

Consent

Information Sheet

Title of Project: Understanding Choice

This study has been approved by the Ethics Chair of the Division of Marketing, Business, and Society.

Investigators: Samuel Johnson and Julian De Freitas
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Bath BA6 7AY
Contact Email: sgbjohnson@gmail.com

We would like to invite you to participate in this research project directed by researchers at Harvard University and the University of Bath. Before you decide whether you want to take part, please read the following information and discuss it with others if you wish. Please contact us by email if anything is unclear or you would like more information.

We are studying how people make choices. The study will ask you to read some information and to answer questions about your judgments and choices based on this information. The estimated length of the study was provided in the interface you used to find this study. You will receive more detailed instructions during the study.

All data will be anonymous and handled according to the Data Protection Act of 1998.

It is up to you to decide whether or not to take part. If you decide to take part, you will be asked to complete a consent form below and will be free to withdraw from the study at any time.

Informed Consent Form

Please complete this form after you have read the Information Sheet above.

Thank you for your interest in taking part in this research. Before you agree to take part, please read the information sheet above. If you have any questions arising from the Information Sheet, please ask the researcher by email before you to decide whether to join in.

Participant's Statement

I agree that: I have read the notes written above and the Information Sheet, and understand what the study involves. I understand that if I decide at any time that I no longer wish to take part in this project, I can withdraw immediately. I consent to the processing of my responses for the purposes of this research study. I understand that such information will be anonymous, treated as strictly confidential, and handled in accordance with the provisions of the Data Protection Act 1998. I agree that the research project named above has been explained to me to my satisfaction and I agree to take part in this study.

I agree

Attention_Check_I

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

John

Paul

Neither John nor Paul

Both John and Paul

What color is grass?

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

Green

Purple

Attention_Check_II

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

Here are some more attention checks:

Please set X at 15, and make it so Y is larger than X, and Z is larger than Y. Please also make sure that Y is evenly divisible by 10.

	0	10	20	30	40	50	60	70	80	90	100
X											
Y											
Z											

How many fatal heart attacks have you had?

0
1
10
100
1000

West Winter, Deteriorate, Identity Measures

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

Please rate the extent to which you agree with the following statements.

The *West Winter* after the changes is not really the same company as 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

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

Plainly speaking, if you had to categorize *West Winter* after the changes, you would say that it is a winter clothing company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Please rate the extent you agree with the following statement: the purpose of *West Winter* is to make profit

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

West Winter, Deteriorate, Prediction Measures

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

Please rate the extent to which you agree with the following statement.

It is likely that *West Winter* will intentionally make the majority of its coats using faux fur manufactured in its factory again.

Not at all				Somewhat likely				Very much so			
0	10	20	30	40	50	60	70	80	90	100	

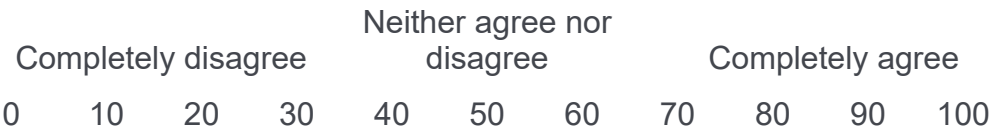
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Plainly speaking, if you had to categorize *West Winter* after the changes, you would say that it is a winter clothing company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



West Winter, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

- A rating of whether the company after the changes is the same company as the one before the changes.
- A prediction of whether the company will revert to its original behavior.
- A judgment of whether the company should change the product it is making.

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

- All of its coats are intentionally made using faux fur manufactured in its factory.
- The majority of its coats are intentionally made using faux fur manufactured in its factory.
- All of its coats are intentionally made using real fur obtained by killing coyotes.
- The majority of its coats are intentionally made using real fur obtained by killing coyote.

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

- All of its coats are intentionally made using faux fur manufactured in its factory.
- The majority of its coats are intentionally made using faux fur manufactured in its factory.
- All of its coats are intentionally made using real fur obtained by killing coyotes.
- The majority of its coats are intentionally made using real fur obtained by killing coyote.

West Winter, Improve, Identity Measures

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

Please rate the extent to which you agree with the following statements.

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West Winter, Improve, Prediction Measures

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Please rate the extent to which you agree with the following statement.

It is likely that *West Winter* will intentionally make the majority of its coats using real fur obtained by killing coyotes again.

Not at all				Somewhat likely			Very much so			
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West Winter, Improve, Comp Checks

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A judgment of whether the company should change the product it is making.

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

All of its coats are intentionally made using faux fur manufactured in its factory.

The majority of its coats are intentionally made using faux fur manufactured in its factory.

All of its coats are intentionally made using real fur obtained by killing coyotes.

The majority of its coats are intentionally made using real fur obtained by killing coyote.

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

All of its coats are intentionally made using faux fur manufactured in its factory.

The majority of its coats are intentionally made using faux fur manufactured in its factory.

All of its coats are intentionally made using real fur obtained by killing coyotes.

The majority of its coats are intentionally made using real fur obtained by killing coyote.

Brighter Lab, Deteriorate, Identity Measures

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

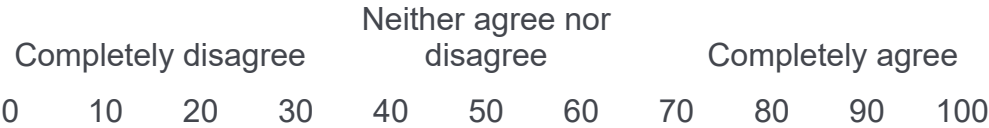
Brighter Lab is a small cosmetics company. The majority of its products are intentionally made using harmless chemicals that pass FDA guidelines, while some of its other products are intentionally made using harmful chemicals that do not pass FDA guidelines. Over the years, some departments of *Brighter Lab* change their policies. Now, after these changes, the majority of its products are intentionally made using harmful chemicals that do not pass FDA guidelines.

Please rate the extent to which you agree with the following statements.

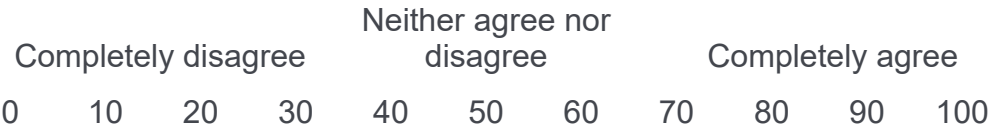
The *Brighter Lab* after the changes is not really the same company as the *Brighter Lab* before the changes.

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

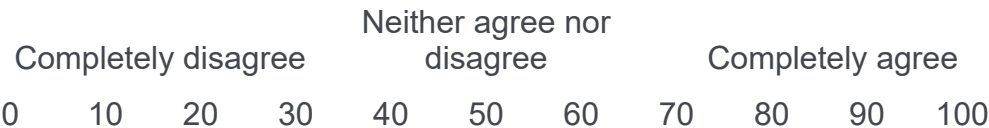
The *Brighter Lab* after the changes no longer reflects the true essence of the *Brighter Lab* before the changes.



Plainly speaking, if you had to categorize *Brighter Lab* after the changes, you would say that it is a cosmetics company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of *Brighter Lab* to make profit



Brighter Lab, Deteriorate, Prediction Measures

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

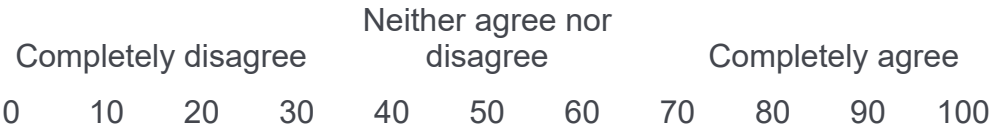
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Please rate the extent to which you agree with the following statement.

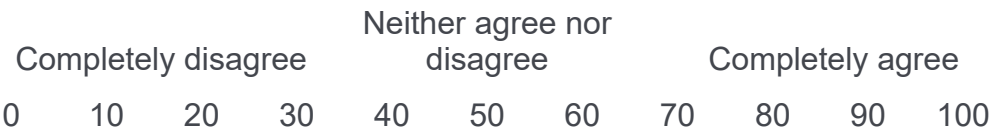
It is likely that *Brighter Lab* will intentionally make the majority of its products using harmless chemicals that pass FDA guidelines again.



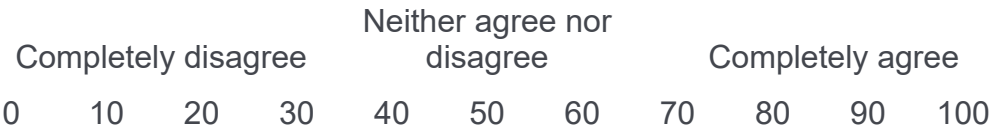
The *Brighter Lab* after the changes no longer reflects the true essence of the *Brighter Lab* before the changes.



Please rate the extent you agree with the following statement: the purpose of *Brighter Lab* is to make profit



Plainly speaking, if you had to categorize *Brighter Lab* after the changes, you would say that it is a cosmetics company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Brighter Lab, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

Before the changes, how would you describe *Brighter Lab*?

All of its products are intentionally made using harmless chemicals that pass FDA guidelines.

The majority of its products are intentionally made using harmless chemicals that pass FDA guidelines.

All of its products are intentionally made using harmful chemicals that do not pass FDA guidelines

The majority of its products are intentionally made using harmful chemicals that do not pass FDA guidelines.

After the changes, how would you describe *Brighter Lab*?

All of its products are intentionally made using harmless chemicals that pass FDA guidelines.

The majority of its products are intentionally made using harmless chemicals that pass FDA guidelines.

All of its products are intentionally made using harmful chemicals that do not pass FDA guidelines

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Brighter Lab, Improve, Identity Measures

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 small cosmetics company. The majority of its products are intentionally made using harmful chemicals that do not pass FDA guidelines, while some of its other products are intentionally made with harmless chemicals that pass FDA guidelines. Over the years, some departments of *Brighter Lab* change their policies. Now, after these changes, the majority of its products are intentionally made using harmless chemicals that pass FDA guidelines.

Please rate the extent to which you agree with the following statements.

The *Brighter Lab* after the changes is not really the same company as the *Brighter Lab* before the changes.

Completely disagree				Neither agree nor disagree			Completely agree			
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Please rate the extent to which you agree with the following statement.

It is likely that *Brighter Lab* will intentionally make the majority of its products using harmful chemicals that do not pass FDA guidelines again.

Not at all				Somewhat likely				Very much so			
0	10	20	30	40	50	60	70	80	90	100	

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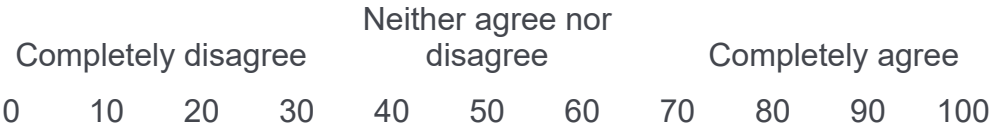
Completely disagree				Neither agree nor disagree				Completely agree			
0	10	20	30	40	50	60	70	80	90	100	

Completely disagree

Neither agree nor disagree

Completely agree

Plainly speaking, if you had to categorize *Brighter Lab* after the changes, you would say that it is a cosmetics company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Brighter Lab, Improve, Comp Checks

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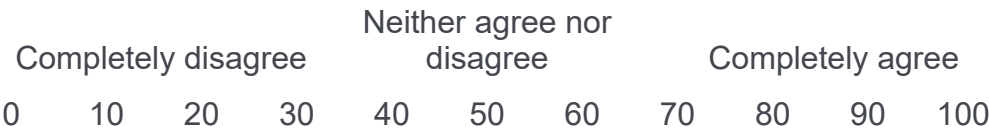
Wonderland Clothing, Deteriorate, Identity Measures

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

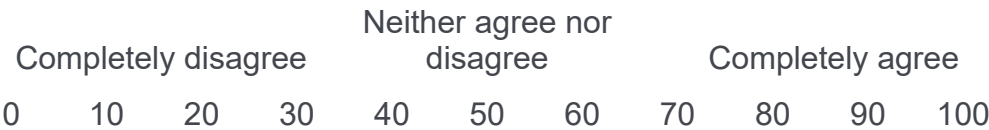
Wonderland Clothing is a small clothing company. The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. Over the years, some departments of *Wonderland Clothing* change their policies. Now, after these changes, the majority of its clothing are intentionally made using unpaid child labor based in a poor country.

Please rate the extent to which you agree with the following statements.

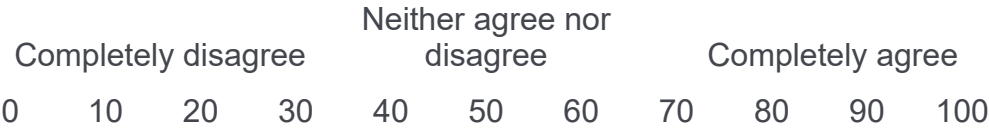
The *Wonderland Clothing* after the changes is not really the same company as the *Wonderland Clothing* before the changes.



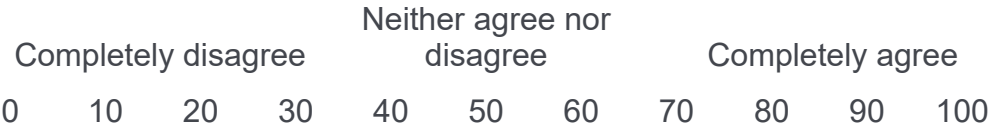
The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.



Plainly speaking, if you had to categorize *Wonderland Clothing* after the changes, you would say that it is a clothing company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of *Wonderland Clothing* is to make profit



Wonderland Clothing, Deteriorate, Prediction Measures

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

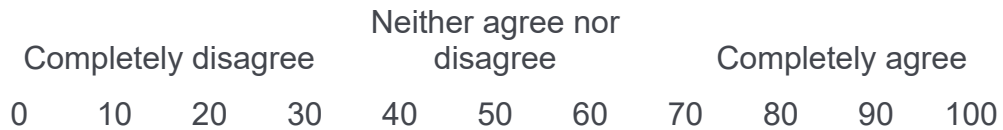
Wonderland Clothing is a small clothing company. The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. Over the years, some departments of *Wonderland Clothing* change their policies. Now, after these changes, the majority of its clothing are intentionally made using unpaid child labor based in a poor country.

Please rate the extent to which you agree with the following statement.

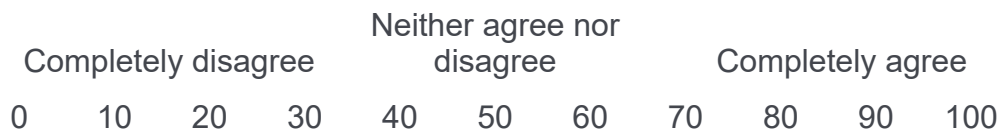
It is likely that *Wonderland Clothing* will intentionally make the majority of its clothes using paid adult labor in its factory again.



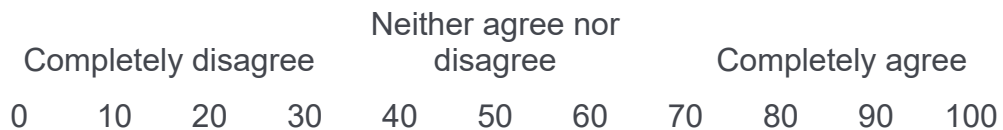
The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.



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Wonderland Clothing, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

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

All of its clothes are intentionally made using paid adult labor in its factory.

The majority of its clothes are intentionally made using paid adult labor in its factory.

All of its clothes are intentionally made using unpaid child labor based in a poor country.

The majority of its clothes are intentionally made using unpaid child labor based in a poor country.

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

All of its clothes are intentionally made using paid adult labor in its factory.

The majority of its clothes are intentionally made using paid adult labor in its factory.

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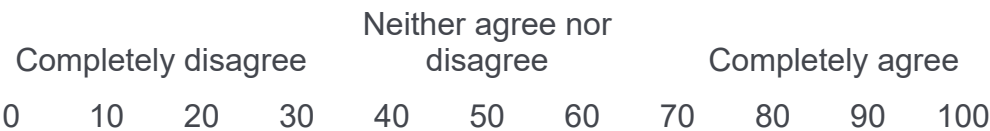
Wonderland Clothing, Improve, Identity Measures

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

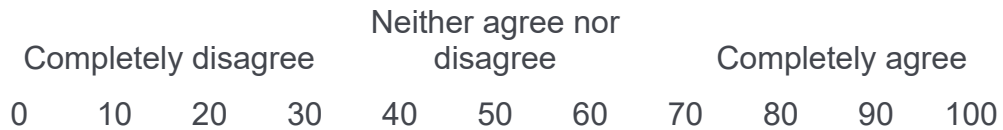
Wonderland Clothing is a small clothing company. The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. Over the years, some departments of *Wonderland Clothing* change their policies. Now, after these changes, the majority of its clothing are intentionally made using paid adult labor in its factory.

Please rate the extent to which you agree with the following statements.

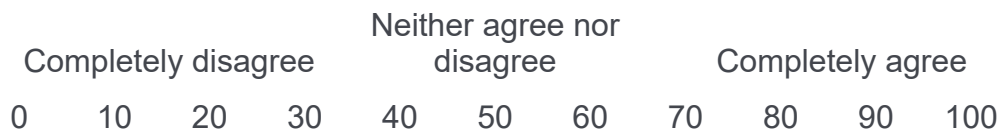
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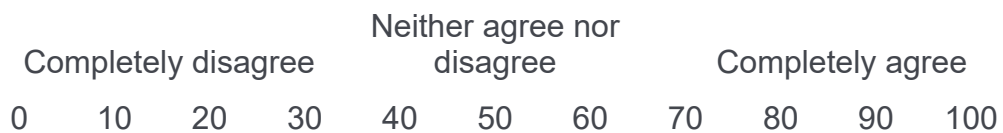
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Please rate the extent you agree with the following statement: the purpose of *Wonderland Clothing* is to make profit



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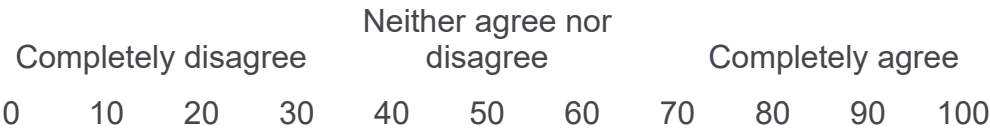
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Please rate the extent to which you agree with the following statement.

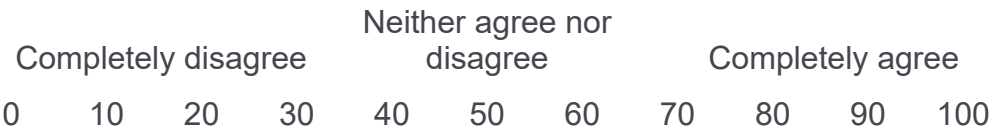
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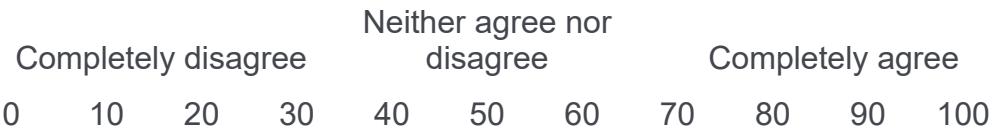
The *Wonderland Clothing* after the changes no longer reflects the true essence of the *Wonderland Clothing* before the changes.



Please rate the extent you agree with the following statement: the purpose of *Wonderland Clothing* is to make profit



Plainly speaking, if you had to categorize *Wonderland Clothing* after the changes, you would say that it is a clothing company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Wonderland Clothing, Improve, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

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

All of its clothes are intentionally made using paid adult labor in its factory.

The majority of its clothes are intentionally made using paid adult labor in its factory.

All of its clothes are intentionally made using unpaid child labor based in a poor country.

The majority of its clothes are intentionally made using unpaid child labor based in a poor country.

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

All of its clothes are intentionally made using paid adult labor in its factory.

The majority of its clothes are intentionally made using paid adult labor in its factory.

All of its clothes are intentionally made using unpaid child labor based in a poor country.

The majority of its clothes are intentionally made using unpaid child labor based in a poor country.

Access Mine, Deteriorate, Identity Measures

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

Access Mine is a small mining company. The majority of its mines intentionally obey safety regulations and have very safe working conditions, while some of its other mines intentionally ignore safety regulations and have very dangerous working conditions. Over the years, some departments of *Access Mine* change their policies. Now, after these

changes, the majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

Please rate the extent to which you agree with the following statements.

The *Access Mine* after the changes is not really the same company as the *Access Mine* before the changes.

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

The *Access Mine* after the changes no longer reflects the true essence of the *Access Mine* before the changes.

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

Plainly speaking, if you had to categorize *Access Mine* after the changes, you would say that it is a mining company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Please rate the extent you agree with the following statement: the purpose of *Access Mine* is to make profit

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

Access Mine, Deteriorate, Prediction Measures

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

Access Mine is a small mining company. The majority of its mines intentionally obey safety regulations and have very safe working conditions, while some of its other mines intentionally ignore safety regulations and have very dangerous working conditions. Over the years, some departments of *Access Mine* change their policies. Now, after these changes, the majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

Please rate the extent to which you agree with the following statement.

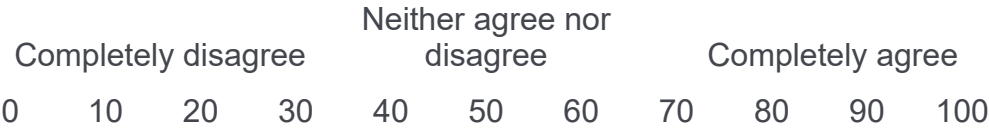
It is likely that the majority of *Access Mine*'s mines will intentionally obey safety regulations and have very safe working conditions again.

Not at all				Somewhat likely				Very much so			
0	10	20	30	40	50	60	70	80	90	100	

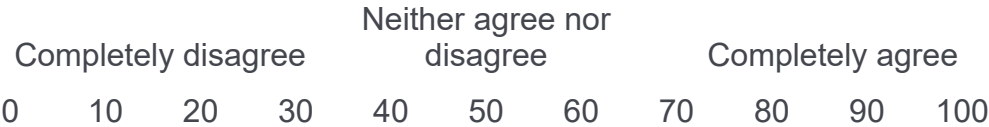
The *Access Mine* after the changes no longer reflects the true essence of the *Access Mine* before the changes.

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

Please rate the extent you agree with the following statement: the purpose of *Access Mine* is to make profit



Plainly speaking, if you had to categorize *Access Mine* after the changes, you would say that it is a mining company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Access Mine, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

- A rating of whether the company after the changes is the same company as the one before the changes.
- A prediction of whether the company will revert to its original behavior.
- A judgment of whether the company should change the product it is making.

Before the changes, how would you describe *Access Mine*?

- All of its mines intentionally obey safety regulations and have very safe working conditions.
- The majority of its mines intentionally obey safety regulations and have very safe working conditions.
- All of its mines intentionally ignore safety regulations and have very dangerous working conditions.
- The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

After the changes, how would you describe *Access Mine*?

- All of its mines intentionally obey safety regulations and have very safe working conditions.
- The majority of its mines intentionally obey safety regulations and have very safe working conditions.

All of its mines intentionally ignore safety regulations and have very dangerous working conditions.

The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

Access Mine, Improve, Identity Measures

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

Access Mine is a small mining company. The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions, while some of its other mines intentionally obey safety regulations and have very safe working conditions. Over the years, some departments of *Access Mine* change their policies. Now, after these changes, the majority of its mines intentionally obey safety regulations and have very safe working conditions.

Please rate the extent to which you agree with the following statements.

The *Access Mine* after the changes is not really the same company as the *Access Mine* before the changes.

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

The *Access Mine* after the changes no longer reflects the true essence of the *Access Mine* before the changes.

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

Plainly speaking, if you had to categorize *Access Mine* after the changes, you would say that it is a mining company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Please rate the extent you agree with the following statement: the purpose of *Access Mine* is to make profit

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

Access Mine, Improve, Prediction Measures

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

Access Mine is a small mining company. The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions, while some of its other mines intentionally obey safety regulations and have very safe working conditions. Over the years, some departments of *Access Mine* change their policies. Now, after these changes, the majority of its mines intentionally obey safety regulations and have very safe working conditions.

Please rate the extent to which you agree with the following statement.

It is likely that the majority of *Access Mine's* mines will intentionally ignore safety regulations and have very dangerous working conditions again.

Not at all

Somewhat likely

Very much so

0102030405060708090100

The *Access Mine* after the changes no longer reflects the true essence of the *Access Mine* before the changes.

Completely disagree

Neither agree nor disagree

Completely agree

0102030405060708090100

Please rate the extent you agree with the following statement: the purpose of *Access Mine* is to make profit

Completely disagree

Neither agree nor disagree

Completely agree

0102030405060708090100

Plainly speaking, if you had to categorize *Access Mine* after the changes, you would say that it is a mining company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

Completely disagree

Neither agree nor disagree

Completely agree

0102030405060708090100

Access Mine, Improve, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

Before the changes, how would you describe *Access Mine*?

All of its mines intentionally obey safety regulations and have very safe working conditions.

The majority of its mines intentionally obey safety regulations and have very safe working conditions.

All of its mines intentionally ignore safety regulations and have very dangerous working conditions.

The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

After the changes, how would you describe *Access Mine*?

All of its mines intentionally obey safety regulations and have very safe working conditions.

The majority of its mines intentionally obey safety regulations and have very safe working conditions.

All of its mines intentionally ignore safety regulations and have very dangerous working conditions.

The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

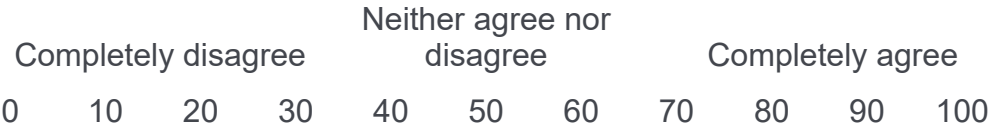
Tecigo, Deteriorate, Identity Measures

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

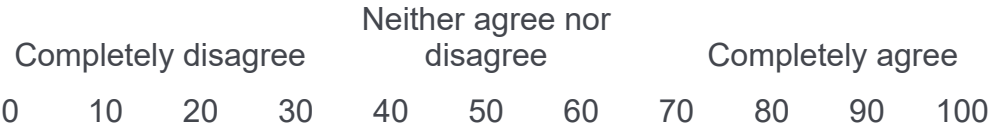
Tecigo is a small technology company. The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. Over the years, some departments of *Tecigo* change their policies. Now, after these changes, the majority of its products are intentionally made using the labor of underpaid factory workers.

Please rate the extent to which you agree with the following statements.

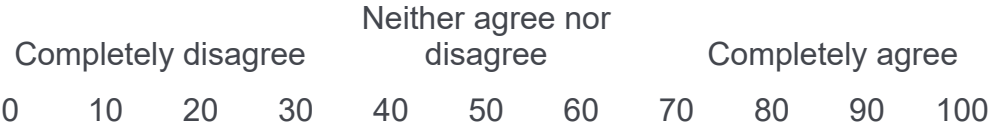
The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.



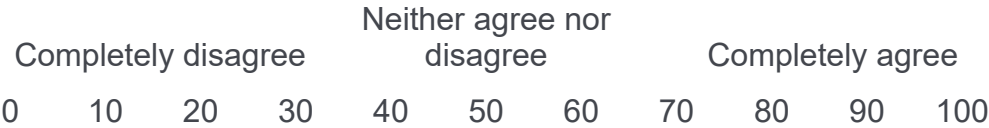
The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.



Plainly speaking, if you had to categorize *Tecigo* after the changes, you would say that it is a technology company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of Tecigo is to make profit



Tecigo, Deteriorate, Prediction Measures

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 small technology company. The majority of its products are intentionally made

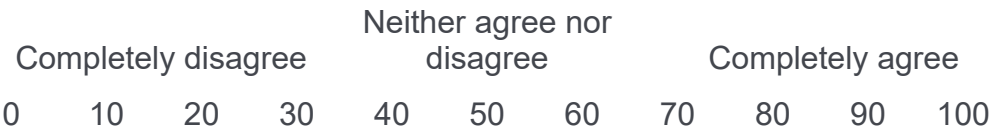
using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. Over the years, some departments of *Tecigo* change their policies. Now, after these changes, the majority of its products are intentionally made using the labor of underpaid factory workers.

Please rate the extent to which you agree with the following statement.

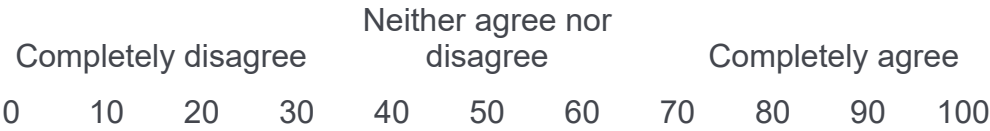
It is likely that *Tecigo* will intentionally make the majority of its products using the labor of well-paid factory workers again.



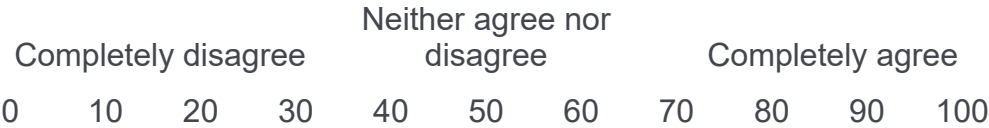
The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.



Please rate the extent you agree with the following statement: the purpose of *Tecigo* is to make profit



Plainly speaking, if you had to categorize *Tecigo* after the changes, you would say that it is a technology company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Tecigo, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

- A rating of whether the company after the changes is the same company as the one before the changes.
- A prediction of whether the company will revert to its original behavior.
- A judgment of whether the company should change the product it is making.

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

- All of its products are intentionally made using the labor of well-paid factory workers.
- The majority of its products are intentionally made using the labor of well-paid factory workers.
- All of its products are intentionally made using the labor of underpaid factory workers.
- The majority of its products are intentionally made using the labor of underpaid factory workers.

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

- All of its products are intentionally made using the labor of well-paid factory workers.
- The majority of its products are intentionally made using the labor of well-paid factory workers.
- All of its products are intentionally made using the labor of underpaid factory workers.
- The majority of its products are intentionally made using the labor of underpaid factory workers.

Tecigo, Improve, Identity Measures

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 small 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, some departments of *Tecigo* change their policies. Now, after these changes, the majority of its products are intentionally made using the labor of well-paid factory workers.

Please rate the extent to which you agree with the following statements.

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

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

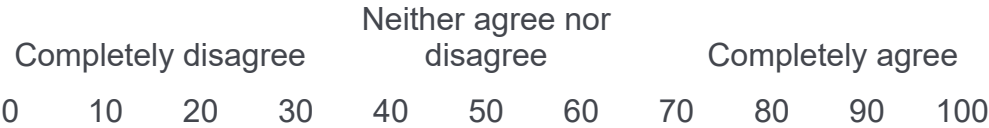
The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.

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

Plainly speaking, if you had to categorize *Tecigo* after the changes, you would say that it is a technology company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Please rate the extent you agree with the following statement: the purpose of *Tecigo* is to make profit



Tecigo, Improve, Prediction Measures

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

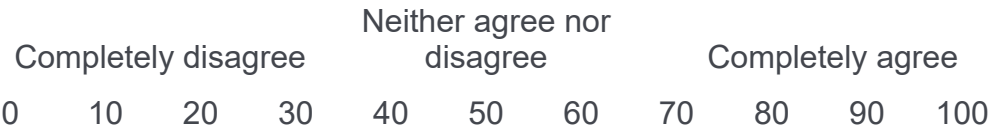
Tecigo is a small technology company. The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. Over the years, some departments of *Tecigo* change their policies. Now, after these changes, the majority of its products are intentionally made using the labor of well-paid factory workers.

Please rate the extent to which you agree with the following statement.

It is likely that *Tecigo* will intentionally make the majority of its products using the labor of underpaid factory workers again.

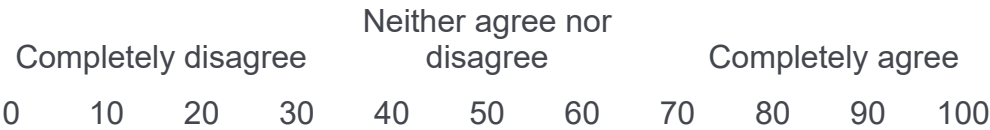


The *Tecigo* after the changes no longer reflects the true essence of the *Tecigo* before the changes.

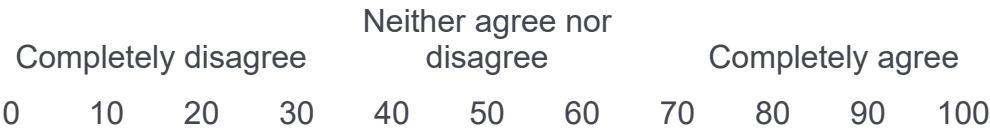


Please rate the extent you agree with the following statement: the purpose of *Tecigo* is to

make profit



Plainly speaking, if you had to categorize *Tecigo* after the changes, you would say that it is a technology company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Tecigo, Improve, Comp Checks

What kind of question did you answer on the previous page?

- A rating of whether the company after the changes is the same company as the one before the changes.
- A prediction of whether the company will revert to its original behavior.
- A judgment of whether the company should change the product it is making.

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

- All of its products are intentionally made using the labor of well-paid factory workers.
- The majority of its products are intentionally made using the labor of well-paid factory workers.
- All of its products are intentionally made using the labor of underpaid factory workers.
- The majority of its products are intentionally made using the labor of underpaid factory workers.

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

- All of its products are intentionally made using the labor of well-paid factory workers.
- The majority of its products are intentionally made using the labor of well-paid factory workers.

All of its products are intentionally made using the labor of underpaid factory workers.

The majority of its products are intentionally made using the labor of underpaid factory workers.

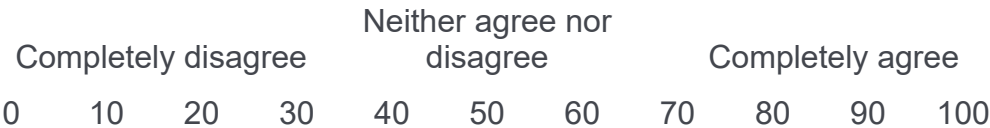
Royal Oil, Deteriorate, Identity Measures

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

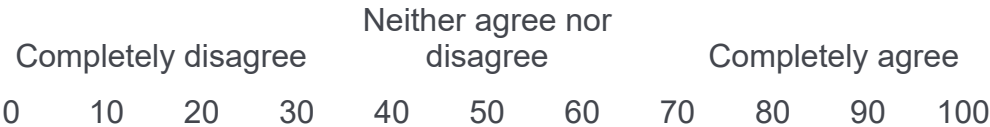
Royal Oil is a small petroleum company. The majority of its toxic extractions are intentionally disposed of through a certified waste company, while some of its other toxic extractions are intentionally disposed of in the ocean. Over the years, some departments of *Royal Oil* change their policies. Now, after these changes, the majority of its toxic extractions are intentionally disposed of in the ocean.

Please rate the extent to which you agree with the following statements.

The *Royal Oil* after the changes is not really the same company as the *Royal Oil* before the changes.

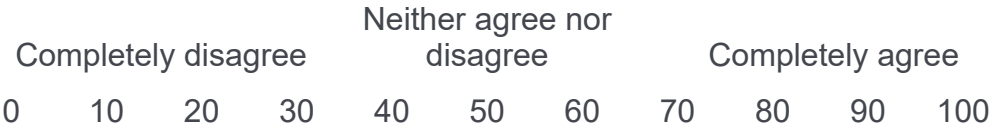


The *Royal Oil* after the changes no longer reflects the true essence of the *Royal Oil* before the changes.

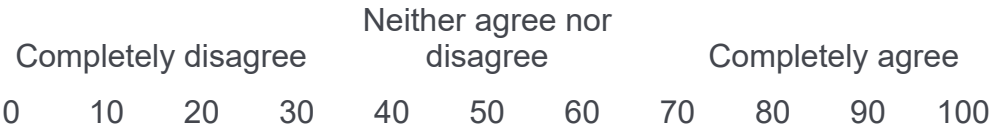


Plainly speaking, if you had to categorize *Royal Oil* after the changes, you would say that it is a petroleum company (as opposed to another kind of company, such as a vegetable

store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of *Royal Oil* is to make profit



Royal Oil, Deteriorate, Prediction Measures

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

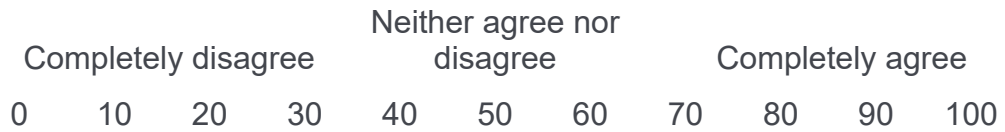
Royal Oil is a small petroleum company. The majority of its toxic extractions are intentionally disposed of through a certified waste company, while some of its other toxic extractions are intentionally disposed of in the ocean. Over the years, some departments of *Royal Oil* change their policies. Now, after these changes, the majority of its toxic extractions are intentionally disposed of in the ocean.

Please rate the extent to which you agree with the following statement.

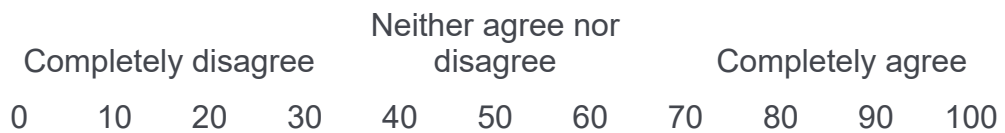
It is likely that *Royal Oil* will intentionally dispose of the majority of its toxic extractions through a certified waste company again.



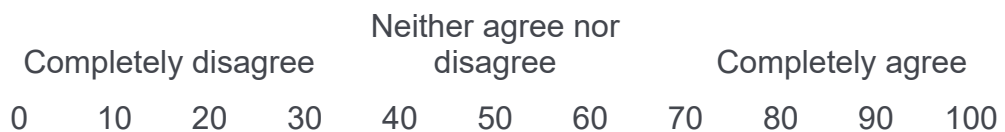
The *Royal Oil* after the changes no longer reflects the true essence of the *Royal Oil* before the changes.



Please rate the extent you agree with the following statement: the purpose of *Royal Oil* is to make profit



Plainly speaking, if you had to categorize *Royal Oil* after the changes, you would say that it is a petroleum company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Royal Oil, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

Before the changes, how would you describe *Royal Oil*?

- All of its toxic extractions are intentionally disposed of through a certified waste company.
- The majority of its toxic extractions are intentionally disposed of through a certified waste company.
- All of its toxic extractions are intentionally disposed of in the ocean.
- The majority of its toxic extractions are intentionally disposed of in the ocean.

After the changes, how would you describe *Royal Oil*?

- All of its toxic extractions are intentionally disposed of through a certified waste company.
- The majority of its toxic extractions are intentionally disposed of through a certified waste company.
- All of its toxic extractions are intentionally disposed of in the ocean.
- The majority of its toxic extractions are intentionally disposed of in the ocean.

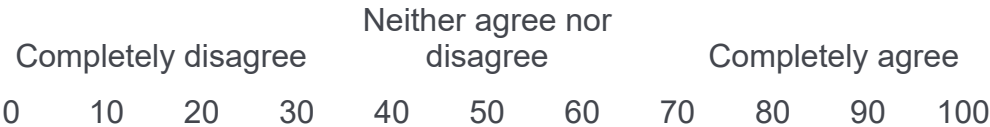
Royal Oil, Improve, Identity Measures

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

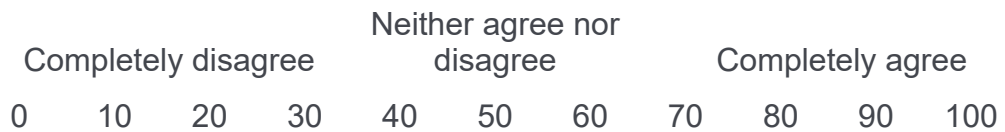
Royal Oil is a small petroleum company. The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its other toxic extractions are intentionally disposed of through a certified waste company. Over the years, some departments of *Royal Oil* change their policies. Now, after these changes, the majority of its toxic extractions are intentionally disposed of through a certified waste company.

Please rate the extent to which you agree with the following statements.

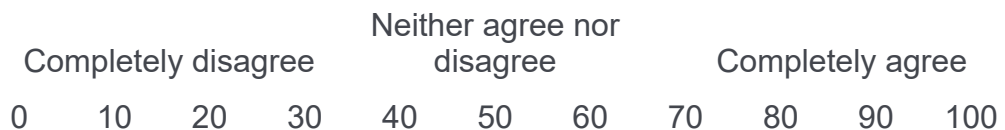
The *Royal Oil* after the changes is not really the same company as the *Royal Oil* before the changes.



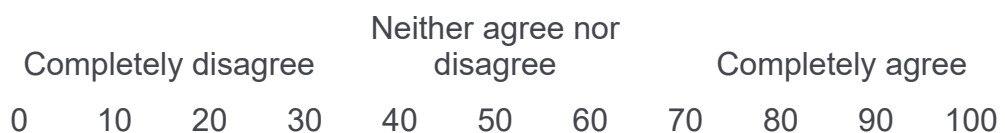
The *Royal Oil* after the changes no longer reflects the true essence of the *Royal Oil* before the changes.



Plainly speaking, if you had to categorize *Royal Oil* after the changes, you would say that it is a petroleum company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of *Royal Oil* is to make profit



Royal Oil, Improve, Prediction Measures

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

Royal Oil is a small petroleum company. The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its other toxic extractions are intentionally disposed of through a certified waste company. Over the years, some departments of *Royal Oil* change their policies. Now, after these changes, the majority of

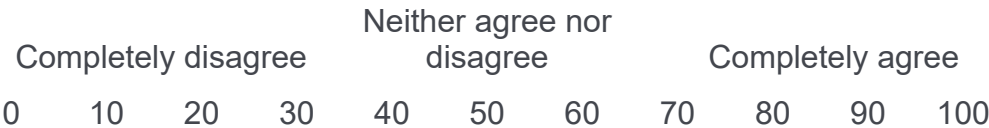
its toxic extractions are intentionally disposed of through a certified waste company.

Please rate the extent to which you agree with the following statement.

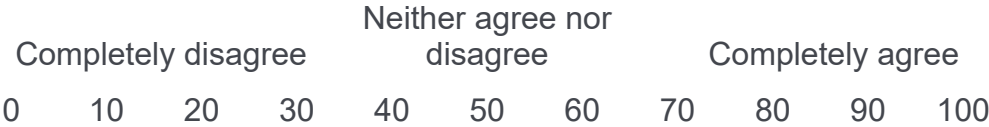
It is likely that *Royal Oil* will intentionally dispose of the majority of its toxic extractions in the ocean again.



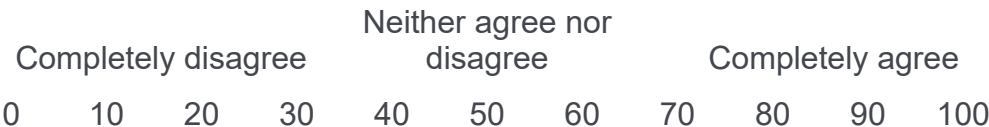
The *Royal Oil* after the changes no longer reflects the true essence of the *Royal Oil* before the changes.



Please rate the extent you agree with the following statement: the purpose of *Royal Oil* is to make profit



Plainly speaking, if you had to categorize *Royal Oil* after the changes, you would say that it is a petroleum company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Royal Oil, Improve, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

Before the changes, how would you describe *Royal Oil*?

All of its toxic extractions are intentionally disposed of through a certified waste company.

The majority of its toxic extractions are intentionally disposed of through a certified waste company.

All of its toxic extractions are intentionally disposed of in the ocean.

The majority of its toxic extractions are intentionally disposed of in the ocean.

After the changes, how would you describe *Royal Oil*?

All of its toxic extractions are intentionally disposed of through a certified waste company.

The majority of its toxic extractions are intentionally disposed of through a certified waste company.

All of its toxic extractions are intentionally disposed of in the ocean.

The majority of its toxic extractions are intentionally disposed of in the ocean.

Bluewater Tobacco, Deteriorate, Identity Measures

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 small 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, some departments of *Bluewater Tobacco*

change their policies. Now, after these changes, the majority of its products are intentionally advertised to children.

Please rate the extent to which you agree with the following statements.

The *Bluewater Tobacco* after the changes is not really the same company as 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

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

Plainly speaking, if you had to categorize *Bluewater Tobacco* after the changes, you would say that it is a tobacco production company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Please rate the extent you agree with the following statement: the purpose of *Bluewater Tobacco* is to make profit

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

Bluewater Tobacco, Deteriorate, Prediction Measures

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 small 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, some departments of *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to children.

Please rate the extent to which you agree with the following statement.

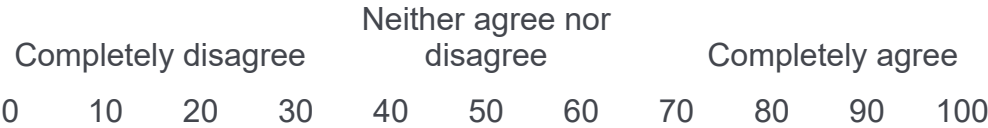
It is likely that *Bluewater Tobacco* will intentionally advertise the majority of its products to adults by using classy themes and regular nicotine flavors again.

Not at all				Somewhat likely				Very much so			
0	10	20	30	40	50	60	70	80	90	100	

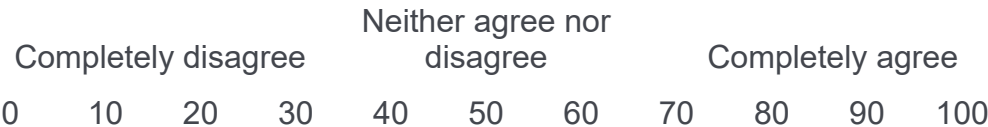
The *Bluewater Tobacco* after the changes no longer reflects the true essence of the *Bluewater Tobacco* before the changes.

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

Please rate the extent you agree with the following statement: the purpose of *Bluewater Tobacco* is to make profit



Plainly speaking, if you had to categorize *Bluewater Tobacco* after the changes, you would say that it is a tobacco production company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Bluewater Tobacco, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

- A rating of whether the company after the changes is the same company as the one before the changes.
- A prediction of whether the company will revert to its original behavior.
- A judgment of whether the company should change the product it is making.

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

- All of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.
- The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.
- All of its products are intentionally advertised to children by using colorful themes and fruity flavors.
- The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors.

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

- All of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.

The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.

All of its products are intentionally advertised to children by using colorful themes and fruity flavors.

The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors.

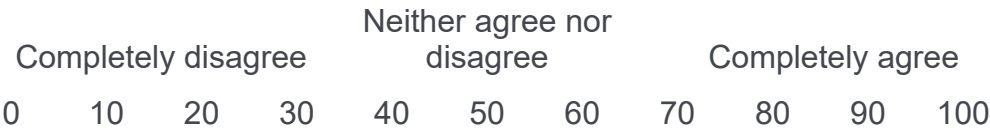
Bluewater Tobacco, Improve, Identity Measures

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

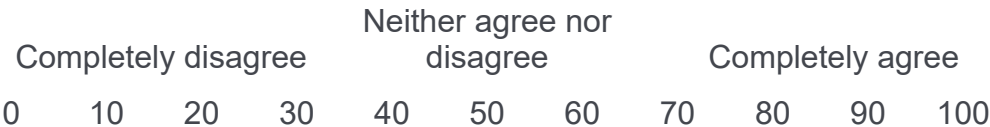
Bluewater Tobacco is a small tobacco production company. The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. Over the years, some departments of *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to adults.

Please rate the extent to which you agree with the following statements.

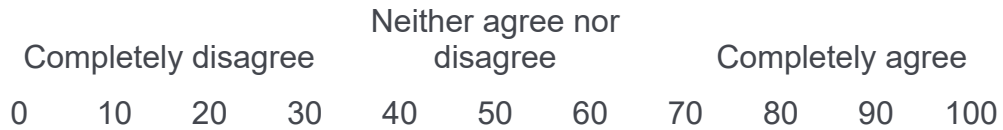
The *Bluewater Tobacco* after the changes is not really the same company as the *Bluewater Tobacco* before the changes.



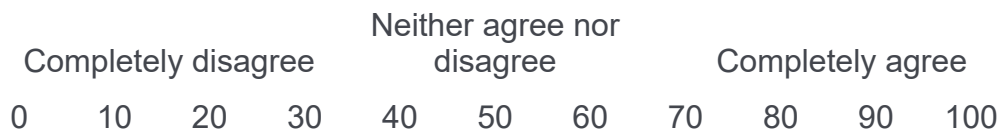
The *Bluewater Tobacco* after the changes no longer reflects the true essence of the *Bluewater Tobacco* before the changes.



Plainly speaking, if you had to categorize *Bluewater Tobacco* after the changes, you would say that it is a tobacco production company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of *Bluewater Tobacco* is to make profit



Bluewater Tobacco, Improve, Prediction Measures

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 small 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, some departments of *Bluewater Tobacco* change their policies. Now, after these changes, the majority of its products are intentionally advertised to adults.

Please rate the extent to which you agree with the following statement.

It is likely that *Bluewater Tobacco* will intentionally advertise the majority of its products to children by using colorful themes and fruity flavors again.

Not at all

Somewhat likely

Very much so

0102030405060708090100

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

0102030405060708090100

Please rate the extent you agree with the following statement: the purpose of *Bluewater Tobacco* is to make profit

Completely disagree

Neither agree nor disagree

Completely agree

0102030405060708090100

Plainly speaking, if you had to categorize *Bluewater Tobacco* after the changes, you would say that it is a tobacco production company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

Completely disagree

Neither agree nor disagree

Completely agree

0102030405060708090100

Bluewater Tobacco, Improve, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

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

All of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.

The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.

All of its products are intentionally advertised to children by using colorful themes and fruity flavors.

The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors.

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

All of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.

The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors.

All of its products are intentionally advertised to children by using colorful themes and fruity flavors.

The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors.

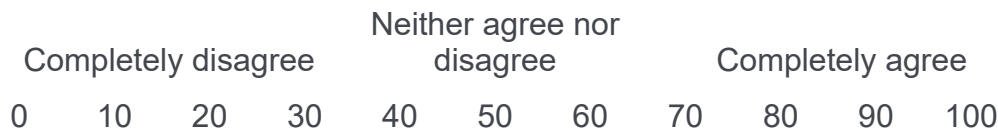
Doc Lips, Deteriorate, Identity Measures

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

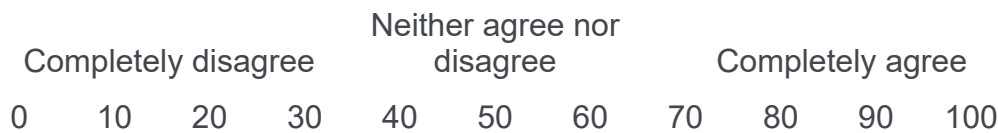
Doc Lips is a small lipstick company. The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. Over the years, some departments of *Doc Lips* change their policies. Now, after these changes,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

Please rate the extent to which you agree with the following statements.

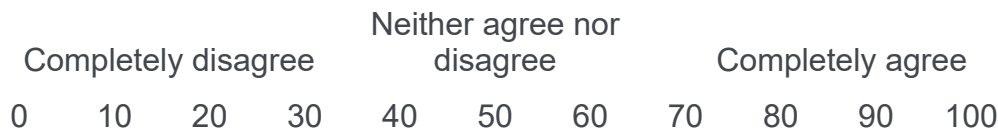
The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.



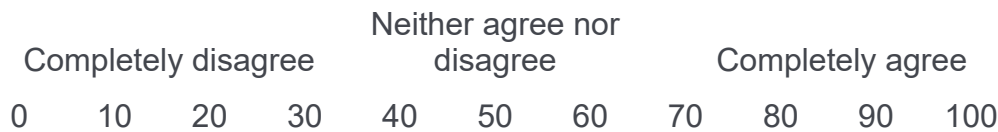
The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.



Plainly speaking, if you had to categorize *Doc Lips* after the changes, you would say that it is a lipstick company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Please rate the extent you agree with the following statement: the purpose of *Doc Lips* is to make profit



Doc Lips, Deteriorate, Prediction Measures

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 small 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, some departments of *Doc Lips* change their policies. Now, after these changes, the majority of the lipsticks it intentionally sells are cheap counterfeits that break.

Please rate the extent to which you agree with the following statement.

It is likely that *Doc Lips* will intentionally sell the majority of its lipsticks as original products that work again.

Not at all				Somewhat likely				Very much so			
0	10	20	30	40	50	60	70	80	90	100	

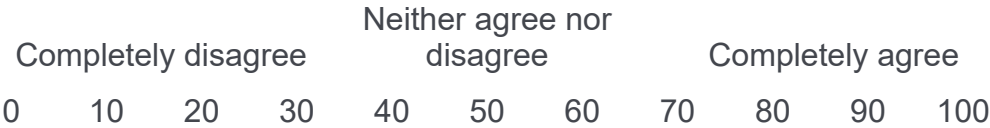
The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.

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

Please rate the extent you agree with the following statement: the purpose of *Doc Lips* is to make profit

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

Plainly speaking, if you had to categorize *Doc Lips* after the changes, you would say that it is a lipstick company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).



Doc Lips, Deteriorate, Comp Checks

What kind of question did you answer on the previous page?

- A rating of whether the company after the changes is the same company as the one before the changes.
- A prediction of whether the company will revert to its original behavior.
- A judgment of whether the company should change the product it is making.

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

- All of the lipsticks it intentionally sells are original products that work.
- The majority of lipsticks it intentionally sells are original products that work.
- All of the lipsticks it intentionally sells are cheap counterfeits that break.
- The majority of lipsticks it intentionally sells are cheap counterfeits that break.

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

- All of the lipsticks it intentionally sells are original products that work.
- The majority of lipsticks it intentionally sells are original products that work.
- All of the lipsticks it intentionally sells are cheap counterfeits that break.
- The majority of lipsticks it intentionally sells are cheap counterfeits that break.

Doc Lips, Improve, Identity Measures

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 small lipstick company. 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. Over the years, some departments of *Doc Lips* change their policies. Now, after these changes, the majority of the lipsticks it intentionally sells are original products that work.

Please rate the extent to which you agree with the following statements.

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

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

The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.

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

Plainly speaking, if you had to categorize *Doc Lips* after the changes, you would say that it is a lipstick company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Please rate the extent you agree with the following statement: the purpose of *Doc Lips* is to make profit

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

Doc Lips, Improve, Prediction Measures

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 small lipstick company. 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. Over the years, some departments of *Doc Lips* change their policies. Now, after these changes, the majority of the lipsticks it intentionally sells are original products that work.

Please rate the extent to which you agree with the following statement.

It is likely that *Doc Lips* will intentionally sell the majority of its lipsticks as cheap counterfeits that break again.

Not at all				Somewhat likely			Very much so			
0	10	20	30	40	50	60	70	80	90	100

The *Doc Lips* after the changes no longer reflects the true essence of the *Doc Lips* before the changes.

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

Please rate the extent you agree with the following statement: the purpose of *Doc Lips* is to make profit

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

Plainly speaking, if you had to categorize *Doc Lips* after the changes, you would say that it is a lipstick company (as opposed to another kind of company, such as a vegetable store, car company, real estate agency, etc.).

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

Doc Lips, Improve, Comp Checks

What kind of question did you answer on the previous page?

A rating of whether the company after the changes is the same company as the one before the changes.

A prediction of whether the company will revert to its original behavior.

A judgment of whether the company should change the product it is making.

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

All of the lipsticks it intentionally sells are original products that work.

The majority of lipsticks it intentionally sells are original products that work.

All of the lipsticks it intentionally sells are cheap counterfeits that break.

The majority of lipsticks it intentionally sells are cheap counterfeits that break.

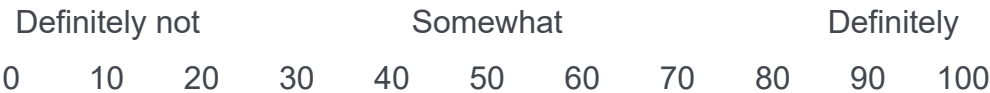
After the changes, how would you describe *Doc Lips*?

- All of the lipsticks it intentionally sells are original products that work.
- The majority of lipsticks it intentionally sells are original products that work.
- All of the lipsticks it intentionally sells are cheap counterfeits that break.
- The majority of lipsticks it intentionally sells are cheap counterfeits that break.

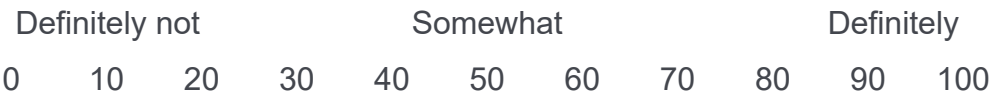
Psychopathy Measures

Now, please answer the following questions about big companies in general.

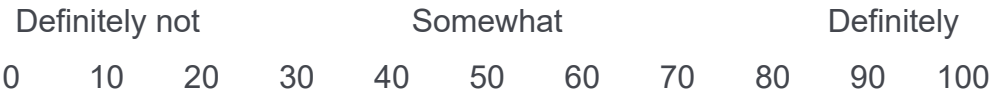
Do big companies have “excess glibness” or superficial charm?



Do big companies have a grandiose sense of self-worth?



Are big companies pathological liars?



Are big companies conning or manipulative?



Do big companies display a lack of remorse or guilt?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies have “shallow affect” or a lack of deep feelings?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Are big companies callous, or do they lack empathy?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies “parasitize” (take advantage of) consumers?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies have poor control of their behaviors?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies lack realistic long-term goals?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Are big companies overly impulsive?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies have a high level of irresponsibility?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies fail to accept responsibility for their own actions?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies repeatedly commit the same offenses, even after they've been given a chance to improve their behaviors?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Do big companies display "criminal versatility," or a tendency to use whatever means necessary, even if harmful, to get what they want?

Definitely not				Somewhat				Definitely			
0	10	20	30	40	50	60	70	80	90	100	

Demographic Questions

What is your political orientation?

Definitely liberal Neither liberal nor conservative Definitely conservative

0 10 20 30 40 50 60 70 80 90 100

What is your gender?

Male

Female

Prefer not to disclose

Other

What is your ethnicity?

White

Black

Asian

Mixed

Other

What is your age (in years)?**Please indicate the highest level of education completed.**

Grammar School

High School or Equivalent

Vocational/Technical School (2 year)

Some College

College Graduate (4 year)

Masters Degree (MS)

Doctoral Degree (PhD)

Professional Degree (MD, JD, etc.)

Other

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

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

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