

# Corporate Essence E6 - Conservative vs. Liberal Values

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Start of Block: Consent

☐ I agree (1)

End of Block: Consent

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Start of Block: Attention Check I

attn\_check\_1 This is an attention check. **John is taller than Paul. Who is shorter?**

☐ John (1)

☐ Paul (2)

☐ Neither John nor Paul (3)

☐ Both John and Paul (4)

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attn\_check\_2 **What color is grass?**

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

☐ Green (1)

☐ Purple (2)

End of Block: Attention Check I

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Start of Block: Attention Check II




attn\_check\_fail **Oops! You failed one of the previous attention checks. Please pay closer attention!**

Here are some more attention checks:

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attn\_check\_3 This is an attention check. Please set X at 15, and make it so Y is larger than X, and Z is larger than Y. Please also make sure that Y is evenly divisible by 10.

0 10 20 30 40 50 60 70 80 90 100

X ()	
Y ()	
Z ()	

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attn\_check\_4 How many fatal heart attacks have you had?

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

End of Block: Attention Check II

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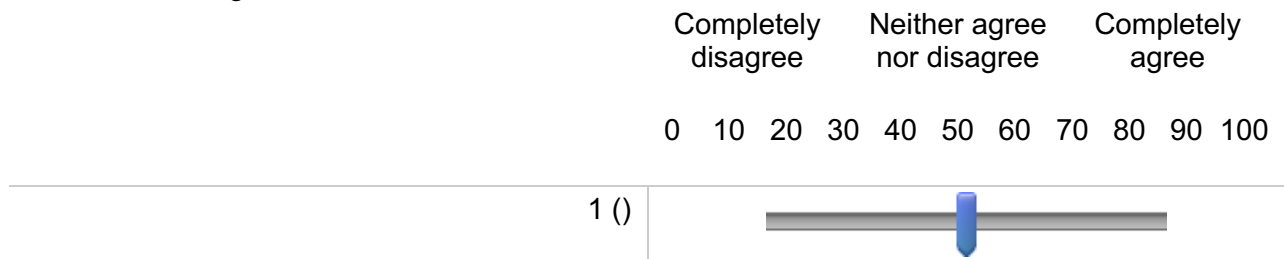
Start of Block: Young Scouting, Conservative

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

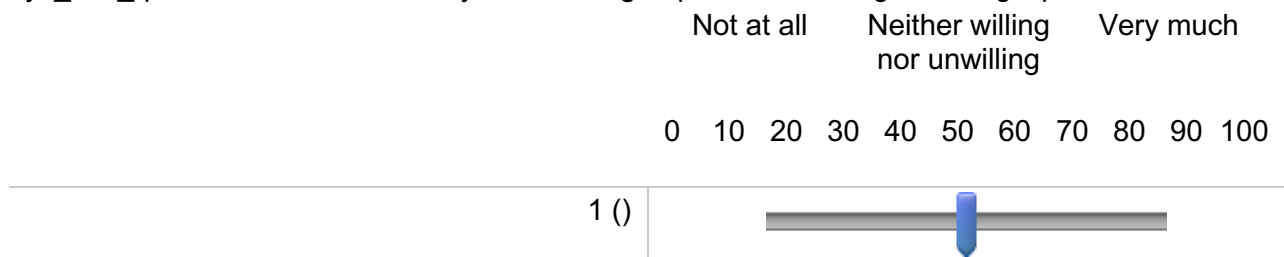
*Young Scouting* is a small company that sells books and materials that teach survival and life skills for young scouts. When the company first began operating, some books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian, while some other books and materials intentionally did not include these lessons at all.

Over the years, the company removes some books and materials and adds some new ones. Now, after these changes, almost all of the books and materials intentionally include compulsory lessons about the necessity of being God-loving and a good Christian.

ys\_con\_q1 **Please rate the extent to which you agree with the following statement:** The *Young Scouting* after the changes is not really the same company as the *Young Scouting* before the changes.



ys\_con\_q2 To what extent would you be willing to purchase *Young Scouting's* products?



Page Break

ys\_con\_q3 **What is your political orientation?**

Highly liberal      Neither liberal  
                                 nor  
                                 conservative      Highly  
                                 conservative

0   10   20   30   40   50   60   70   80   90   100

1 ( )



Page Break



ys\_con\_comp\_1 Before the changes, how would you describe *Young Scouting*?

- ☐ Almost all of the books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian. (1)
  - ☐ Some books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian, while some other books and materials intentionally did not include these lessons at all. (2)
  - ☐ Almost all of the books and materials intentionally did not include any lessons whatsoever about being God-loving and a good Christian. (3)
- 



ys\_con\_comp\_2 After the changes, how would you describe *Young Scouting*?

- ☐ Almost all of the books and materials intentionally include compulsory lessons about the necessity of being God-loving and a good Christian. (1)
- ☐ Some books and materials intentionally include compulsory lessons about the necessity of being God-loving and a good Christian, while some other books and materials intentionally do not include these lessons at all. (2)
- ☐ Almost all of the books and materials intentionally do not include any lessons whatsoever about being God-loving and a good Christian. (3)

End of Block: Young Scouting, Conservative

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Start of Block: Young Scouting, Liberal

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

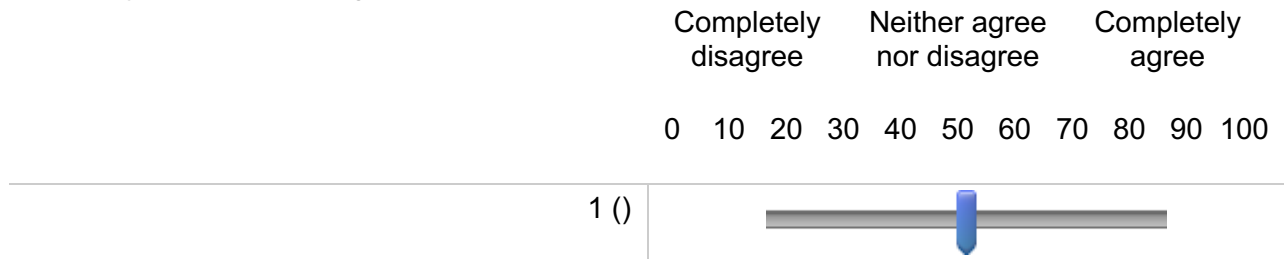
*Young Scouting* is a small company that sells books and materials that teach survival and life skills for young scouts. When the company first began operating, some books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian, while some other books and materials intentionally did not include these lessons at all.

Over the years, the company removes some books and materials and adds some new ones.

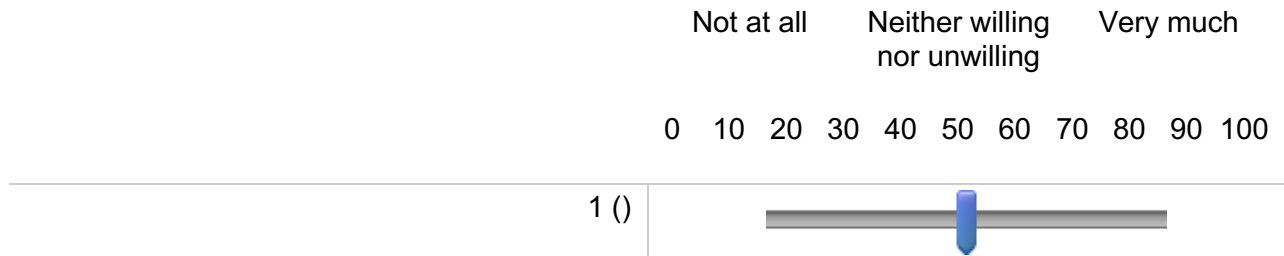
Now, after these changes, almost all of the books and materials intentionally do not include any lessons whatsoever about being God-loving and a good Christian.

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ys\_lib\_q1 **Please rate the extent to which you agree with the following statement:** The *Young Scouting* after the changes is not really the same company as the *Young Scouting* before the changes.



ys\_lib\_q2 To what extent would you be willing to purchase *Young Scouting's* products?



Page Break

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ys\_lib\_q3 **What is your political orientation?**

Highly liberal      Neither liberal  
                                 nor  
                                 conservative      Highly  
                                 conservative

0   10   20   30   40   50   60   70   80   90   100

1 ( )



Page Break





ys\_lib\_comp\_1 Before the changes, how would you describe *Young Scouting*?

- ☐ Almost all of the books and materials intentionally did not include any lessons whatsoever about being God-loving and a good Christian. (3)
  - ☐ Some books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian, while some other books and materials intentionally did not include these lessons at all. (2)
  - ☐ Almost all of the books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian. (1)
- 



ys\_lib\_comp\_2 After the changes, how would you describe *Young Scouting*?

- ☐ Almost all of the books and materials intentionally do not include any lessons whatsoever about being God-loving and a good Christian. (3)
- ☐ Some books and materials intentionally include compulsory lessons about the necessity of being God-loving and a good Christian, while some other books and materials intentionally do not include these lessons at all. (2)
- ☐ Almost all of the books and materials intentionally include compulsory lessons about the necessity of being God-loving and a good Christian. (1)

End of Block: Young Scouting, Liberal

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Start of Block: SciTech, Conservative

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

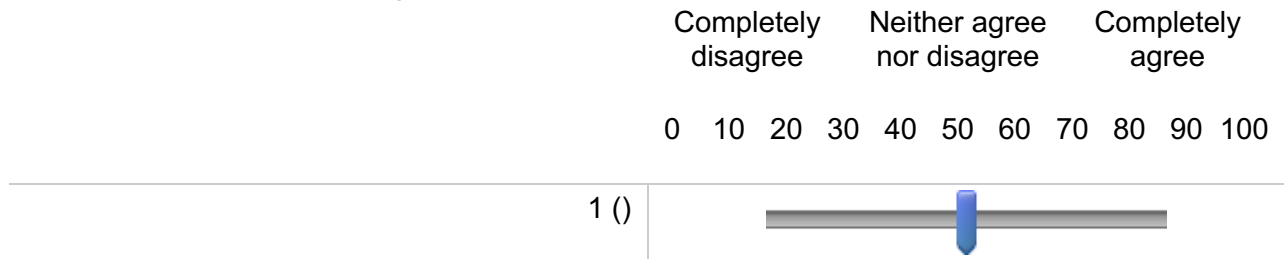
*SciTech* is an investment company that invests in smaller businesses working on the most urgent scientific and technological challenges facing our government. When the company first began operating, some of the investments were intentionally in businesses working on the urgent threat of climate change on the planet, while some other investments were intentionally in businesses working on the dire need to update military defense technology.

Over the years, the company cancels some investments and makes some new ones. Now,

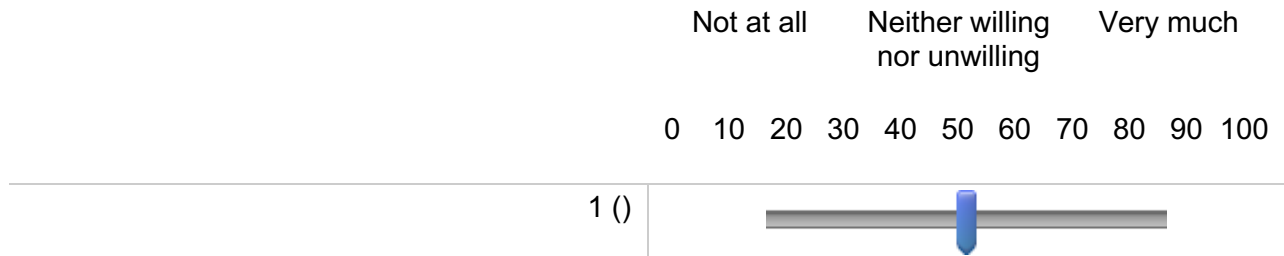
after these changes, almost all of the investments are intentionally in businesses working on the dire need to update military defense technology.

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st\_con\_q1 **Please rate the extent to which you agree with the following statement:** The *SciTech* after the changes is not really the same company as the *SciTech* before the changes.



st\_con\_q2 To what extent would you be willing to purchase *SciTech*'s products?



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Page Break

st\_con\_q3 **What is your political orientation?**

Highly liberal      Neither liberal  
                                 nor  
                                 conservative      Highly  
                                 conservative

0   10   20   30   40   50   60   70   80   90   100

1 ( )



Page Break



st\_con\_comp\_1 Before the changes, how would you describe *SciTech*?

- ☐ Almost all of the investments were intentionally in businesses working on the dire need to update military defense technology. (1)
  - ☐ Some of the investments were intentionally in businesses working on the urgent threat of climate change on the planet, while some other investments were intentionally in businesses working on the dire need to update military defense technology. (2)
  - ☐ Almost all of the investments were intentionally in businesses working on the urgent threat of climate change on the planet. (3)
- 



st\_con\_comp\_2 After the changes, how would you describe *SciTech*?

- ☐ Almost all of the investments are intentionally in businesses working on the dire need to update military defense technology. (1)
- ☐ Some of the investments are intentionally in businesses working on the urgent threat of climate change on the planet, while some other investments are intentionally in businesses working on the dire need to update military defense technology. (2)
- ☐ Almost all of the investments are intentionally in businesses working on the urgent threat of climate change on the planet. (3)

End of Block: *SciTech*, Conservative

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Start of Block: *SciTech*, Liberal

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

*SciTech* is an investment company that invests in smaller businesses working on the most urgent scientific and technological challenges facing our government. When the company first began operating, some of the investments were intentionally in businesses working on the urgent threat of climate change on the planet, while some other investments were intentionally in businesses working on the dire need to update military defense technology.

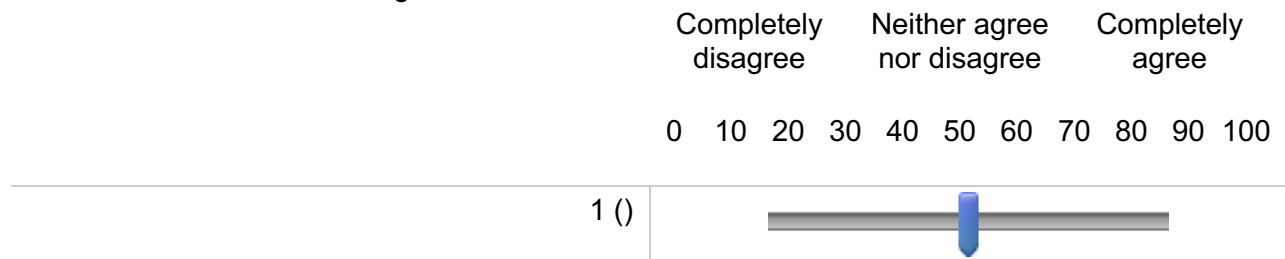
Over the years, the company cancels some investments and makes some new ones. Now,

after these changes, almost all of the investments are intentionally in businesses working on the urgent threat of climate change on the planet.

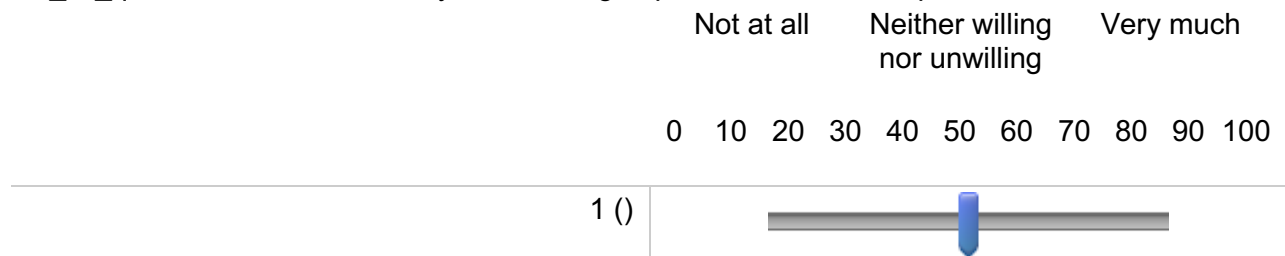
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st\_lib\_q1 **Please rate the extent to which you agree with the following**

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



st\_lib\_q2 To what extent would you be willing to purchase *SciTech*'s products?



Page Break

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st\_lib\_q3 **What is your political orientation?**

Highly liberal      Neither liberal  
                                 nor  
                                 conservative      Highly  
                                 conservative

0   10   20   30   40   50   60   70   80   90   100

1 ( )



Page Break



st\_lib\_comp\_1 Before the changes, how would you describe *SciTech*?

- ☐ Almost all of the investments were intentionally in businesses working on the urgent threat of climate change on the planet. (3)
- ☐ Some of the investments were intentionally in businesses working on the urgent threat of climate change on the planet, while some other investments were intentionally in businesses working on the dire need to update military defense technology. (2)
- ☐ Almost all of the investments were intentionally in businesses working on the dire need to update military defense technology. (1)
- 



st\_lib\_comp\_2 After the changes, how would you describe *SciTech*?

- ☐ Almost all of the investments are intentionally in businesses working on the urgent threat of climate change on the planet. (3)
- ☐ Some of the investments are intentionally in businesses working on the urgent threat of climate change on the planet, while some other investments are intentionally in businesses working on the dire need to update military defense technology. (2)
- ☐ Almost all of the investments are intentionally in businesses working on the dire need to update military defense technology. (1)

End of Block: *SciTech*, Liberal

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Start of Block: Demographic Questions

gender What is your **gender**?

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

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ethnicity

**What is your ethnicity?**

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

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

\_\_\_\_\_

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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

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### 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

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

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### End of Block: Debrief

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