is still the same company as *Brighter Lab* before the changes. Person B thinks that it makes more sense to say that *Brighter Lab* is no longer the same company it used to be. The way he sees it, the original *Brighter Lab* no longer exists. **Who do you agree with more, Person A or Person B?**



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comprehension_chk_Q3 According to the scenario, the company is

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End of Block: Brighter Lab, Deteriorate

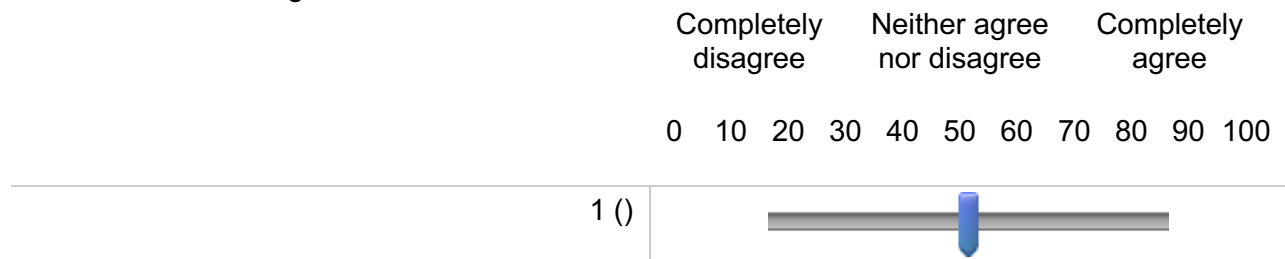
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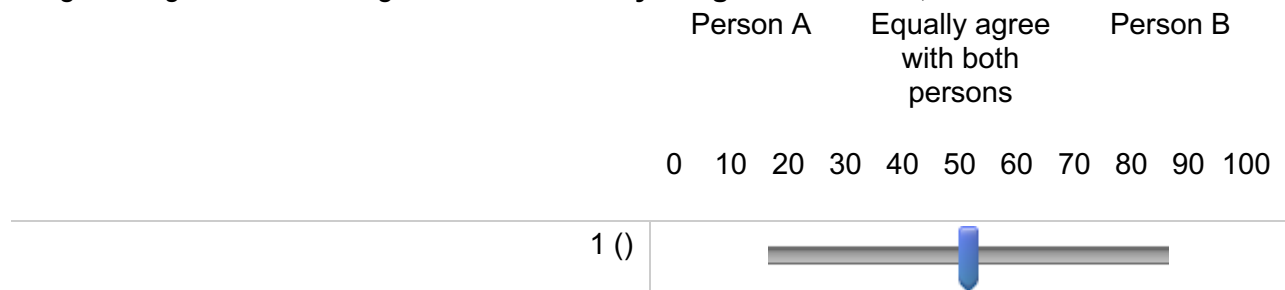
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BL_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Brighter Lab* after the changes is not really the same company as the *Brighter Lab* before the changes.

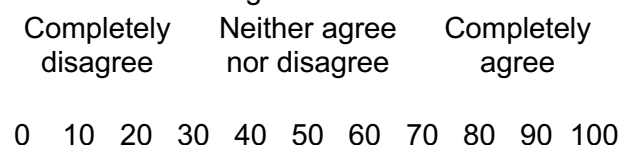


BL_deteriorate_Q2_b Person A thinks that *Brighter Lab* after the changes is still the same company as *Brighter Lab* before the changes. Person B thinks that it makes more sense to say that *Brighter Lab* is no longer the same company it used to be. The way he sees it, the original *Brighter Lab* no longer exists. **Who do you agree with more, Person A or Person B?**



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End of Block: Brighter Lab, Deteriorate (Big)

Start of Block: Brighter Lab, Improve

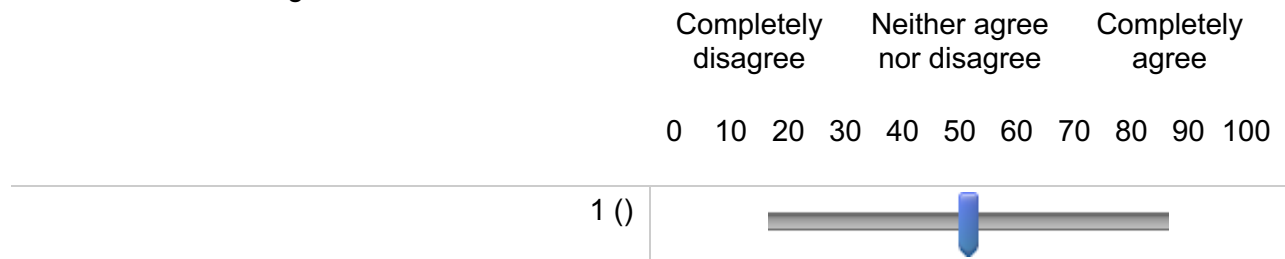
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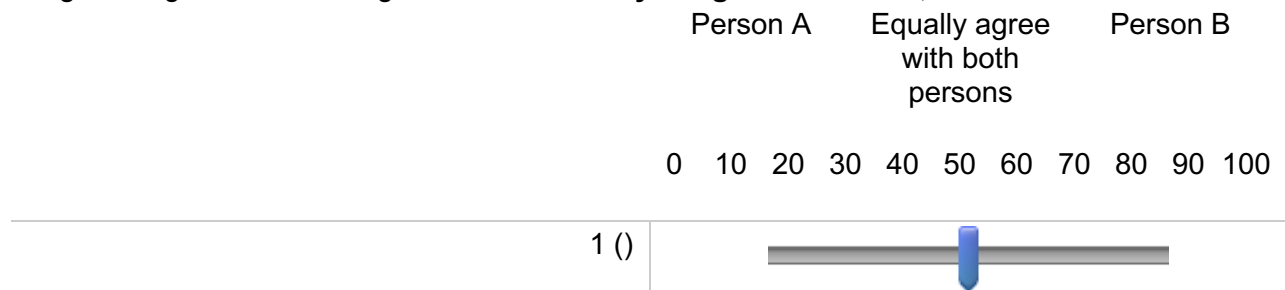
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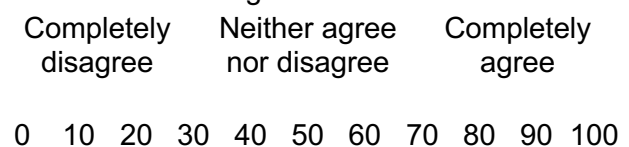


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End of Block: Brighter Lab, Improve

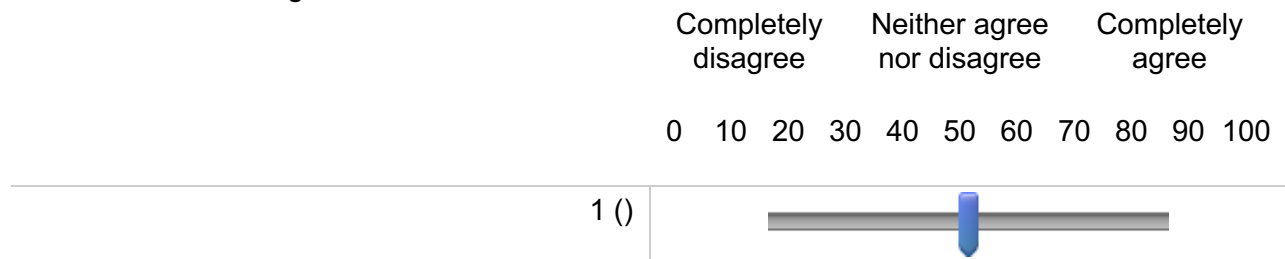
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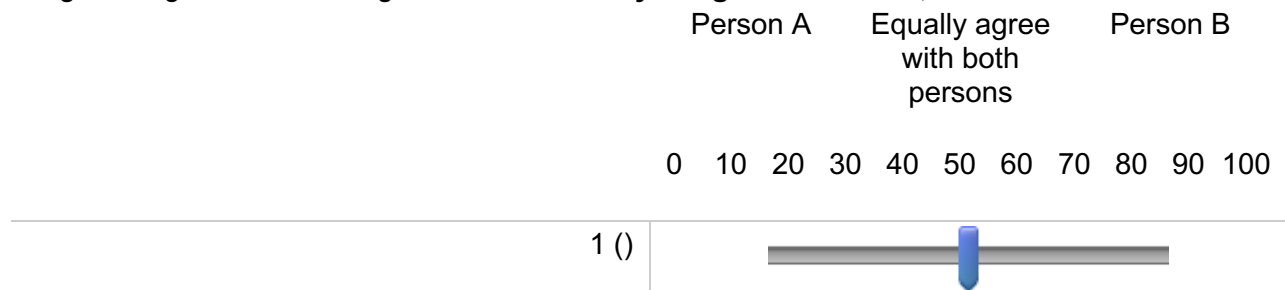
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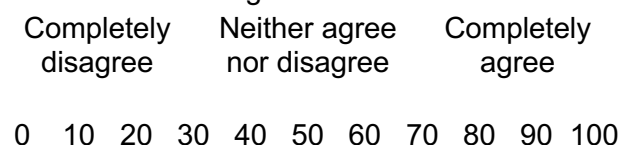


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- ☐ Very Small (2)

End of Block: Brighter Lab, Improve (Big)

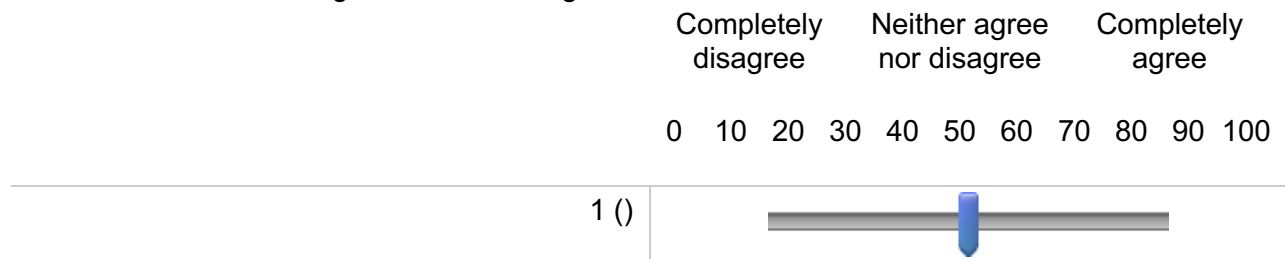
Start of Block: Wonderland Clothing, Deteriorate

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

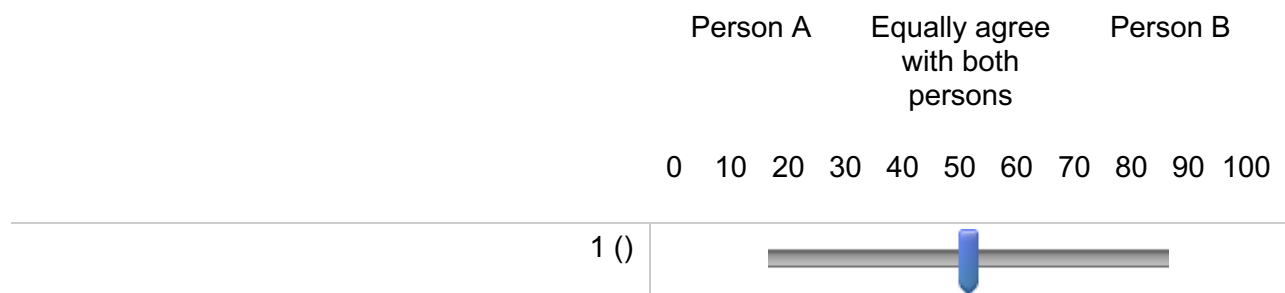
Wonderland Clothing is a very small, 5 person clothing company. The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. Over the years,

Wonderland Clothing change their policies. Now, after these changes, the majority of its clothing are intentionally made using unpaid child labor based in a poor country.

WL_detiriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Wonderland Clothing* after the changes is not really the same company as the *Wonderland Clothing* before the changes.



WL_detiriorate_Q2 Person A thinks that *Wonderland Clothing* after the changes is still the same company as *Wonderland Clothing* before the changes. Person B thinks that it makes more sense to say that *Wonderland Clothing* is no longer the same company it used to be. The way he sees it, the original *Wonderland Clothing* no longer exists. **Who do you agree with more, Person A or Person B?**



WL_det_essence Now, think of the true essence of *Wonderland Clothing*. The true essence is defined as the most important, fundamental aspects of *Wonderland Clothing*.

How much do you agree with the following statement: The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.

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

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Wonderland Clothing, Deteriorate

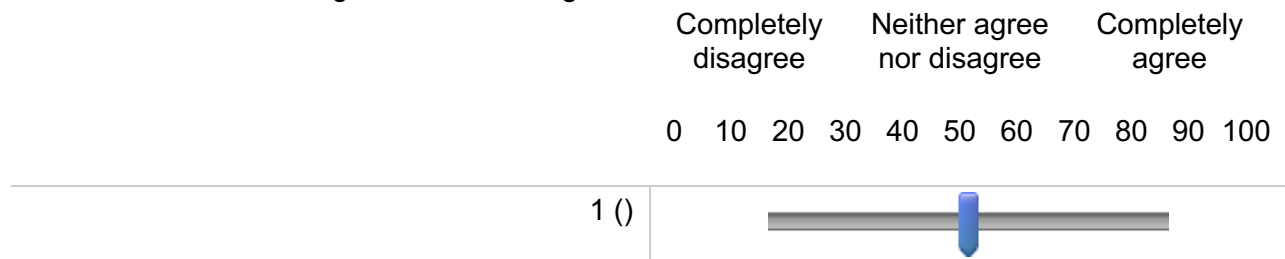
Start of Block: Wonderland Clothing, Deteriorate (Big)

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

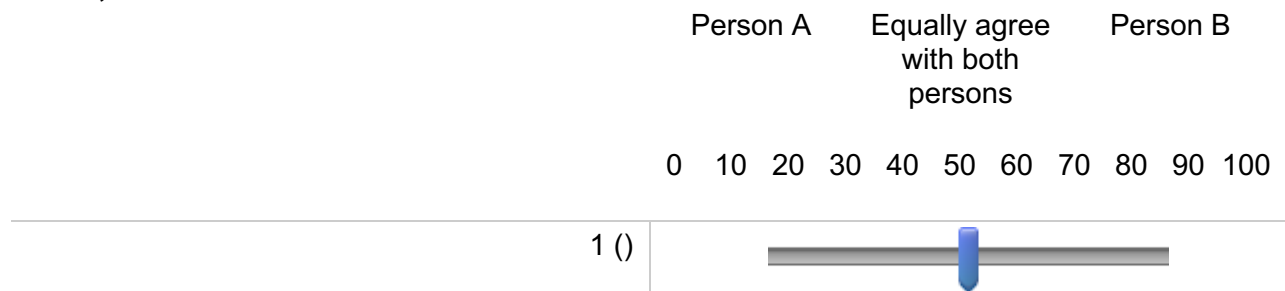
Wonderland Clothing is a very large, 5,000 person clothing company. The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. Over the years,

Wonderland Clothing change their policies. Now, after these changes, the majority of its clothing are intentionally made using unpaid child labor based in a poor country.

WL_detiriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Wonderland Clothing* after the changes is not really the same company as the *Wonderland Clothing* before the changes.



WL_detiriorate_Q2_b Person A thinks that *Wonderland Clothing* after the changes is still the same company as *Wonderland Clothing* before the changes. Person B thinks that it makes more sense to say that *Wonderland Clothing* is no longer the same company it used to be. The way he sees it, the original *Wonderland Clothing* no longer exists. **Who do you agree with more, Person A or Person B?**



WL_det_essence_b Now, think of the true essence of *Wonderland Clothing*. The true essence is defined as the most important, fundamental aspects of *Wonderland Clothing*.

How much do you agree with the following statement: The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.

Completely disagree	Neither agree nor disagree	Completely agree
---------------------	----------------------------	------------------

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Wonderland Clothing, Deteriorate (Big)

Start of Block: Wonderland Clothing, Improve

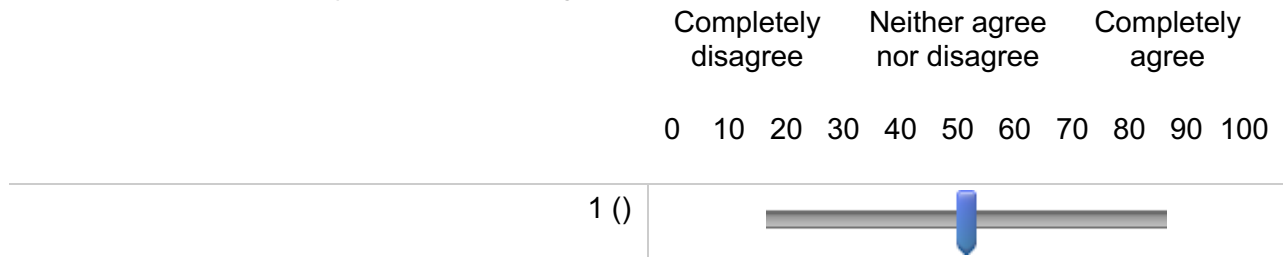
WL_improve_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Wonderland Clothing is a very small, 5 person clothing company. The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. Over the years, *Wonderland*

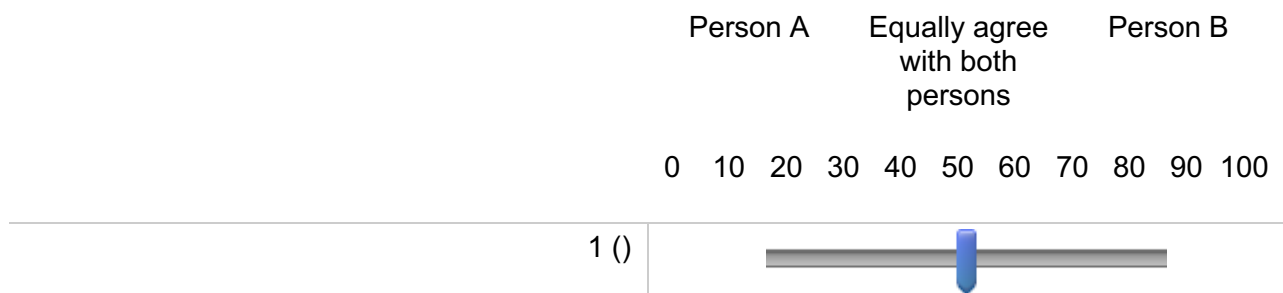
Clothing change their policies. Now, after these changes, the majority of its clothing are intentionally made using paid adult labor in its factory.

WL_improve_Q1 **Please rate the extent to which you agree with the following**

statement: The *Wonderland Clothing* after the changes is not really the same company as the *Wonderland Clothing* before the changes.



WL_improve_Q2 Person A thinks that *Wonderland Clothing* after the changes is still the same company as *Wonderland Clothing* before the changes. Person B thinks that it makes more sense to say that *Wonderland Clothing* is no longer the same company it used to be. The way he sees it, the original *Wonderland Clothing* no longer exists. **Who do you agree with more, Person A or Person B?**



WL_im_essence Now, think of the true essence of *Wonderland Clothing*. The true essence is defined as the most important, fundamental aspects of *Wonderland Clothing*.

How much do you agree with the following statement: The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.

Completely disagree	Neither agree nor disagree	Completely agree
---------------------	----------------------------	------------------

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Wonderland Clothing, Improve*

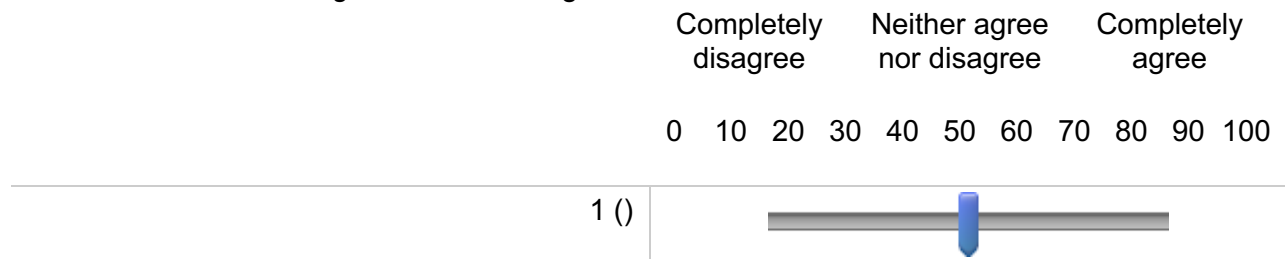
Start of Block: *Wonderland Clothing, Improve (Big)*

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

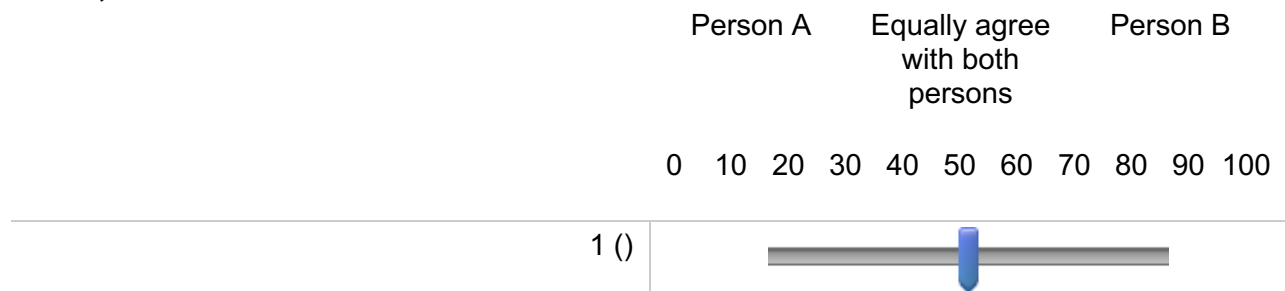
Wonderland Clothing is a very large, 5,000 person clothing company. The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. Over the years, *Wonderland*

Clothing change their policies. Now, after these changes, the majority of its clothing are intentionally made using paid adult labor in its factory.

WL_improve_Q1_b **Please rate the extent to which you agree with the following statement:** The *Wonderland Clothing* after the changes is not really the same company as the *Wonderland Clothing* before the changes.



WL_improve_Q2_b Person A thinks that *Wonderland Clothing* after the changes is still the same company as *Wonderland Clothing* before the changes. Person B thinks that it makes more sense to say that *Wonderland Clothing* is no longer the same company it used to be. The way he sees it, the original *Wonderland Clothing* no longer exists. **Who do you agree with more, Person A or Person B?**



WL_im_essence_b Now, think of the true essence of *Wonderland Clothing*. The true essence is defined as the most important, fundamental aspects of *Wonderland Clothing*.

How much do you agree with the following statement: The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.

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

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)



comprehension_chk_Q2 After the changes, how would you describe *Wonderland Clothing*?

- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Wonderland Clothing, Improve (Big)*

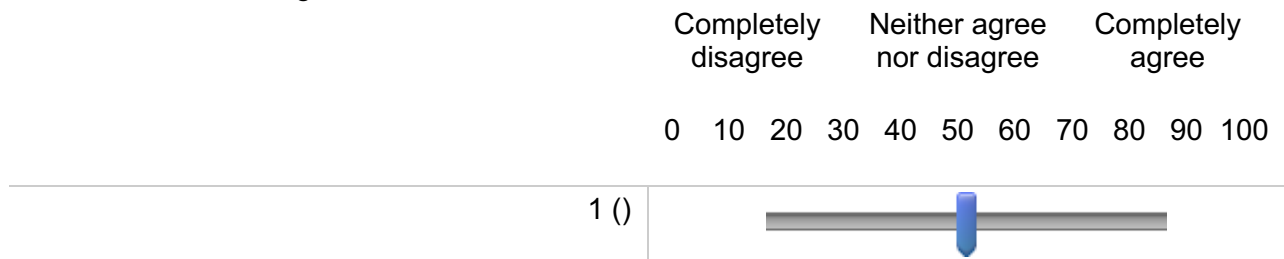
Start of Block: *Access Mart, Deteriorate*

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

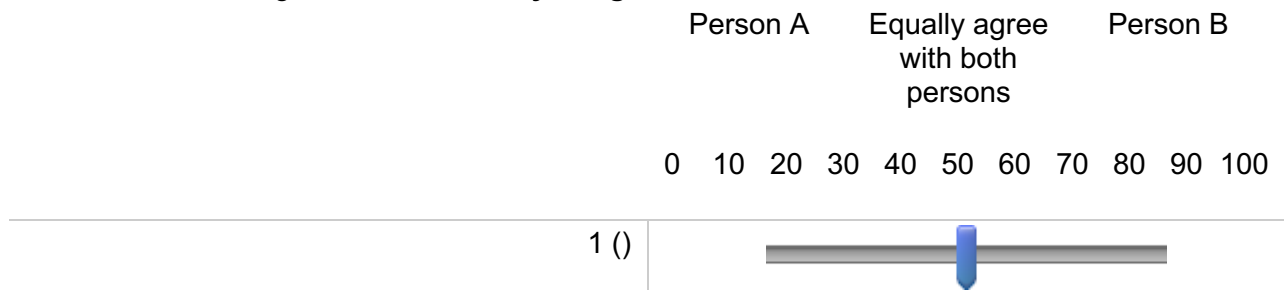
Access Mart is a very small, 5 person convenience store company. The majority of returns and refund policies are intentionally convenient and easy for the customers, while some of the returns and refund cases intentionally ignore consumer protection regulations which makes

returns and refund difficult for some customers. Over the years, Access Mart change their policies. Now, after these changes, the majority of the returns and refund policies intentionally ignore consumer protection regulations which makes returns and refund difficult for most customers.

AM_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Access Mart* after the changes is not really the same company as the *Access Mart* before the changes.

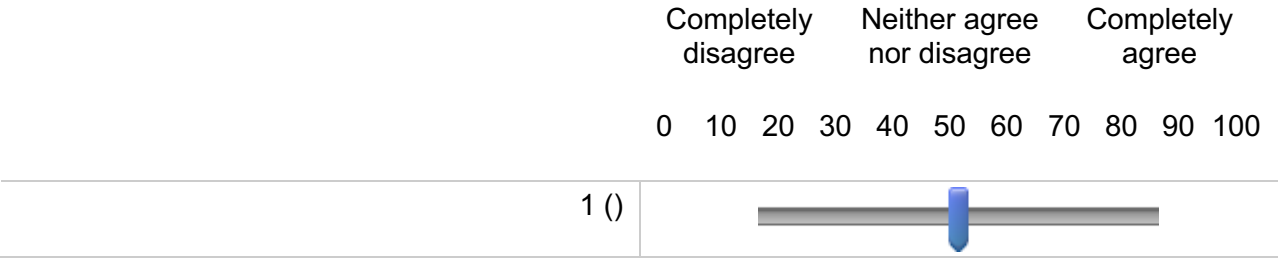


AM_deteriorate_Q2 Person A thinks that *Access Mart* after the changes is still the same company as *Access Mart* before the changes. Person B thinks that it makes more sense to say that *Access Mart* is no longer the same company it used to be. The way he sees it, the original *Access Mart* no longer exists. **Who do you agree with more, Person A or Person B?**



AM_det_essence Now, think of the true essence of Access Mart. The true essence is defined as the most important, fundamental aspects of Access Mart.

How much do you agree with the following statement: The *Access Mart* after the changes no longer reflects the true essence of the Access Mart before the changes.



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Access Mart*?

- ☐ The majority of the returns and refund cases intentionally obey consumer protection laws on returns and refund while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its returns and refund cases intentionally ignore consumer protection laws on returns and refunds while some of its other returns and refund cases intentionally obey consumer protection laws on returns and refunds. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Access Mart*?

- ☐ The majority of the returns and refund cases intentionally obey consumer protection laws on returns and refund while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its returns and refund cases intentionally ignore consumer protection laws on returns and refunds while some of its other returns and refund cases intentionally obey consumer protection laws on returns and refunds. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Access Mart, Deteriorate

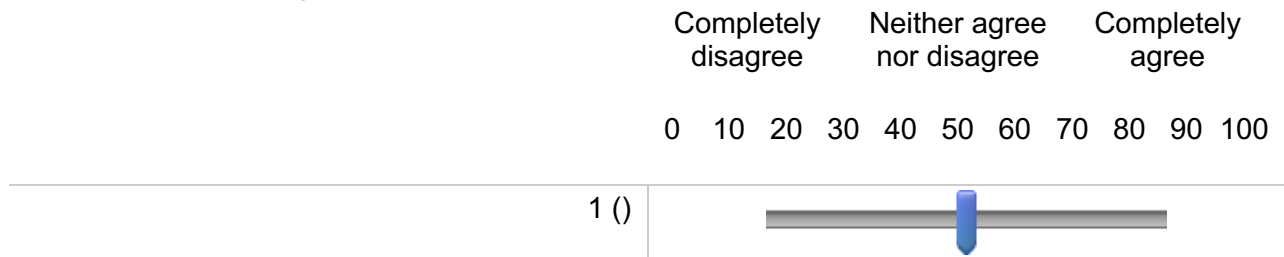
Start of Block: Access Mart, Deteriorate (Big)

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

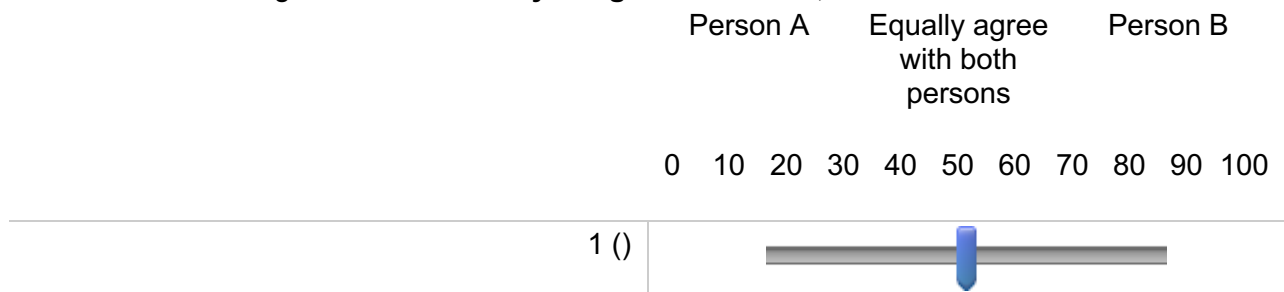
Access Mart is a very large, 5,000 person convenience store company. The majority of returns and refund policies are intentionally convenient and easy for the customers, while some of the returns and refund cases intentionally ignore consumer protection regulations which makes

returns and refund difficult for some customers. Over the years, *Access Mart* change their policies. Now, after these changes, the majority of the returns and refund policies intentionally ignore consumer protection regulations which makes returns and refund difficult for most customers.

AM_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Access Mart* after the changes is not really the same company as the *Access Mart* before the changes.

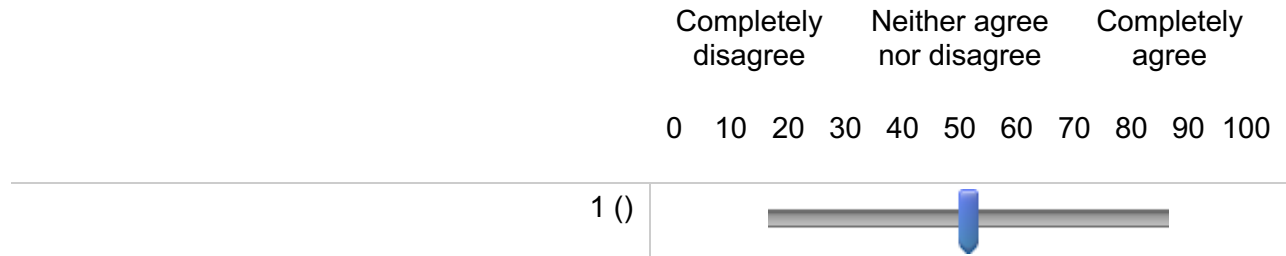


AM_deteriorate_Q2_b Person A thinks that *Access Mart* after the changes is still the same company as *Access Mart* before the changes. Person B thinks that it makes more sense to say that *Access Mart* is no longer the same company it used to be. The way he sees it, the original *Access Mart* no longer exists. **Who do you agree with more, Person A or Person B?**



AM_det_essence_b Now, think of the true essence of Access Mart. The true essence is defined as the most important, fundamental aspects of Access Mart.

How much do you agree with the following statement: The *Access Mart* after the changes no longer reflects the true essence of the Access Mart before the changes.



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Access Mart*?

- ☐ The majority of the returns and refund cases intentionally obey consumer protection laws on returns and refund while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its returns and refund cases intentionally ignore consumer protection laws on returns and refund while some of its other returns and refundscases intentionally obey consumer protection laws on returns and refunds. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Access Mart*?

- ☐ The majority of the returns and refund cases intentionally obey consumer protection laws on returns and refund while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its returns and refund cases intentionally ignore consumer protection laws while some of its other returns and refund cases intentionally obey consumer protection laws on returns and refund. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Access Mart*, Deteriorate (Big)

Start of Block: *Access Mart*, Improve

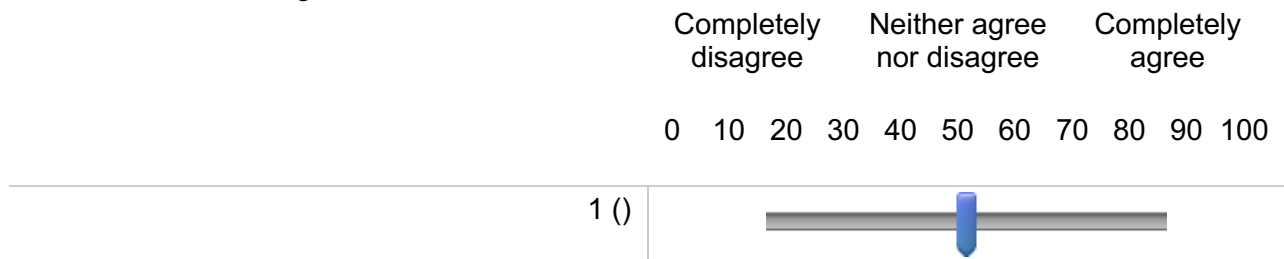
AM_improve_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Access Mart is a very small, 5 person convenience store company. The majority of returns and refund policies intentionally ignore consumer protection regulations which makes returns and refund difficult for some customers, while some of the returns and refund cases are intentionally

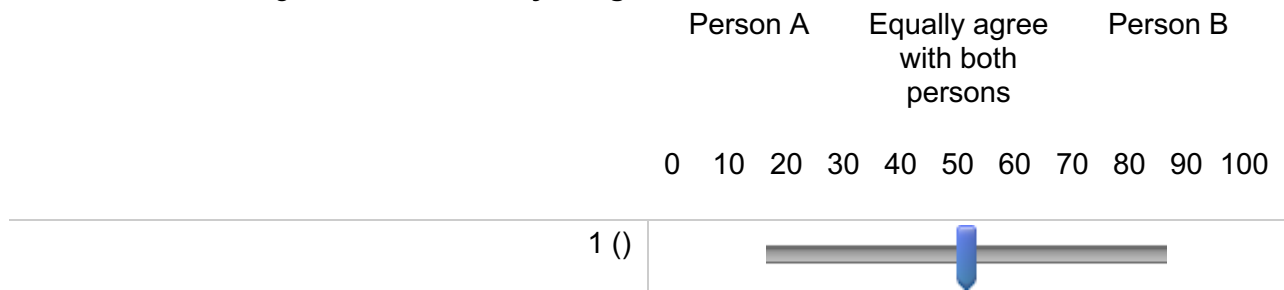
convenient and easy for the customers. Over the years, Access Mart changed their policies. Now, after these changes, the majority of the returns and refund policies intentionally obey consumer protection regulations which makes returns and refund easy for most customers.

AM_improve_Q1 **Please rate the extent to which you agree with the following**

statement: The *Access Mart* after the changes is not really the same company as the *Access Mart* before the changes.

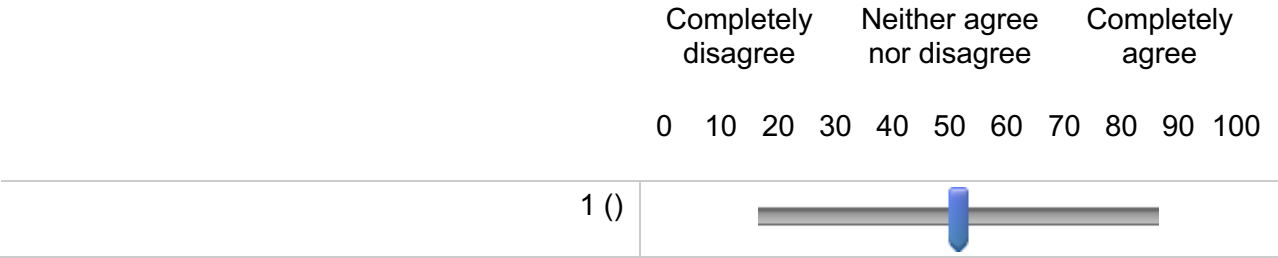


AM_improve_Q2 Person A thinks that *Access Mart* after the changes is still the same company as *Access Mart* before the changes. Person B thinks that it makes more sense to say that *Access Mart* is no longer the same company it used to be. The way he sees it, the original *Access Mart* no longer exists. **Who do you agree with more, Person A or Person B?**



AM_im_essence Now, think of the true essence of Access Mart. The true essence is defined as the most important, fundamental aspects of Access Mart.

How much do you agree with the following statement: The *Access Mart* after the changes no longer reflects the true essence of the Access Mart before the changes.



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Access Mart*?

- ☐ The majority of the return and refunds cases intentionally obey consumer protection laws on returns and refunds while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its return and refunds cases intentionally ignore consumer protection laws on returns and refunds while some of its other return and refunds cases intentionally obey consumer protection laws on returns and refunds. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Access Mart*?

- ☐ The majority of the return and refunds cases intentionally obey consumer protection laws on returns and refunds while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its return and refunds cases intentionally ignore consumer protection laws on returns and refunds while some of its other return and refunds cases intentionally obey consumer protection laws on returns and refunds. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Access Mart, Improve

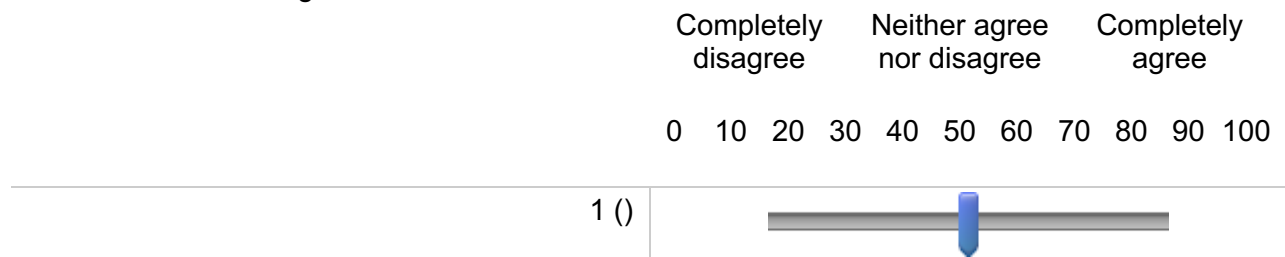
Start of Block: Access Mart, Improve (Big)

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

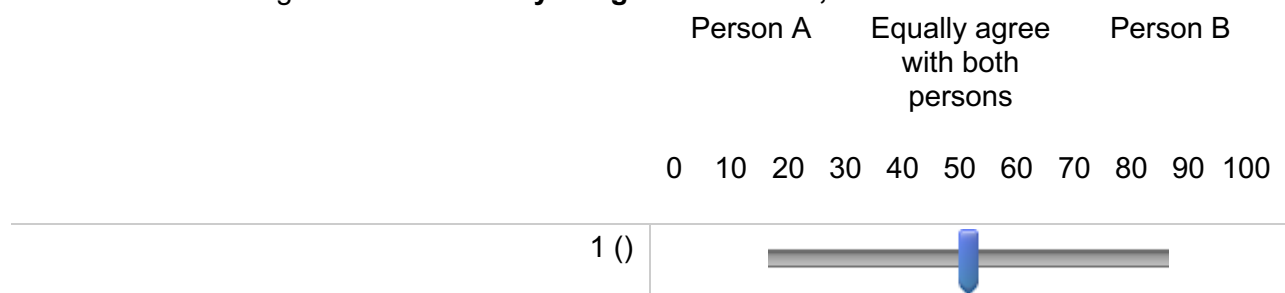
Access Mart is a very large, 5,000 person convenience store company. The majority of returns and refund policies intentionally ignore consumer protection regulations which makes returns and refund difficult for some customers, while some of the returns and refund cases are

intentionally convenient and easy for the customers. Over the years, *Access Mart* change their policies. Now, after these changes, the majority of the returns and refund policies intentionally obey consumer protection regulations which makes returns and refund easy for most customers.

AM_improve_Q1_b **Please rate the extent to which you agree with the following statement:** The *Access Mart* after the changes is not really the same company as the *Access Mart* before the changes.

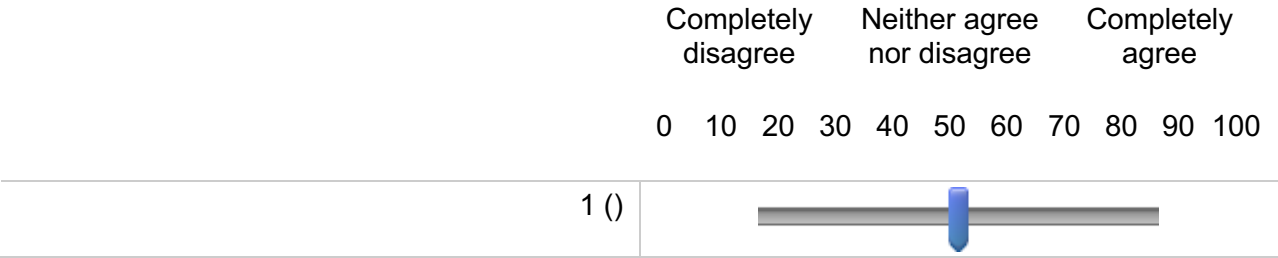


AM_improve_Q2_b Person A thinks that *Access Mart* after the changes is still the same company as *Access Mart* before the changes. Person B thinks that it makes more sense to say that *Access Mart* is no longer the same company it used to be. The way he sees it, the original *Access Mart* no longer exists. **Who do you agree with more, Person A or Person B?**



AM_im_essence_b Now, think of the true essence of Access Mart. The true essence is defined as the most important, fundamental aspects of Access Mart.

How much do you agree with the following statement: The *Access Mart* after the changes no longer reflects the true essence of the *Access Mart* before the changes.



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Access Mart*?

- ☐ The majority of the return and refunds cases intentionally obey consumer protection laws on returns and refunds while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its return and refunds cases intentionally ignore consumer protection laws on returns and refunds while some of its other return and refunds cases intentionally obey consumer protection laws on returns and refunds. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Access Mart*?

- ☐ The majority of the return and refunds cases intentionally obey consumer protection laws on returns and refunds while some of its cases intentionally ignore consumer protection laws on returns and refunds. (2)
 - ☐ The majority of its return and refunds cases intentionally ignore consumer protection laws on returns and refunds while some of its other return and refunds cases intentionally obey consumer protection laws on returns and refunds. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Access Mart*, Improve (Big)

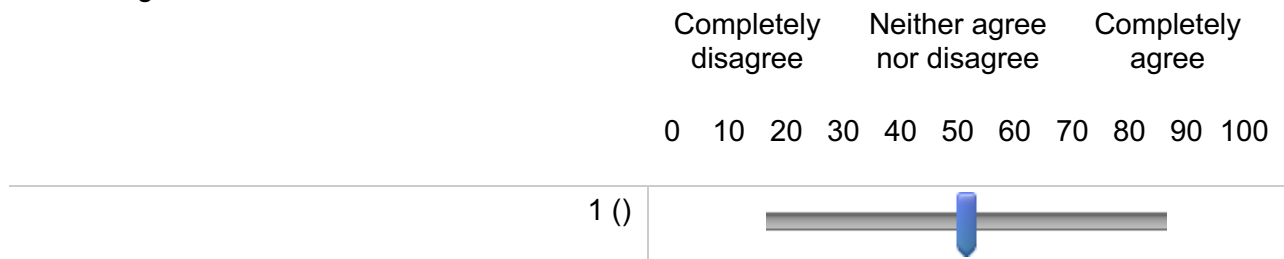
Start of Block: *Tecigo*, Deteriorate

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

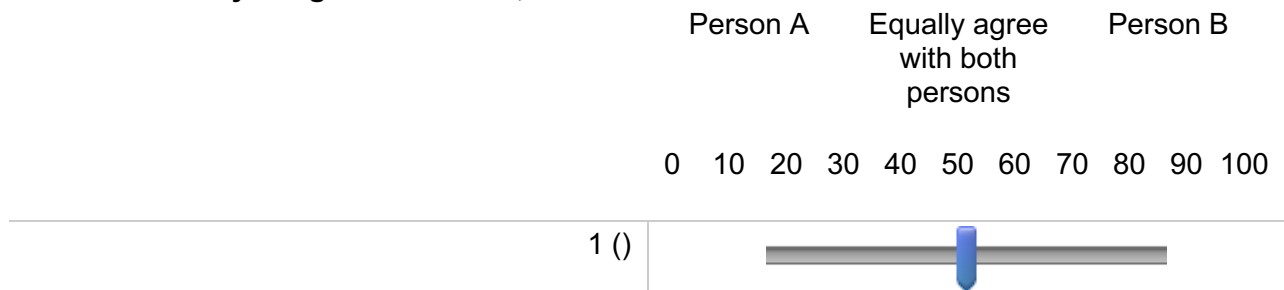
Tecigo is a very small, 5 person technology company. The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. Over the years, *Tecigo*

change their policies. Now, after these changes, the majority of its products are intentionally made using the labor of underpaid factory workers.

TC_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.

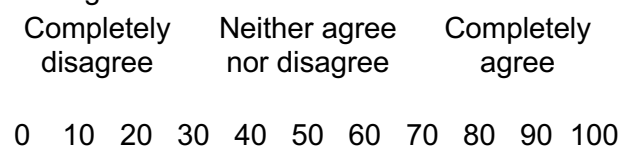


TC_deteriorate_Q2 Person A thinks that *Tecigo* after the changes is still the same company as *Tecigo* before the changes. Person B thinks that it makes more sense to say that *Tecigo* is no longer the same company it used to be. The way he sees it, the original *Tecigo* no longer exists. **Who do you agree with more, Person A or Person B?**



TC_det_essence Now, think of the true essence of *Tecigo*. The true essence is defined as the most important, fundamental aspects of *Tecigo*.

How much do you agree with the following statement: The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
 - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
 - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Tecigo*, Deteriorate

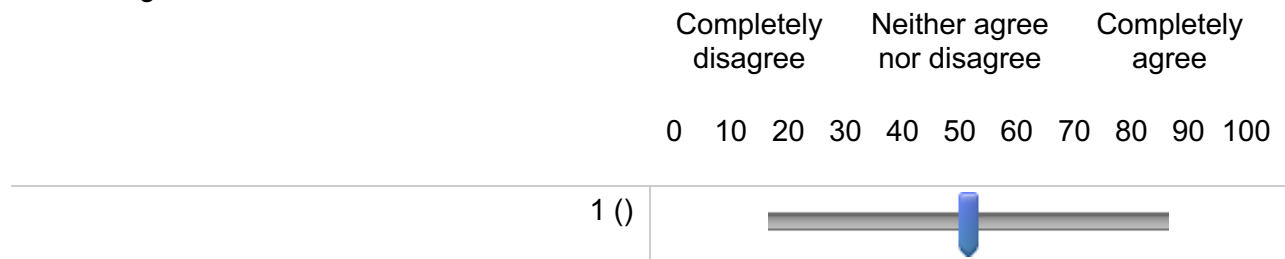
Start of Block: *Tecigo*, Deteriorate (Big)

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

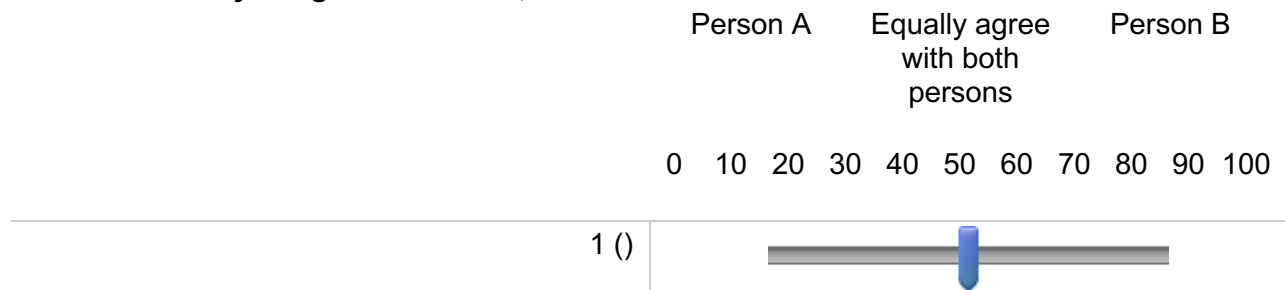
Tecigo is a very large, 5,000 person technology company. The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. Over the years, *Tecigo*

change their policies. Now, after these changes, the majority of its products are intentionally made using the labor of underpaid factory workers.

TC_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.

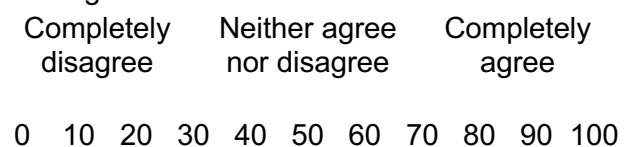


TC_deteriorate_Q2_b Person A thinks that *Tecigo* after the changes is still the same company as *Tecigo* before the changes. Person B thinks that it makes more sense to say that *Tecigo* is no longer the same company it used to be. The way he sees it, the original *Tecigo* no longer exists. **Who do you agree with more, Person A or Person B?**



TC_det_essence_b Now, think of the true essence of *Tecigo*. The true essence is defined as the most important, fundamental aspects of *Tecigo*.

How much do you agree with the following statement: The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
 - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
 - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Tecigo*, Deteriorate (Big)

Start of Block: *Tecigo*, Improve

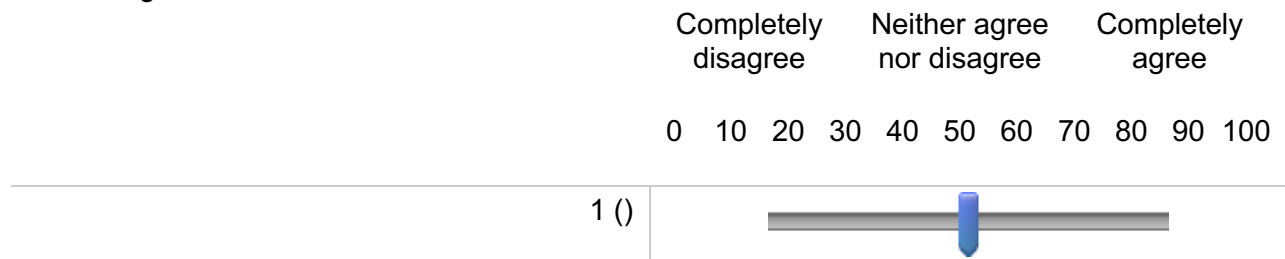
TC_improve_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Tecigo is a very small, 5 person technology company. The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. Over the years, *Tecigo* change their

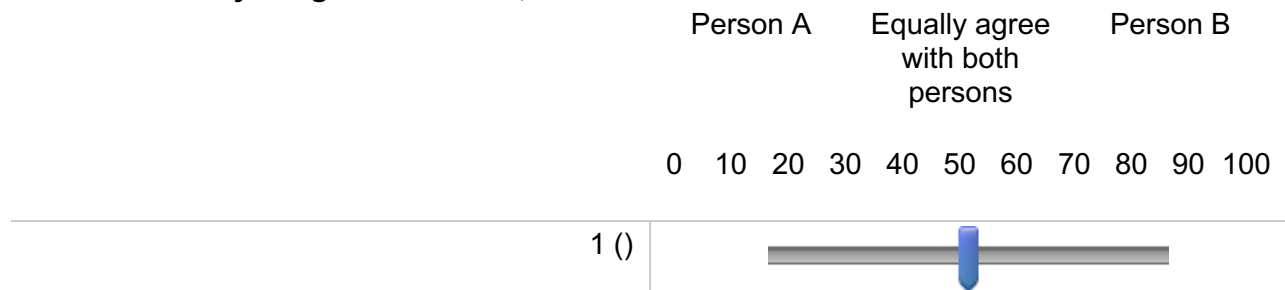
policies. Now, after these changes, the majority of its products are intentionally made using the labor of well-paid factory workers.

TC_improve_Q1 **Please rate the extent to which you agree with the following**

statement: The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.

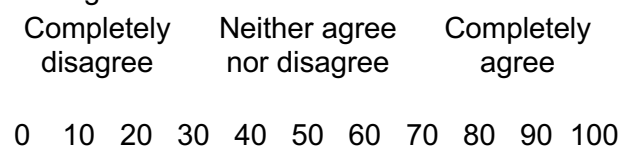


TC_improve_Q2 Person A thinks that *Tecigo* after the changes is still the same company as *Tecigo* before the changes. Person B thinks that it makes more sense to say that *Tecigo* is no longer the same company it used to be. The way he sees it, the original *Tecigo* no longer exists. **Who do you agree with more, Person A or Person B?**



TC_im_essence Now, think of the true essence of *Tecigo*. The true essence is defined as the most important, fundamental aspects of *Tecigo*.

How much do you agree with the following statement: The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
 - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
 - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Tecigo, Improve

Start of Block: Tecigo, Improve (Big)

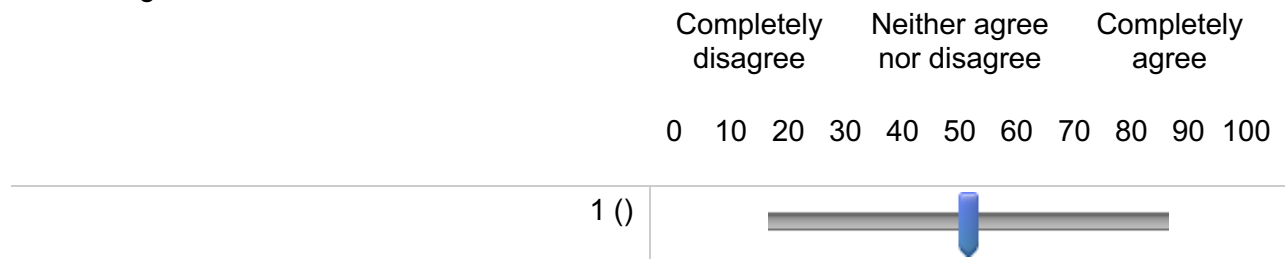
TC_improve_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Tecigo is a very large, 5,000 person technology company. The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. Over the years, *Tecigo* change their

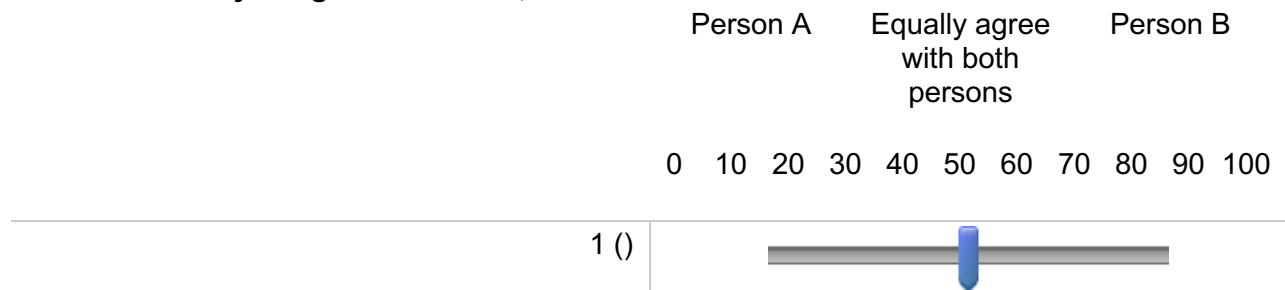
policies. Now, after these changes, the majority of its products are intentionally made using the labor of well-paid factory workers.

TC_improve_Q1_b **Please rate the extent to which you agree with the following**

statement: The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.

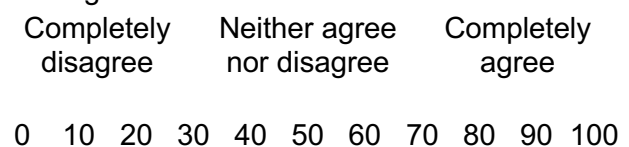


TC_improve_Q2_b Person A thinks that *Tecigo* after the changes is still the same company as *Tecigo* before the changes. Person B thinks that it makes more sense to say that *Tecigo* is no longer the same company it used to be. The way he sees it, the original *Tecigo* no longer exists. **Who do you agree with more, Person A or Person B?**



TC_im_essence_b Now, think of the true essence of *Tecigo*. The true essence is defined as the most important, fundamental aspects of *Tecigo*.

How much do you agree with the following statement: The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
- ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Tecigo*?

- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
- ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: *Tecigo*, Improve (Big)

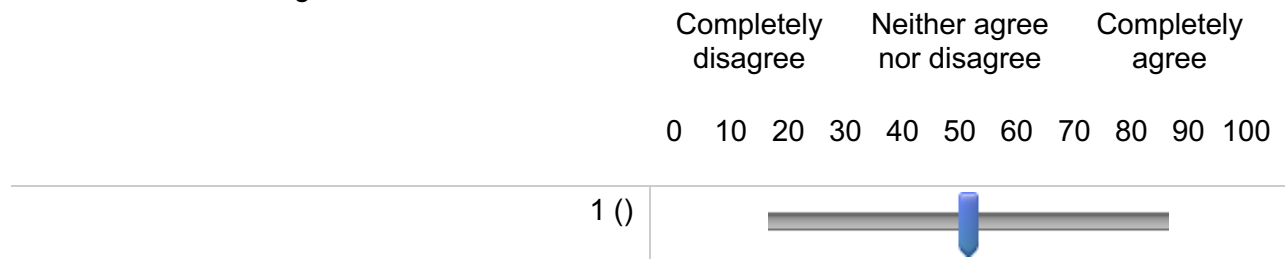
Start of Block: *Royal Olor*, Deteriorate

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

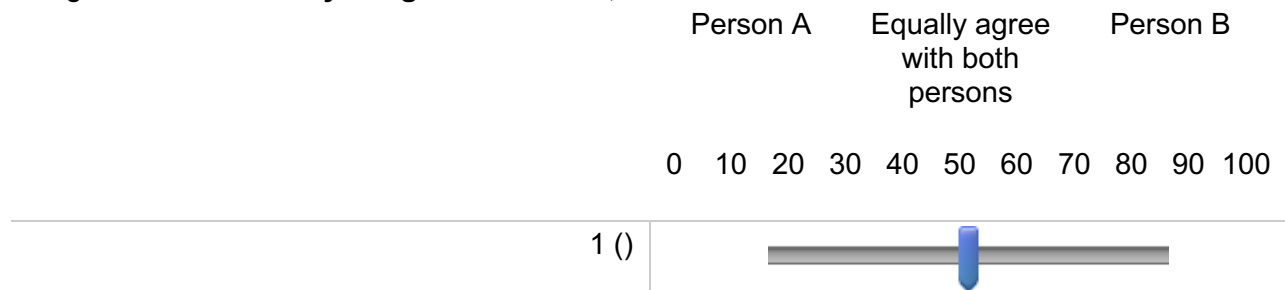
Royal Olor is a very small, 5 person laundry service company. The majority of its waste are intentionally disposed of through a certified waste company, while some of its other waste are intentionally disposed in violation of local environment standards. Over the years, *Royal*

Olor change their policies. Now, after these changes, the majority of its wastes are intentionally disposed of in violation of local environment standards.

RO_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Royal Olor* after the changes is not really the same company as the *Royal Olor* before the changes.

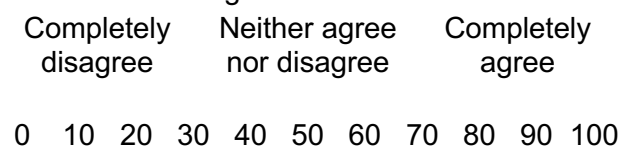


RO_deteriorate_Q2 Person A thinks that *Royal Olor* after the changes is still the same company as *Royal Olor* before the changes. Person B thinks that it makes more sense to say that *Royal Olor* is no longer the same company it used to be. The way he sees it, the original *Royal Olor* no longer exists. **Who do you agree with more, Person A or Person B?**



RO_det_essence Now, think of the true essence of *Royal Olor*. The true essence is defined as the most important, fundamental aspects of *Royal Olor*.

How much do you agree with the following statement: The *Royal Olor* after the changes no longer reflects the true essence of the *Royal Olor* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
- ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
- ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Royal Olor, Deteriorate

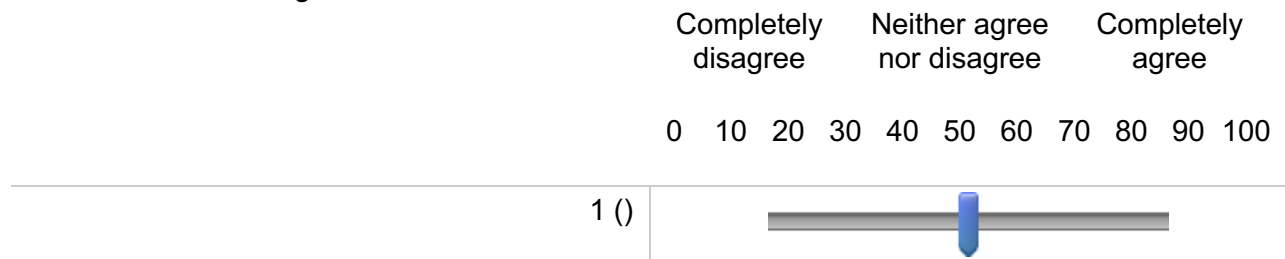
Start of Block: Royal Olor, Deteriorate (Big)

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

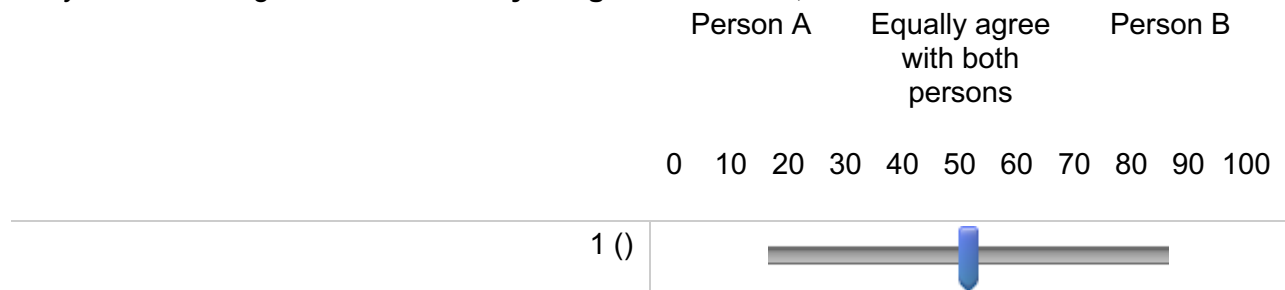
Royal Olor is a very large, 5,000 person laundry service chain company. The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. Over the years,

Royal Olor change their policies. Now, after these changes, the majority of its wastes are intentionally disposed in violation of local environment standards.

RO_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Royal Olor* after the changes is not really the same company as the *Royal Olor* before the changes.

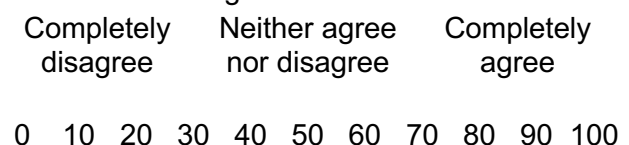


RO_deteriorate_Q2_b Person A thinks that *Royal Olor* after the changes is still the same company as *Royal Olor* before the changes. Person B thinks that it makes more sense to say that *Royal Olor* is no longer the same company it used to be. The way he sees it, the original *Royal Olor* no longer exists. **Who do you agree with more, Person A or Person B?**



RO_det_essence_b Now, think of the true essence of *Royal Olor*. The true essence is defined as the most important, fundamental aspects of *Royal Olor*.

How much do you agree with the following statement: The *Royal Olor* after the changes no longer reflects the true essence of the *Royal Olor* before the changes.



1 ()



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comprehension_chk_Q1 Before the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
 - ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
 - ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Royal Olor, Deteriorate (Big)

Start of Block: Royal Olor, Improve

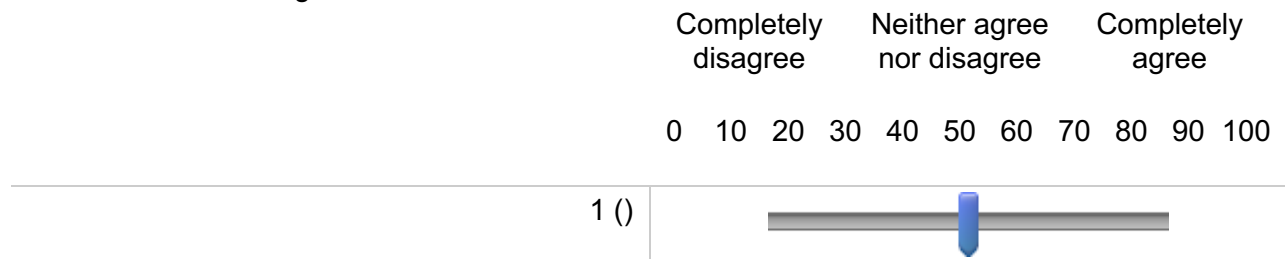
RO_improve_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Royal Olor is a very small, 5 person laundry service company. The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. Over the years, *Royal Olor* change

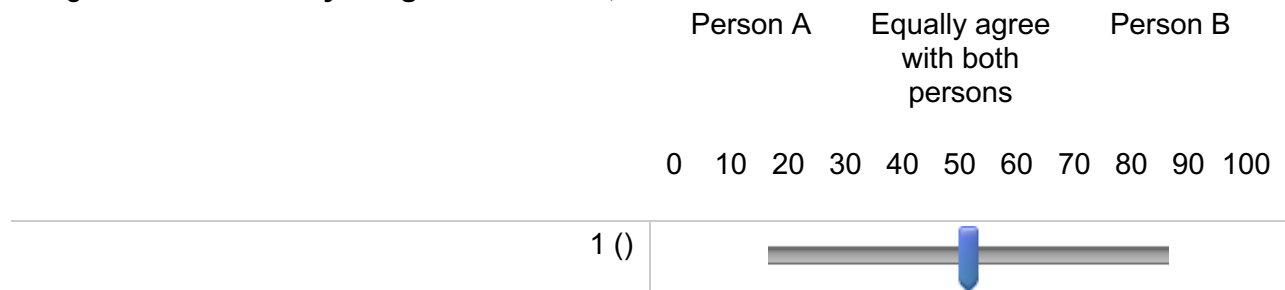
their policies. Now, after these changes, the majority of its wastes are intentionally disposed of through a certified waste company.

RO_improve_Q1 **Please rate the extent to which you agree with the following**

statement: The *Royal Olor* after the changes is not really the same company as the *Royal Olor* before the changes.

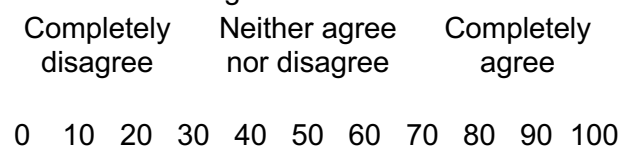


RO_improve_Q2 Person A thinks that *Royal Olor* after the changes is still the same company as *Royal Olor* before the changes. Person B thinks that it makes more sense to say that *Royal Olor* is no longer the same company it used to be. The way he sees it, the original *Royal Olor* no longer exists. **Who do you agree with more, Person A or Person B?**



RO_im_essence Now, think of the true essence of *Royal Olor*. The true essence is defined as the most important, fundamental aspects of *Royal Olor*.

How much do you agree with the following statement: The *Royal Olor* after the changes no longer reflects the true essence of the *Royal Olor* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
- ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
- ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Royal Olor, Improve

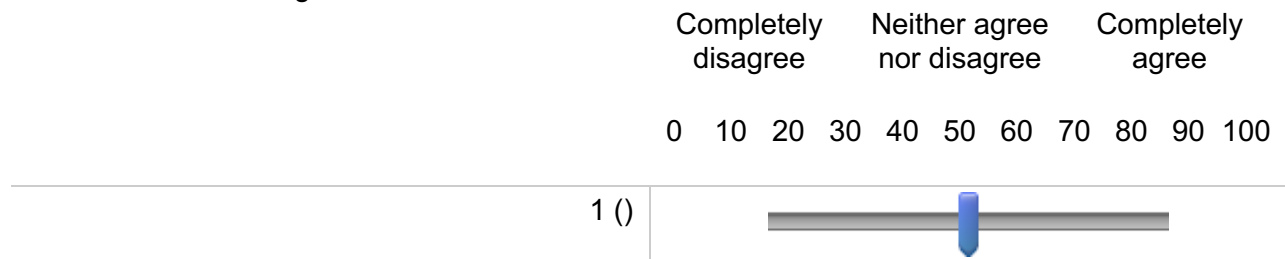
Start of Block: Royal Olor, Improve (Big)

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

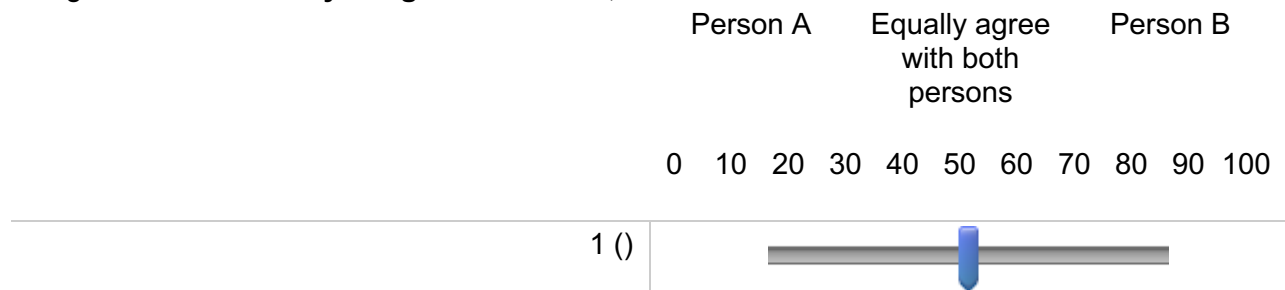
Royal Olor is a very large, 5,000 person laundry service chain company. The majority of its wastes are intentionally disposed in violation of local environmental standards, while some of its wastes are intentionally disposed of through a certified waste company. Over the years, *Royal*

Olor change their policies. Now, after these changes, the majority of its wastes are intentionally disposed of through a certified waste company.

RO_improve_Q1_b **Please rate the extent to which you agree with the following statement:** The *Royal Olor* after the changes is not really the same company as the *Royal Olor* before the changes.

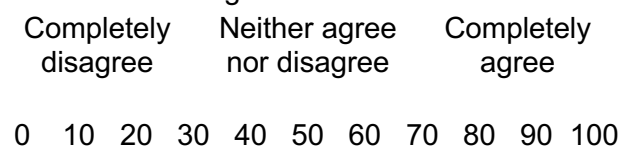


RO_improve_Q2_b Person A thinks that *Royal Olor* after the changes is still the same company as *Royal Olor* before the changes. Person B thinks that it makes more sense to say that *Royal Olor* is no longer the same company it used to be. The way he sees it, the original *Royal Olor* no longer exists. **Who do you agree with more, Person A or Person B?**



RO_im_essence_b Now, think of the true essence of *Royal Olor*. The true essence is defined as the most important, fundamental aspects of *Royal Olor*.

How much do you agree with the following statement: The *Royal Olor* after the changes no longer reflects the true essence of the *Royal Olor* before the changes.



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Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
- ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Royal Olor*?

- ☐ The majority of its wastes are intentionally disposed of through a certified waste company, while some of its other wastes are intentionally disposed in violation of local environment standards. (2)
- ☐ The majority of its wastes are intentionally disposed in violation of local environment standards, while some of its wastes are intentionally disposed of through a certified waste company. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Royal Olor, Improve (Big)

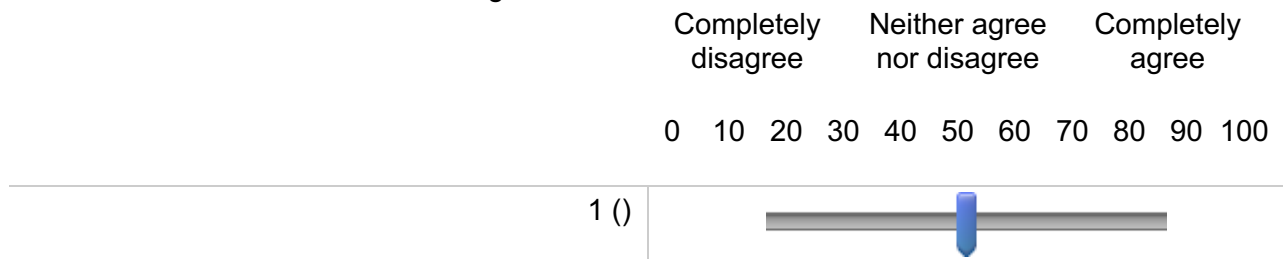
Start of Block: Bluewater Tobacco, Deteriorate

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

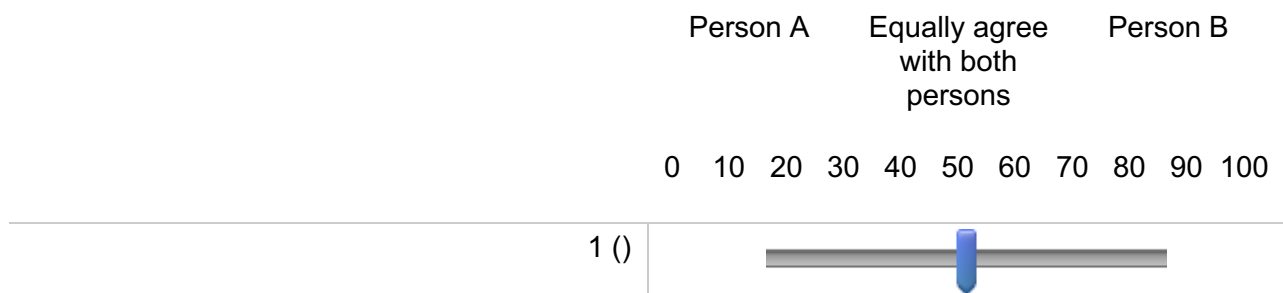
Bluewater Tobacco is a very small, 5 person tobacco production company. The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful

themes and fruity flavors. Over the years, *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to children.

BT_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Bluewater Tobacco* after the changes is not really the same company as the *Bluewater Tobacco* before the changes.



BT_deteriorate_Q2 Person A thinks that *Bluewater Tobacco* after the changes is still the same company as *Bluewater Tobacco* before the changes. Person B thinks that it makes more sense to say that *Bluewater Tobacco* is no longer the same company it used to be. The way he sees it, the original *Bluewater Tobacco* no longer exists. **Who do you agree with more, Person A or Person B?**



BT_det_essence Now, think of the true essence of *Bluewater Tobacco*. The true essence is defined as the most important, fundamental aspects of *Bluewater Tobacco*.

How much do you agree with the following statement: The *Bluewater Tobacco* after the changes no longer reflects the true essence of the *Bluewater Tobacco* before the changes.

Completely disagree	Neither agree nor disagree	Completely agree
---------------------	----------------------------	------------------

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
 - ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
 - ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Bluewater Tobacco, Deteriorate

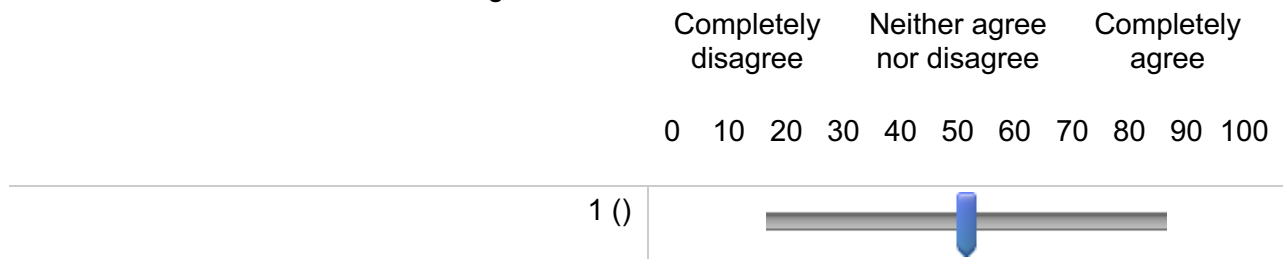
Start of Block: Bluewater Tobacco, Deteriorate (Big)

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

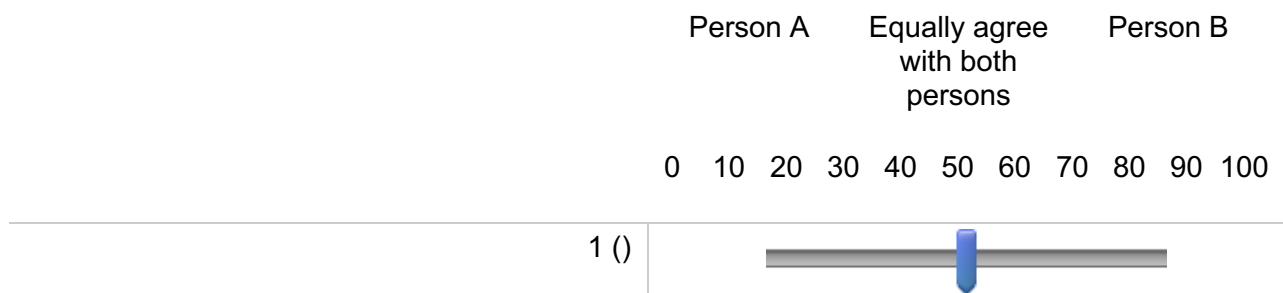
Bluewater Tobacco is a very large, 5,000 person tobacco production company. The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful

themes and fruity flavors. Over the years, *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to children.

BT_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Bluewater Tobacco* after the changes is not really the same company as the *Bluewater Tobacco* before the changes.



BT_deteriorate_Q2_b Person A thinks that *Bluewater Tobacco* after the changes is still the same company as *Bluewater Tobacco* before the changes. Person B thinks that it makes more sense to say that *Bluewater Tobacco* is no longer the same company it used to be. The way he sees it, the original *Bluewater Tobacco* no longer exists. **Who do you agree with more, Person A or Person B?**



BT_det_essence_b Now, think of the true essence of *Bluewater Tobacco*. The true essence is defined as the most important, fundamental aspects of *Bluewater Tobacco*.

How much do you agree with the following statement: The *Bluewater Tobacco* after the changes no longer reflects the true essence of the *Bluewater Tobacco* before the changes.

Completely disagree	Neither agree nor disagree	Completely agree
---------------------	----------------------------	------------------

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Bluewater Tobacco, Deteriorate (Big)

Start of Block: Bluewater Tobacco, Improve

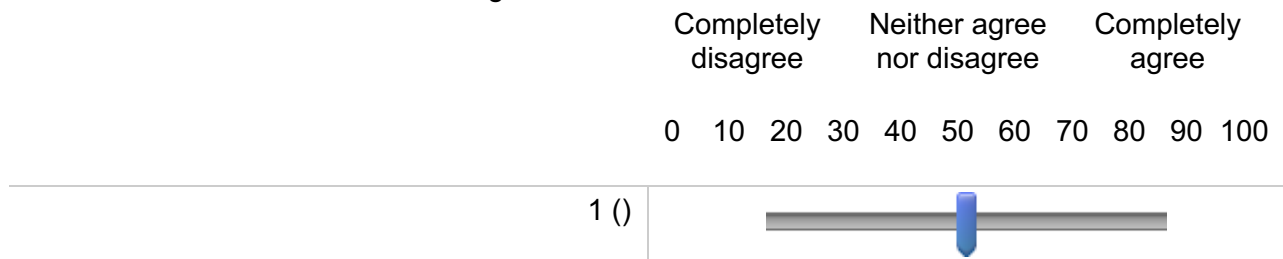
BT_improve_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Bluewater Tobacco is a very small, 5 person tobacco production company. The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and

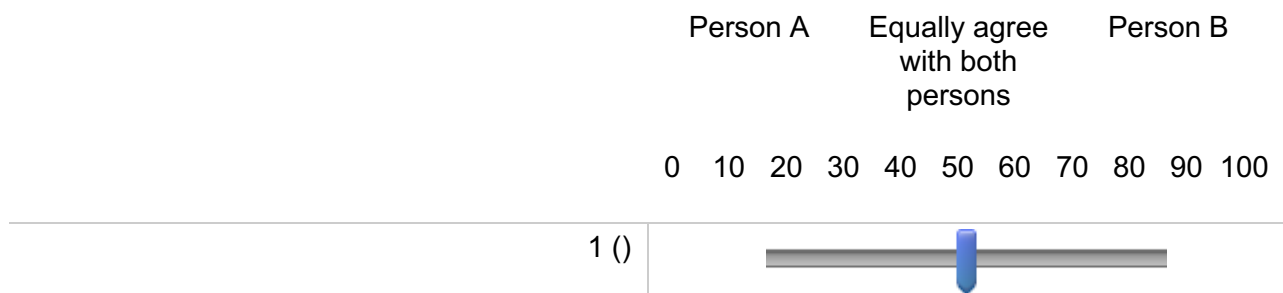
regular nicotine flavors. Over the years, *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to adults.

BT_improve_Q1 **Please rate the extent to which you agree with the following**

statement: The *Bluewater Tobacco* after the changes is not really the same company as the *Bluewater Tobacco* before the changes.



BT_improve_Q2 Person A thinks that *Bluewater Tobacco* after the changes is still the same company as *Bluewater Tobacco* before the changes. Person B thinks that it makes more sense to say that *Bluewater Tobacco* is no longer the same company it used to be. The way he sees it, the original *Bluewater Tobacco* no longer exists. **Who do you agree with more, Person A or Person B?**



BT_im_essence Now, think of the true essence of *Bluewater Tobacco*. The true essence is defined as the most important, fundamental aspects of *Bluewater Tobacco*.

How much do you agree with the following statement: The *Bluewater Tobacco* after the changes no longer reflects the true essence of the *Bluewater Tobacco* before the changes.

Completely disagree	Neither agree nor disagree	Completely agree
---------------------	----------------------------	------------------

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Bluewater Tobacco, Improve

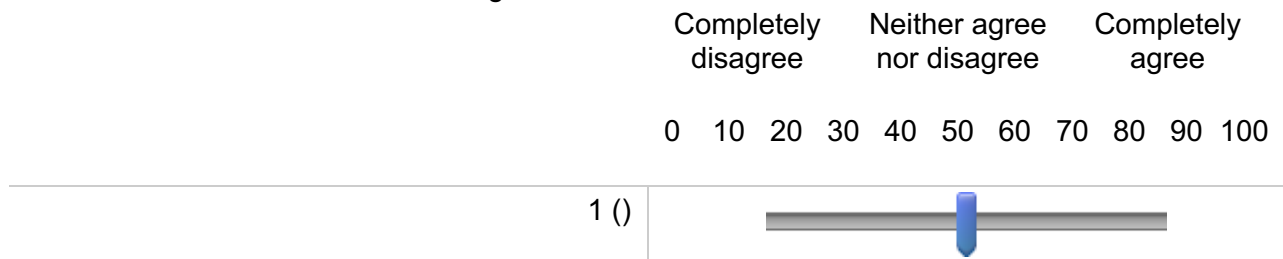
Start of Block: Bluewater Tobacco, Improve (Big)

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

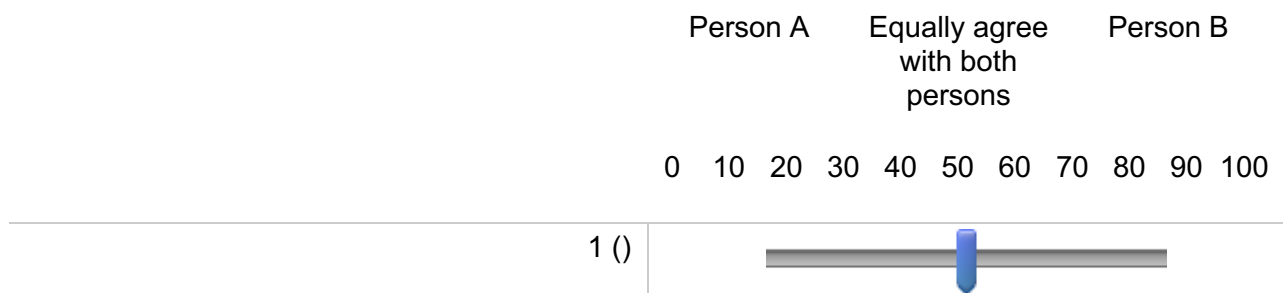
Bluewater Tobacco is a very large, 5,000 person tobacco production company. The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes

and regular nicotine flavors. Over the years, *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to adults.

BT_improve_Q1_b **Please rate the extent to which you agree with the following statement:** The *Bluewater Tobacco* after the changes is not really the same company as the *Bluewater Tobacco* before the changes.



BT_improve_Q2_b Person A thinks that *Bluewater Tobacco* after the changes is still the same company as *Bluewater Tobacco* before the changes. Person B thinks that it makes more sense to say that *Bluewater Tobacco* is no longer the same company it used to be. The way he sees it, the original *Bluewater Tobacco* no longer exists. **Who do you agree with more, Person A or Person B?**



BT_im_essence_b Now, think of the true essence of *Bluewater Tobacco*. The true essence is defined as the most important, fundamental aspects of *Bluewater Tobacco*.

How much do you agree with the following statement: The *Bluewater Tobacco* after the changes no longer reflects the true essence of the *Bluewater Tobacco* before the changes.

Completely disagree	Neither agree nor disagree	Completely agree
---------------------	----------------------------	------------------

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Bluewater Tobacco*?

- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Bluewater Tobacco, Improve (Big)

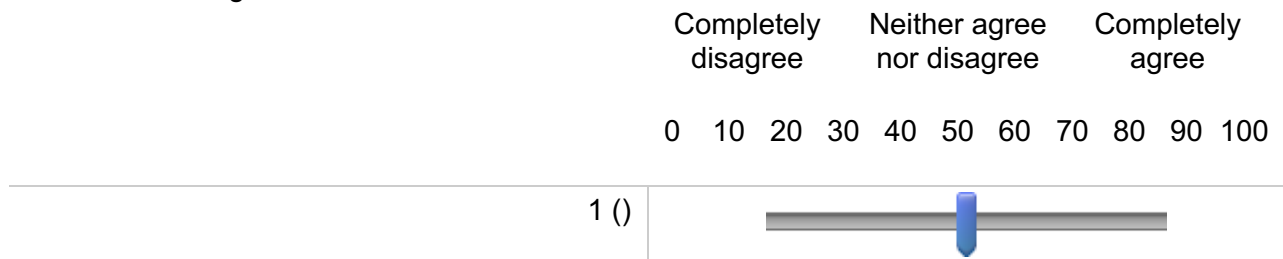
Start of Block: Doc Lips, Deteriorate

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

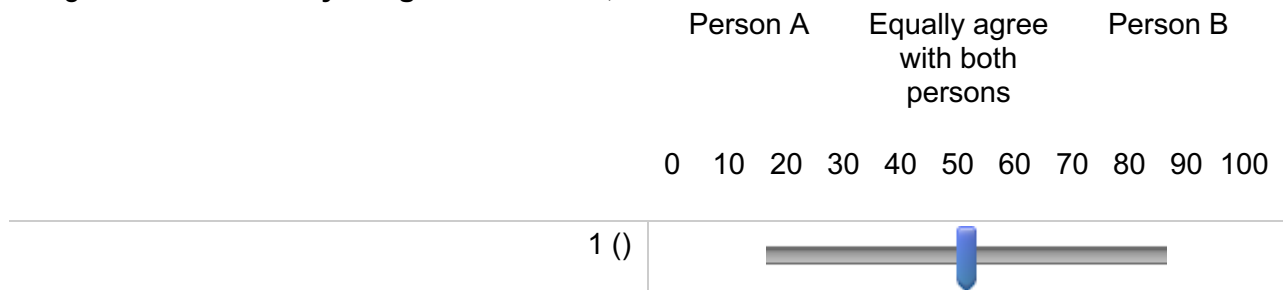
Doc Lips is a very small, 5 person lipstick company. The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap

counterfeits that break. Over the years, *Doc Lips* change their policies. Now, after these changes, the majority of the lipsticks it sells are cheap counterfeits that break.

DL_deteriorate_Q1 **Please rate the extent to which you agree with the following statement:** The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.

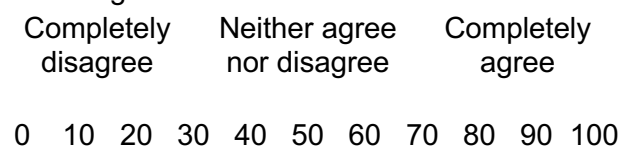


DL_deteriorate_Q2 Person A thinks that *Doc Lips* after the changes is still the same company as *Doc Lips* before the changes. Person B thinks that it makes more sense to say that *Doc Lips* is no longer the same company it used to be. The way he sees it, the original *Doc Lips* no longer exists. **Who do you agree with more, Person A or Person B?**



DL_det_essence Now, think of the true essence of *Doc Lips*. The true essence is defined as the most important, fundamental aspects of *Doc Lips*.

How much do you agree with the following statement: The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.



1 ()



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Doc Lips*?

- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Doc Lips*?

- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

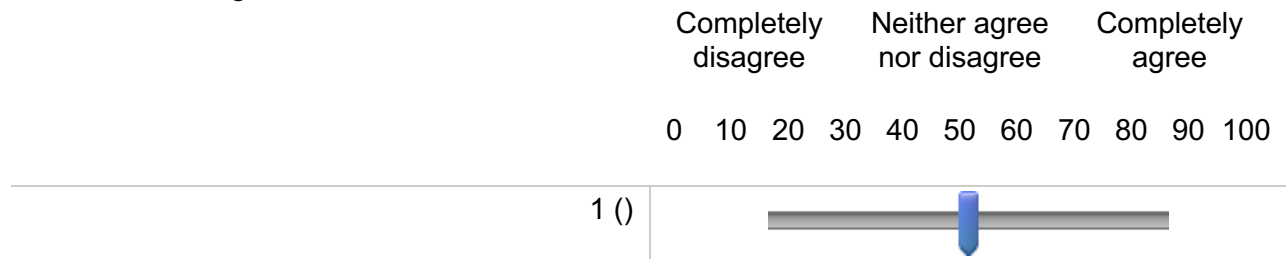
End of Block: Doc Lips, Deteriorate

Start of Block: Doc Lips, Deteriorate (Big)

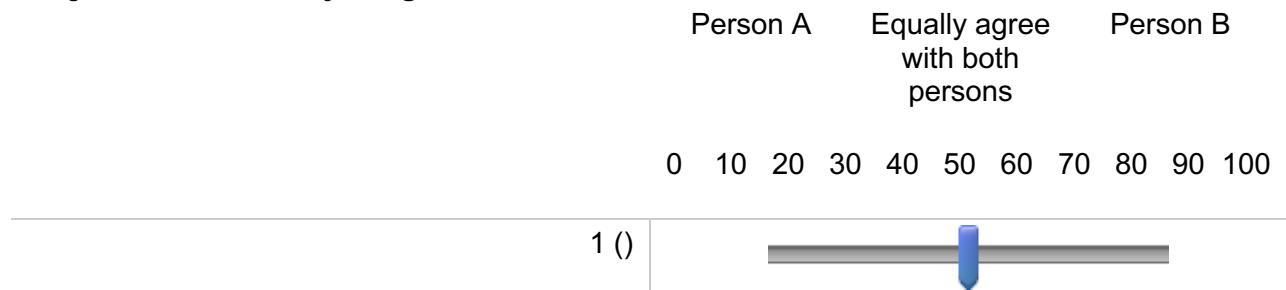
DL_deteriorate_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

Doc Lips is a very large, 5,000 person lipstick company. The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. Over the years, *Doc Lips* change their policies. Now, after these changes, the majority of the lipsticks it sells are cheap counterfeits that break.

DL_deteriorate_Q1_b **Please rate the extent to which you agree with the following statement:** The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.

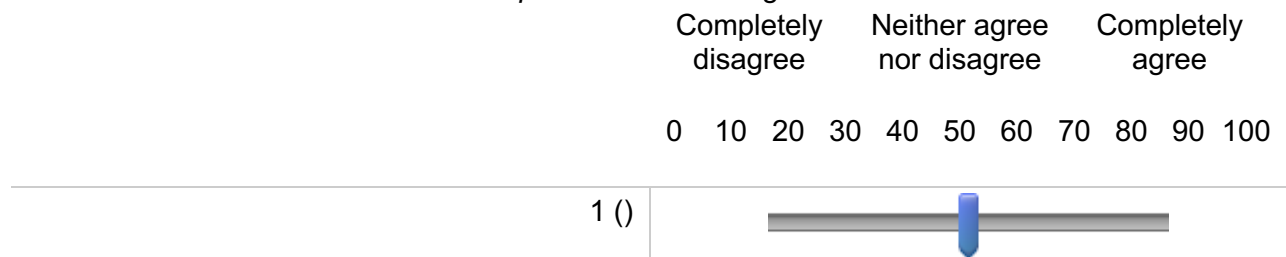


DL_deteriorate_Q2_b Person A thinks that *Doc Lips* after the changes is still the same company as *Doc Lips* before the changes. Person B thinks that it makes more sense to say that *Doc Lips* is no longer the same company it used to be. The way he sees it, the original *Doc Lips* no longer exists. **Who do you agree with more, Person A or Person B?**



DL_det_essence_b Now, think of the true essence of *Doc Lips*. The true essence is defined as the most important, fundamental aspects of *Doc Lips*.

How much do you agree with the following statement: The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.



Page Break



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- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)
-



comprehension_chk_Q2 After the changes, how would you describe *Doc Lips*?

- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Doc Lips, Deteriorate (Big)

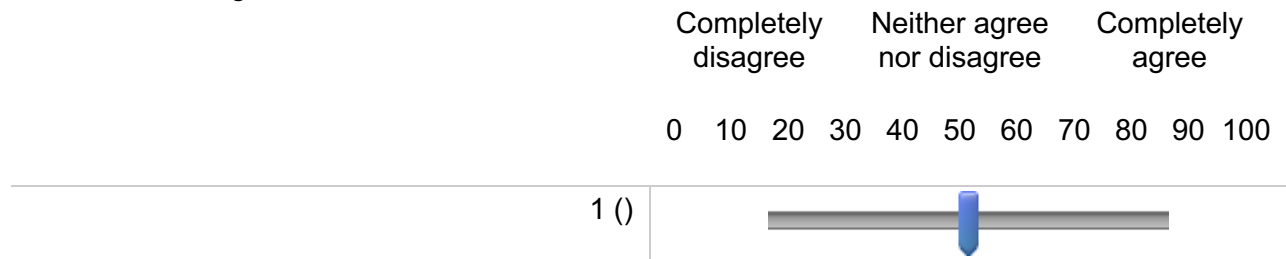
Start of Block: Doc Lips, Improve

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

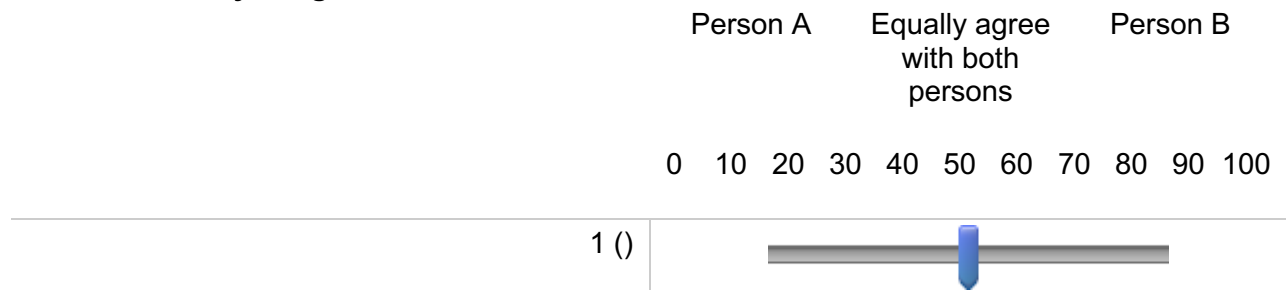
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DL_improve_Q1 **Please rate the extent to which you agree with the following**

statement: The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.

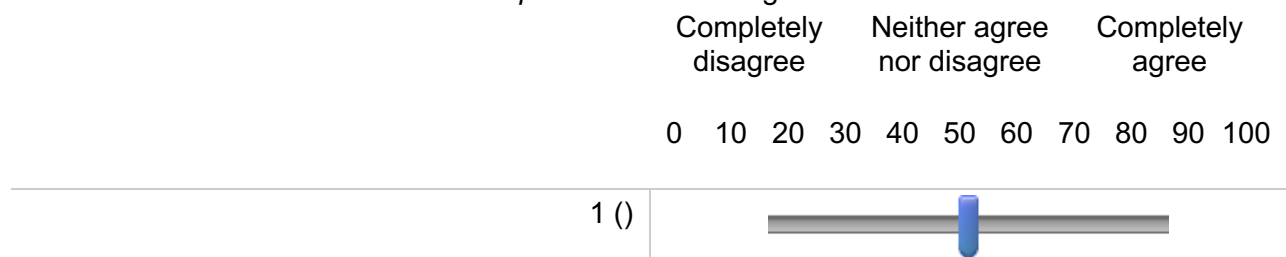


DL_improve_Q2 Person A thinks that *Doc Lips* after the changes is still the same company as *Doc Lips* before the changes. Person B thinks that it makes more sense to say that *Doc Lips* is no longer the same company it used to be. The way he sees it, the original *Doc Lips* no longer exists. **Who do you agree with more, Person A or Person B?**



DL_im_essence Now, think of the true essence of *Doc Lips*. The true essence is defined as the most important, fundamental aspects of *Doc Lips*.

How much do you agree with the following statement: The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.



Page Break



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- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
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-



comprehension_chk_Q2 After the changes, how would you describe *Doc Lips*?

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- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)
-

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
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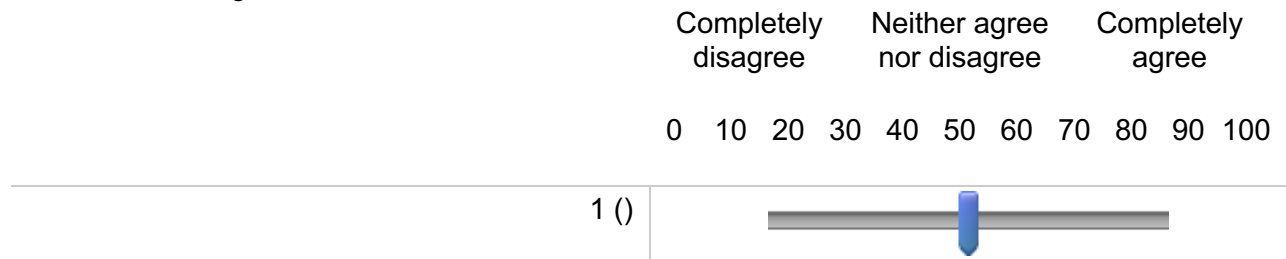
End of Block: Doc Lips, Improve

Start of Block: Doc Lips, Improve (Big)

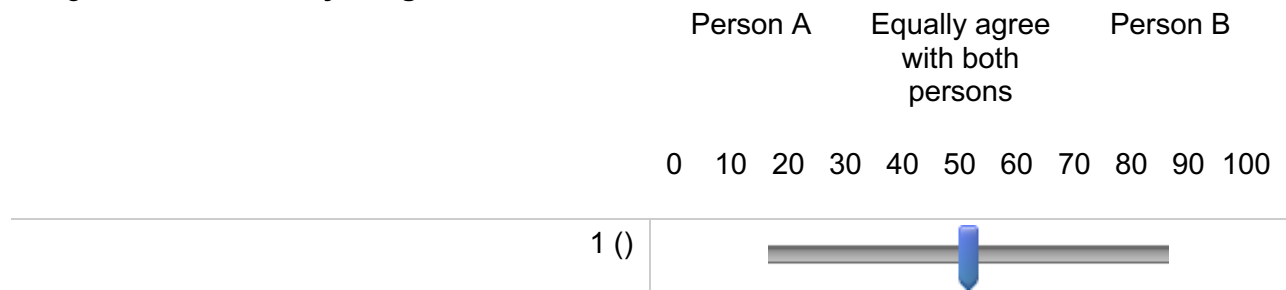
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DL_improve_Q1_b **Please rate the extent to which you agree with the following statement:** The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.

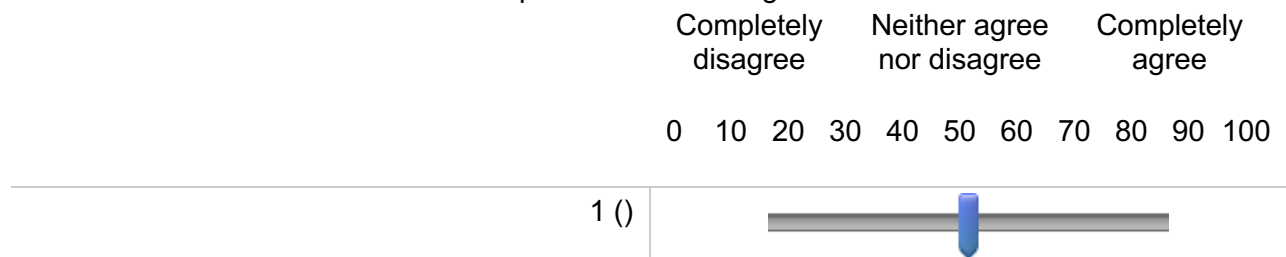


DL_improve_Q2_b Person A thinks that *Doc Lips* after the changes is still the same company as *Doc Lips* before the changes. Person B thinks that it makes more sense to say that *Doc Lips* is no longer the same company it used to be. The way he sees it, the original *Doc Lips* no longer exists. **Who do you agree with more, Person A or Person B?**



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How much do you agree with the following statement: The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.



Page Break



comprehension_chk_Q1 Before the changes, how would you describe *Doc Lips*?

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- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)



comprehension_chk_Q2 After the changes, how would you describe *Doc Lips*?

- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)

comprehension_chk_Q3 According to the scenario, the company is

- ☐ Very Large (1)
- ☐ Very Small (2)

End of Block: Doc Lips, Improve (Big)

Start of Block: Demographic Questions

politics **What is your political orientation?**

Definitely liberal Neither liberal
 nor
 conservative Definitely 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
