

# Corporate Essence E6 - Causal Essence

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## Start of Block: Consent

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.

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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 (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:**

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

0 10 20 30 40 50 60 70 80 90 100

X ()	
Y ()	
Z ()	

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

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

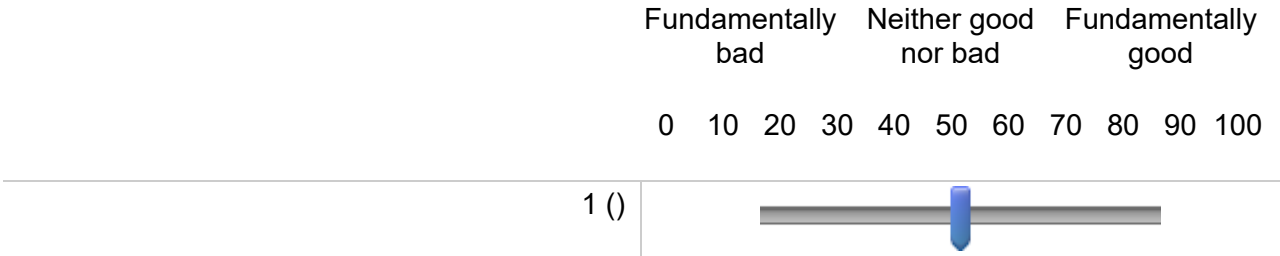
End of Block: Attention Check II

Start of Block: Experimental Block

ins\_1 **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

vig\_1 \${e://Field/Vignette1}

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



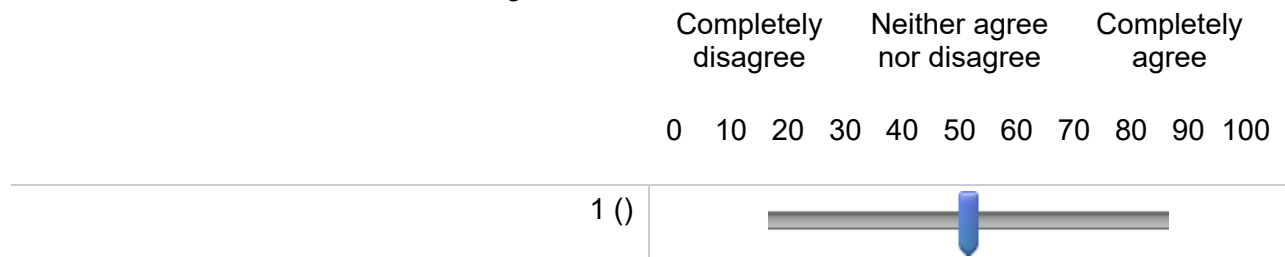
Page Break

ins\_2 Here is the scenario again, with new information presented in **black** font.

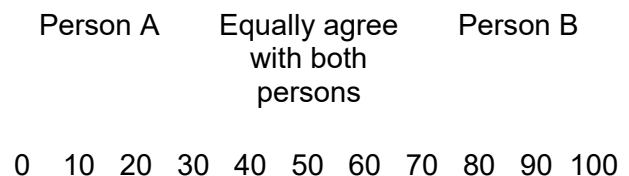
vig\_1 \${e://Field/Vignette1}.

vig\_2 \${e://Field/Vignette2}

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



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



1 ()



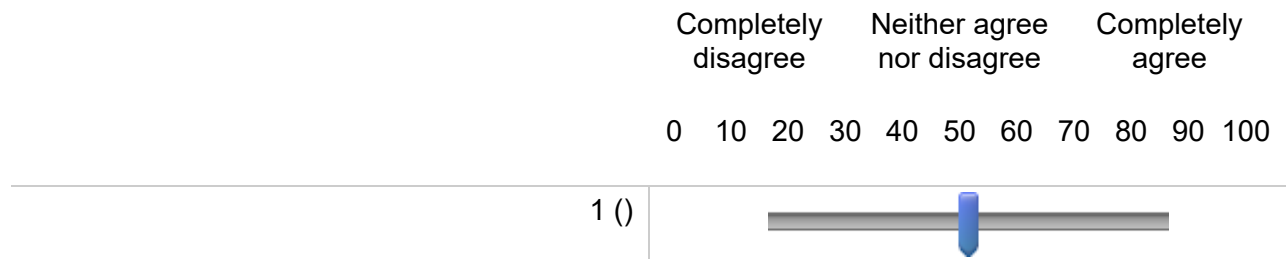
Page Break

ins\_3 Here is the entire scenario one more time:

vig\_1\_re \${e://Field/Vignette1}

vig\_2\_re \${e://Field/Vignette2}

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



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



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

Not at all      Somewhat      Very much

0 10 20 30 40 50 60 70 80 90 100

1 ()



Page Break





comp\_before Before the changes, how would you describe *Medical Connect*?

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



comp\_after After the changes, how would you describe *Medical Connect*?

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

End of Block: Experimental Block

Start of Block: Demographic Questions

politics **What is your political orientation?**

Highly liberal      Neither liberal  
                                 nor  
                                 conservative      Highly conservative

0   10   20   30   40   50   60   70   80   90   100

1 ( )



gender What is your **gender**?

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

ethnicity

**What is your ethnicity?**

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

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

\_\_\_\_\_

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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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