

# Corporate Essence E1 - Identity Asymmetry [Majority Good Bad]

---

## 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.

Investigators: Samuel Johnson and Julian De Freitas  
University of Bath School of Management  
The Avenue, Claverton Down  
Bath BA6 7AY  
Contact Email: [sgbjohnson@gmail.com](mailto: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 (1)




End of Block: Consent

---

Start of Block: Attention Check

attn\_check\_1 **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\_2 **How many fatal heart attacks have you had?**

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

End of Block: Attention Check

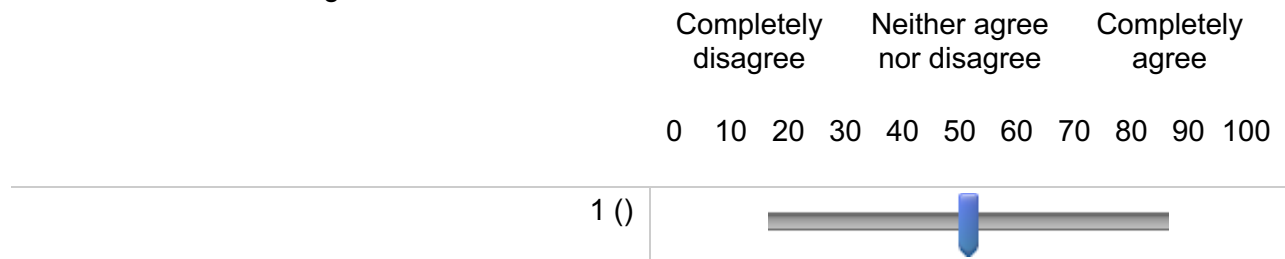
---

## Start of Block: West Winter, Deteriorate

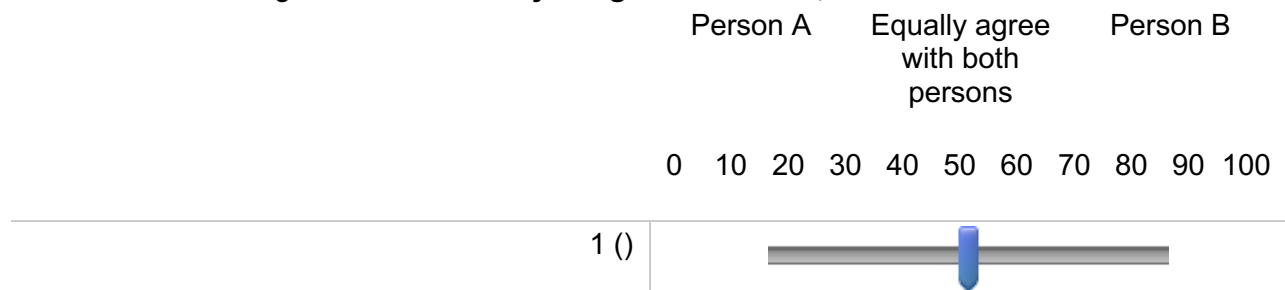
WW\_deteriorate\_vig Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.

*West Winter* is a 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.

WW\_deteriorate\_Q1 Please rate the extent to which you agree with the following statement: The *West Winter* after the changes is not really the same company as the *West Winter* before the changes.



WW\_deteriorate\_Q2 Person A thinks that *West Winter* after the changes is still the same company as *West Winter* before the changes. Person B thinks that it makes more sense to say that *West Winter* is no longer the same company it used to be. The way he sees it, the original *West Winter* no longer exists. **Who do you agree with more, Person A or Person B?**





comprehension\_chk\_Q1 Before the changes, how would you describe *West Winter*?

- ☐ All of its coats are intentionally made using faux fur manufactured in its factory. (1)
  - ☐ The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. (2)
  - ☐ All of its coats are intentionally made using real fur obtained by killing coyotes. (3)
  - ☐ The majority of its coats are intentionally made using real fur obtained by killing coyote, while some of its other coats are intentionally made using faux fur manufactured in its factory. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *West Winter*?

- ☐ All of its coats are intentionally made using faux fur manufactured in its factory. (1)
- ☐ The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. (2)
- ☐ All of its coats are intentionally made using real fur obtained by killing coyotes. (3)
- ☐ The majority of its coats are intentionally made using real fur obtained by killing coyote, while some of its other coats are intentionally made using faux fur manufactured in its factory. (4)

End of Block: West Winter, Deteriorate

---

Start of Block: West Winter, Improve

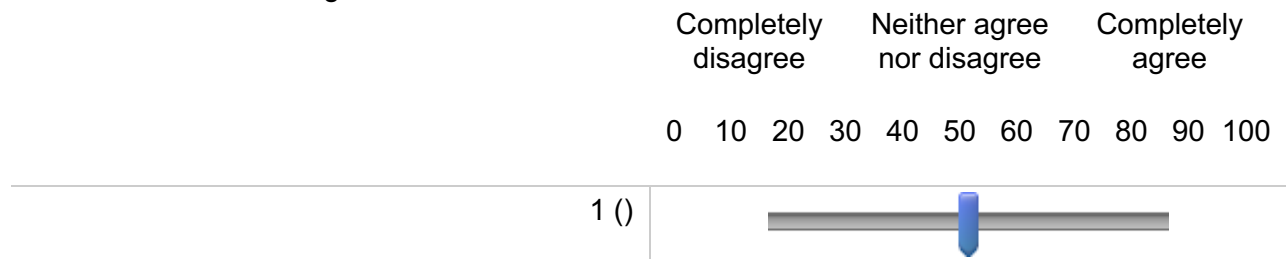
WW\_improve\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*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*

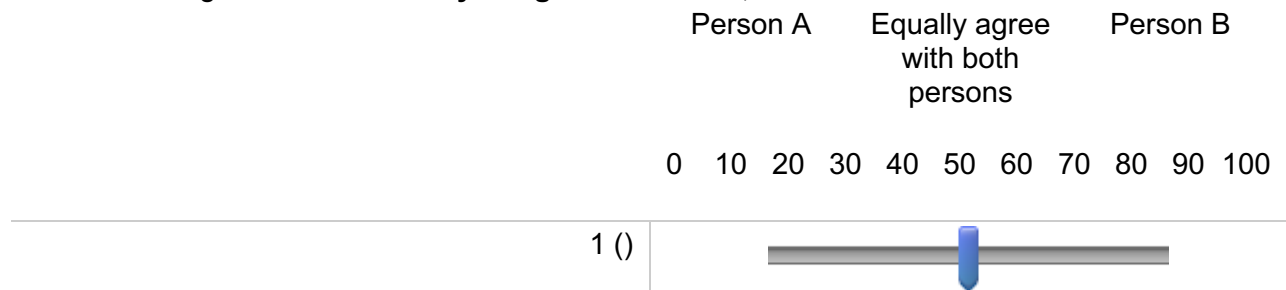
*Winter* change their policies. Now, after these changes, the majority of its coats are intentionally made using faux fur manufactured in its factory.

---

WW\_improve\_Q1 **Please rate the extent to which you agree with the following statement:** The *West Winter* after the changes is not really the same company as the *West Winter* before the changes.



WW\_improve\_Q2 Person A thinks that *West Winter* after the changes is still the same company as *West Winter* before the changes. Person B thinks that it makes more sense to say that *West Winter* is no longer the same company it used to be. The way he sees it, the original *West Winter* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *West Winter*?

- ☐ All of its coats are intentionally made using faux fur manufactured in its factory. (1)
  - ☐ The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. (2)
  - ☐ All of its coats are intentionally made using real fur obtained by killing coyotes. (3)
  - ☐ The majority of its coats are intentionally made using real fur obtained by killing coyote, while some of its other coats are intentionally made using faux fur manufactured in its factory. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *West Winter*?

- ☐ All of its coats are intentionally made using faux fur manufactured in its factory. (1)
- ☐ The majority of its coats are intentionally made using faux fur manufactured in its factory, while some of its other coats are intentionally made using real fur obtained by killing coyotes. (2)
- ☐ All of its coats are intentionally made using real fur obtained by killing coyotes. (3)
- ☐ The majority of its coats are intentionally made using real fur obtained by killing coyote, while some of its other coats are intentionally made using faux fur manufactured in its factory. (4)

End of Block: *West Winter*, Improve

---

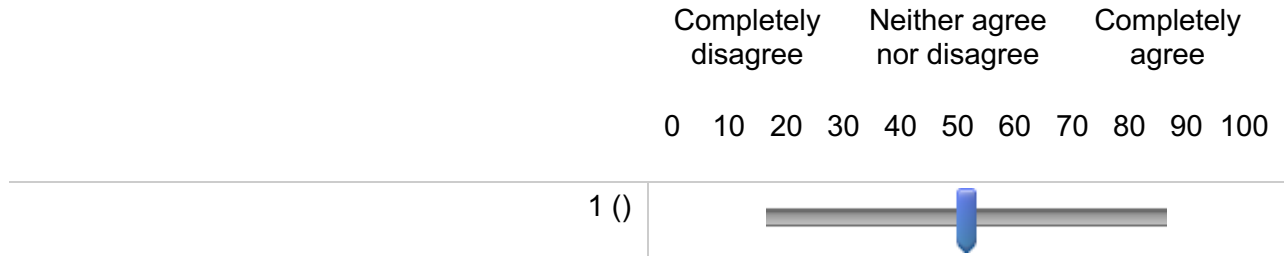
Start of Block: *Brighter Lab*, Deteriorate

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

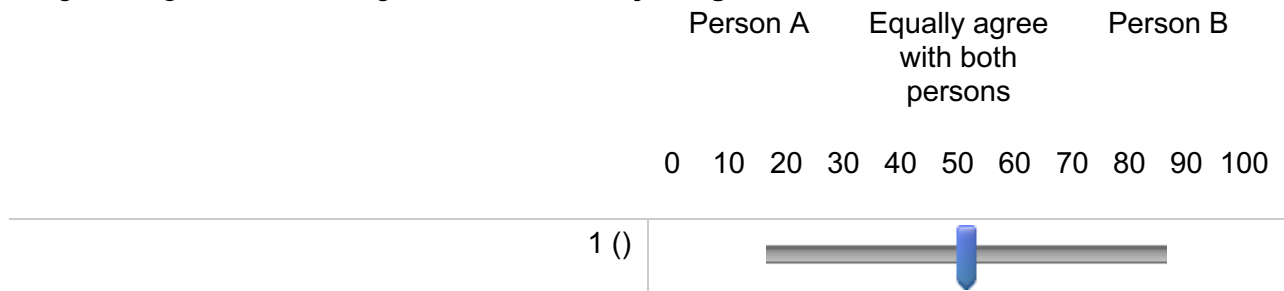
*Brighter Lab* is a small cosmetics company. The majority of its products are intentionally made using harmless chemicals that pass FDA guidelines, while some of its other products are intentionally made using harmful chemicals that do not pass FDA guidelines. Over the years,

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

BL\_deteriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Brighter Lab* after the changes is not really the same company as the *Brighter Lab* before the changes.



BL\_deteriorate\_Q2 Person A thinks that *Brighter Lab* after the changes is still the same company as *Brighter Lab* before the changes. Person B thinks that it makes more sense to say that *Brighter Lab* is no longer the same company it used to be. The way he sees it, the original *Brighter Lab* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Brighter Lab*?

- ☐ All of its products are intentionally made using harmless chemicals that pass FDA guidelines. (1)
  - ☐ 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. (2)
  - ☐ All of its products are intentionally made using harmful chemicals that do not pass FDA guidelines (3)
  - ☐ 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. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Brighter Lab*?

- ☐ All of its products are intentionally made using harmless chemicals that pass FDA guidelines. (1)
- ☐ 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. (2)
- ☐ All of its products are intentionally made using harmful chemicals that do not pass FDA guidelines (3)
- ☐ 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. (4)

End of Block: Brighter Lab, Deteriorate

---

Start of Block: Brighter Lab, Improve

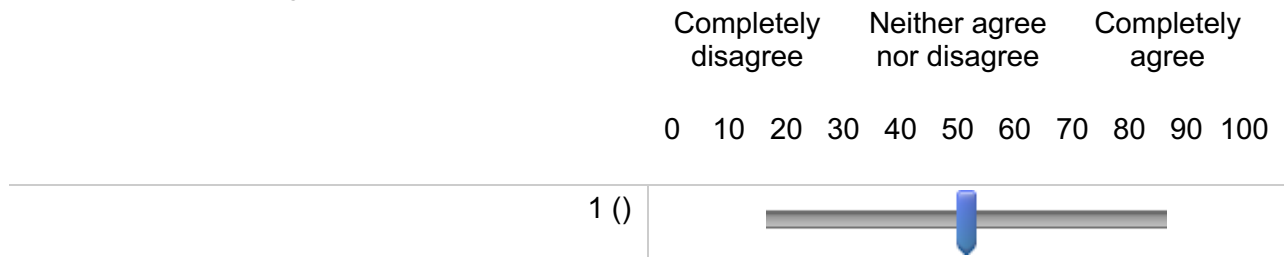
BL\_improve\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**



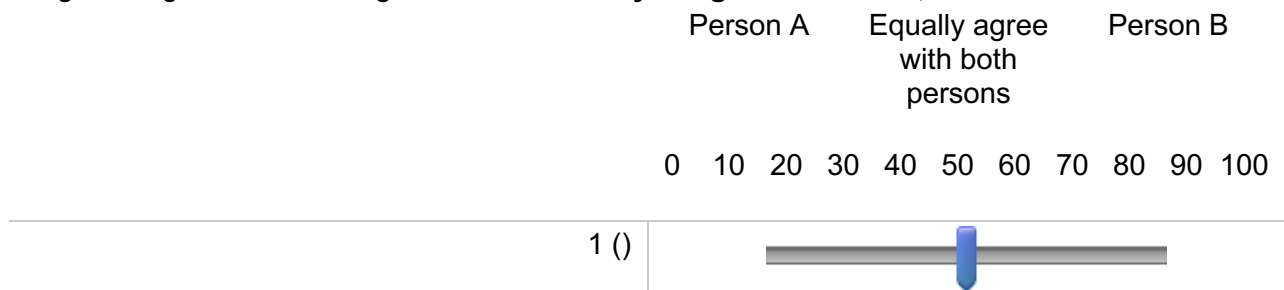
*Brighter Lab* is a small cosmetics company. The majority of its products are intentionally made using harmful chemicals that do not pass FDA guidelines, while some of its other products are intentionally made with harmless chemicals that pass FDA guidelines. Over the years, some departments of *Brighter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

BL\_improve\_Q1 **Please rate the extent to which you agree with the following**

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



BL\_improve\_Q2 Person A thinks that *Brighter Lab* after the changes is still the same company as *Brighter Lab* before the changes. Person B thinks that it makes more sense to say that *Brighter Lab* is no longer the same company it used to be. The way he sees it, the original *Brighter Lab* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Brighter Lab*?

- ☐ All of its products are intentionally made using harmless chemicals that pass FDA guidelines. (1)
  - ☐ 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. (2)
  - ☐ All of its products are intentionally made using harmful chemicals that do not pass FDA guidelines (3)
  - ☐ 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. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Brighter Lab*?

- ☐ All of its products are intentionally made using harmless chemicals that pass FDA guidelines. (1)
- ☐ 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. (2)
- ☐ All of its products are intentionally made using harmful chemicals that do not pass FDA guidelines (3)
- ☐ 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. (4)

---

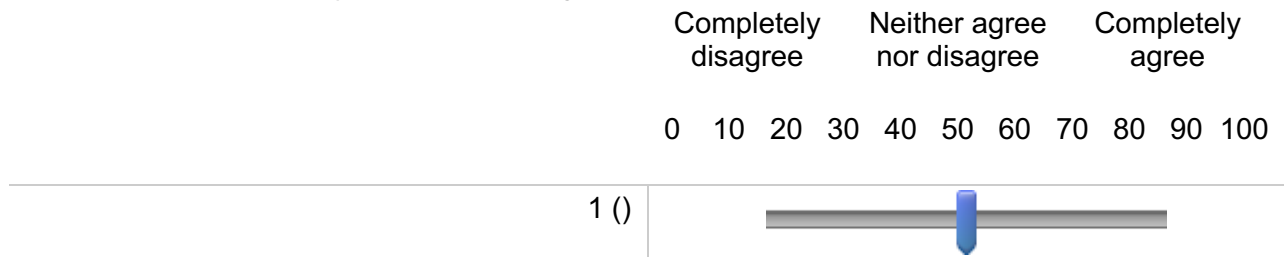
End of Block: Brighter Lab, Improve

Start of Block: Wonderland Clothing, Deteriorate

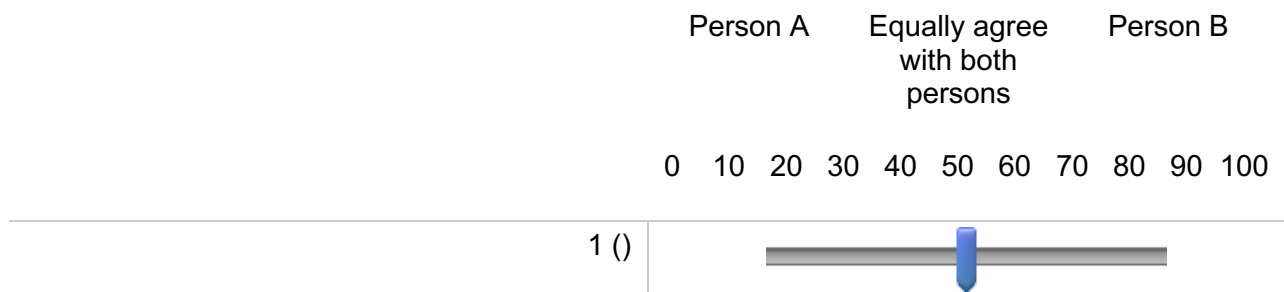
WL\_detiriorate\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*Wonderland Clothing* is a 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.

WL\_detiriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Wonderland Clothing* after the changes is not really the same company as the *Wonderland Clothing* before the changes.



WL\_detiriorate\_Q2 Person A thinks that *Wonderland Clothing* after the changes is still the same company as *Wonderland Clothing* before the changes. Person B thinks that it makes more sense to say that *Wonderland Clothing* is no longer the same company it used to be. The way he sees it, the original *Wonderland Clothing* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Wonderland Clothing*?

- ☐ All of its clothes are intentionally made using paid adult labor in its factory (1)
  - ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
  - ☐ All of its clothes are intentionally made using unpaid child labor based in a poor country. (3)
  - ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Wonderland Clothing*?

- ☐ All of its clothes are intentionally made using paid adult labor in its factory (1)
- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ All of its clothes are intentionally made using unpaid child labor based in a poor country. (3)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)

End of Block: *Wonderland Clothing*, Deteriorate

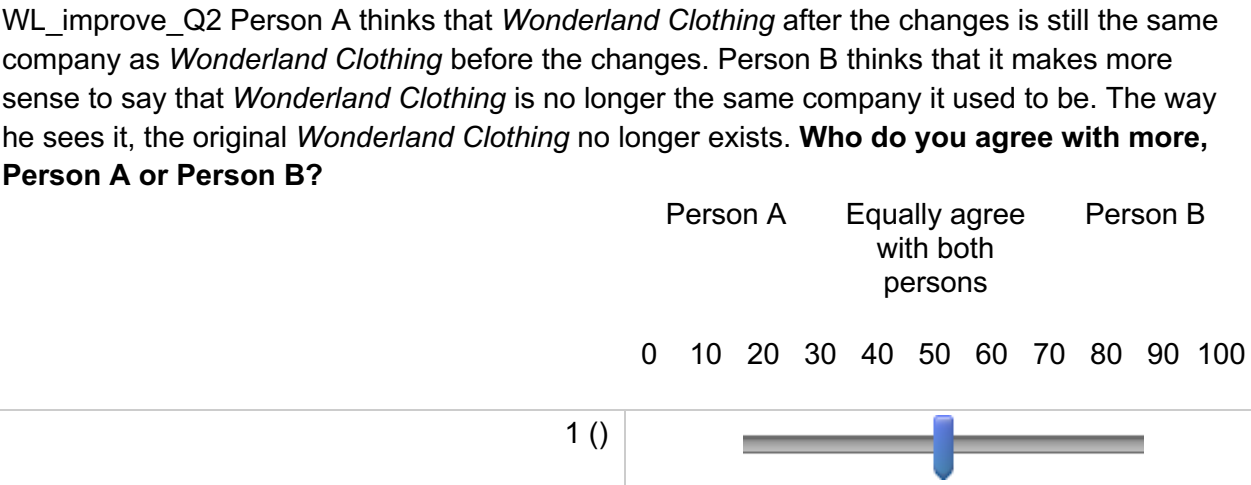
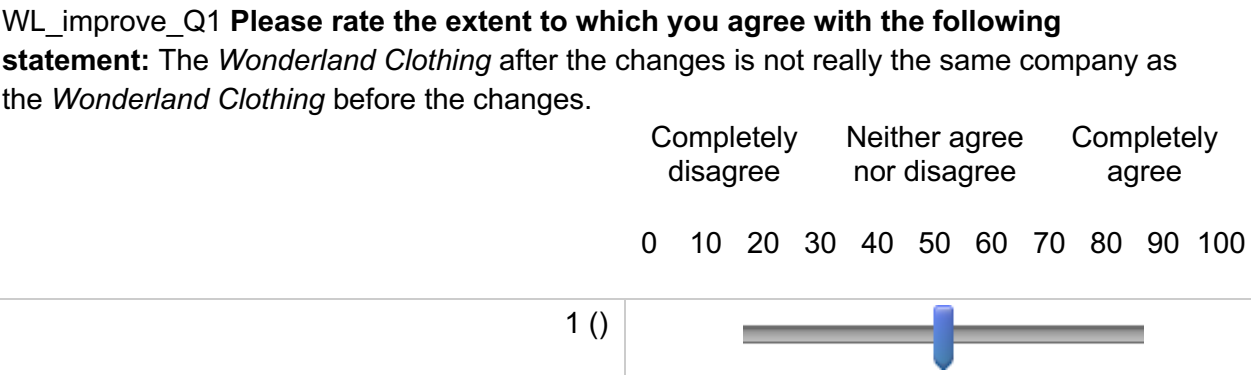
---

Start of Block: *Wonderland Clothing*, Improve

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

*Wonderland Clothing* is a 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.





comprehension\_chk\_Q1 Before the changes, how would you describe *Wonderland Clothing*?

- ☐ All of its clothes are intentionally made using paid adult labor in its factory (1)
  - ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
  - ☐ All of its clothes are intentionally made using unpaid child labor based in a poor country. (3)
  - ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Wonderland Clothing*?

- ☐ All of its clothes are intentionally made using paid adult labor in its factory (1)
- ☐ The majority of its clothes are intentionally made using paid adult labor in its factory, while some of its other clothes are intentionally made using unpaid child labor based in a poor country. (2)
- ☐ All of its clothes are intentionally made using unpaid child labor based in a poor country. (3)
- ☐ The majority of its clothes are intentionally made using unpaid child labor based in a poor country, while some of its other clothes are intentionally made using paid adult labor in its factory. (4)

End of Block: *Wonderland Clothing, Improve*

---

Start of Block: *Access Mine, Deteriorate*

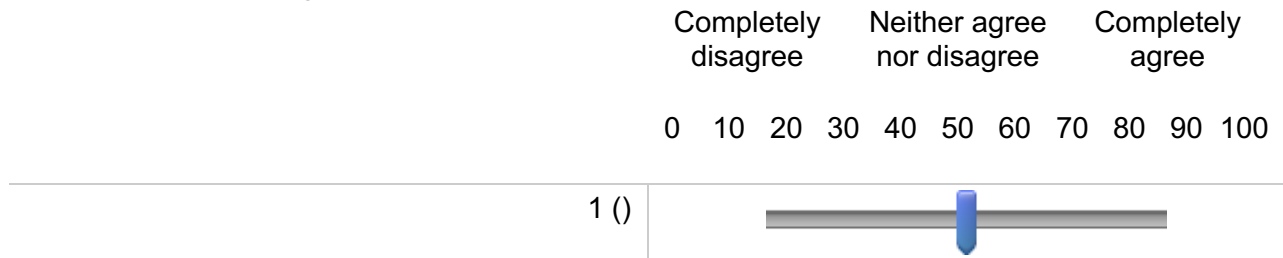
AM\_deteriorate\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*Access 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

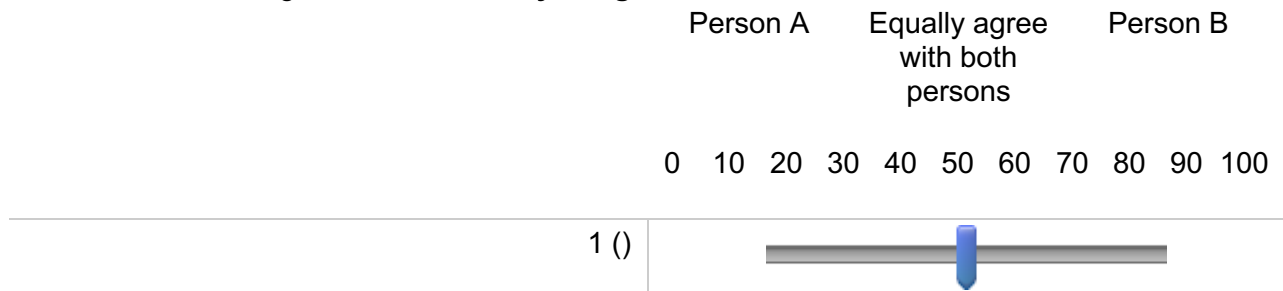
ignore safety regulations and have very dangerous working conditions. Over the years, some departments of *Access Mine* change their policies. Now, after these changes, the majority of its mines intentionally ignore safety regulations and have very dangerous working conditions.

---

AM\_deteriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Access Mine* after the changes is not really the same company as the *Access Mine* before the changes.



AM\_deteriorate\_Q2 Person A thinks that *Access Mine* after the changes is still the same company as *Access Mine* before the changes. Person B thinks that it makes more sense to say that *Access Mine* is no longer the same company it used to be. The way he sees it, the original *Access Mine* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Access Mine*?

- ☐ All of its mines intentionally obey safety regulations and have very safe working conditions. (1)
  - ☐ 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. (2)
  - ☐ All of its mines intentionally ignore safety regulations and have very dangerous working conditions. (3)
  - ☐ 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. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Access Mine*?

- ☐ All of its mines intentionally obey safety regulations and have very safe working conditions. (1)
- ☐ 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. (2)
- ☐ All of its mines intentionally ignore safety regulations and have very dangerous working conditions. (3)
- ☐ 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. (4)

---

End of Block: Access Mine, Deteriorate

Start of Block: Access Mine, Improve

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

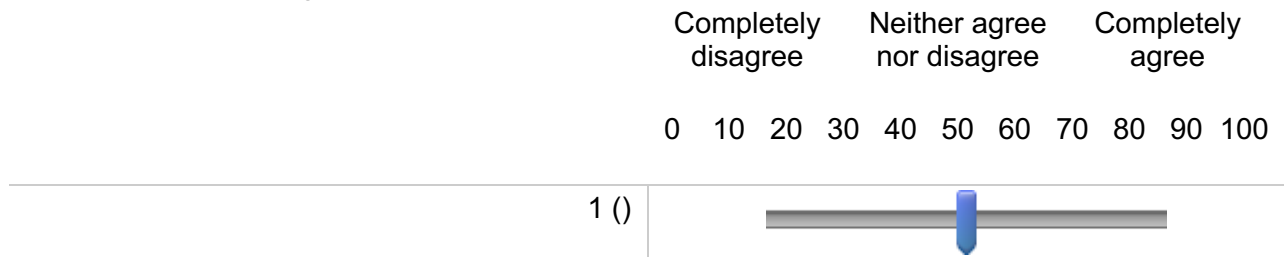


*Access Mine* is a small mining company. The majority of its mines intentionally ignore safety regulations and have very dangerous working conditions, while some of its other mines intentionally obey safety regulations and have very safe working conditions. Over the years, some departments of *Access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

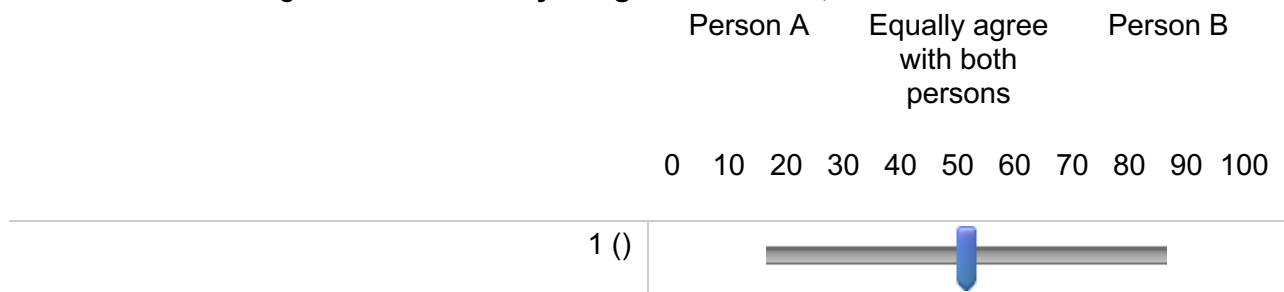
---

AM\_improve\_Q1 **Please rate the extent to which you agree with the following**

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



AM\_improve\_Q2 Person A thinks that *Access Mine* after the changes is still the same company as *Access Mine* before the changes. Person B thinks that it makes more sense to say that *Access Mine* is no longer the same company it used to be. The way he sees it, the original *Access Mine* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Access Mine*?

- ☐ All of its mines intentionally obey safety regulations and have very safe working conditions. (1)
  - ☐ 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. (2)
  - ☐ All of its mines intentionally ignore safety regulations and have very dangerous working conditions. (3)
  - ☐ 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. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Access Mine*?

- ☐ All of its mines intentionally obey safety regulations and have very safe working conditions. (1)
- ☐ 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. (2)
- ☐ All of its mines intentionally ignore safety regulations and have very dangerous working conditions. (3)
- ☐ 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. (4)

End of Block: *Access Mine*, Improve

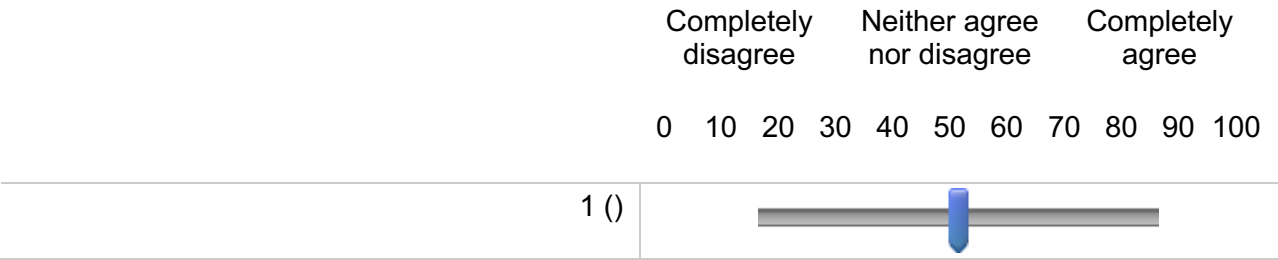
---

Start of Block: *Tecigo*, Deteriorate

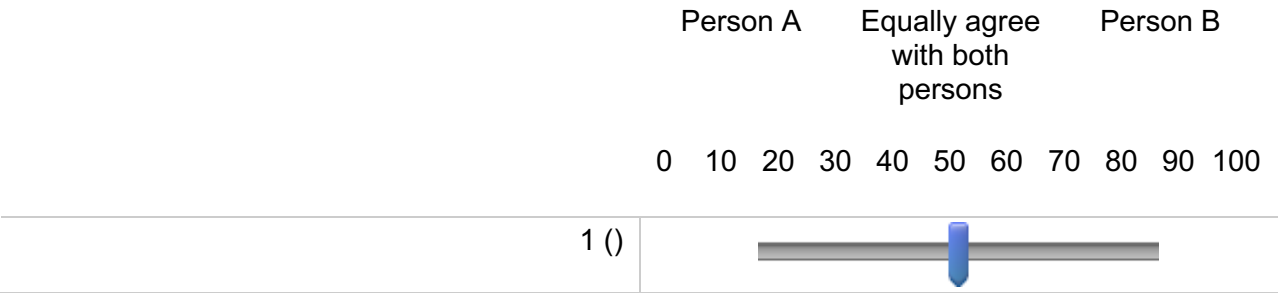
TC\_deteriorate\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*Tecigo* is a 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.

TC\_deteriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.



TC\_deteriorate\_Q2 Person A thinks that *Tecigo* after the changes is still the same company as *Tecigo* before the changes. Person B thinks that it makes more sense to say that *Tecigo* is no longer the same company it used to be. The way he sees it, the original *Tecigo* no longer exists. **Who do you agree with more, Person A or Person B?**





comprehension\_chk\_Q1 Before the changes, how would you describe *Tecigo*?

- ☐ All of its products are intentionally made using the labor of well-paid factory workers (1)
  - ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
  - ☐ All of its products are intentionally made using the labor of underpaid factory workers. (3)
  - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Tecigo*?

- ☐ All of its products are intentionally made using the labor of well-paid factory workers (1)
- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
- ☐ All of its products are intentionally made using the labor of underpaid factory workers. (3)
- ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)

End of Block: *Tecigo*, Deteriorate

---

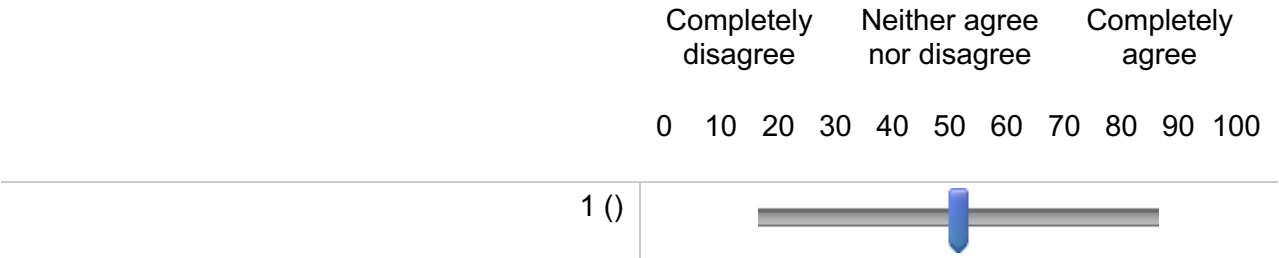
Start of Block: *Tecigo*, Improve

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

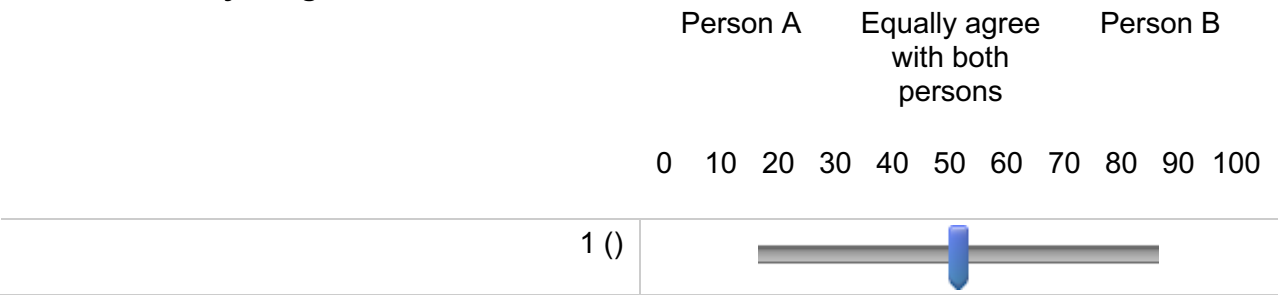
*Tecigo* is a small technology company. The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made

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.

TC\_improve\_Q1 **Please rate the extent to which you agree with the following statement:** The *Tecigo* after the changes is not really the same company as the *Tecigo* before the changes.



TC\_improve\_Q2 Person A thinks that *Tecigo* after the changes is still the same company as *Tecigo* before the changes. Person B thinks that it makes more sense to say that *Tecigo* is no longer the same company it used to be. The way he sees it, the original *Tecigo* no longer exists. **Who do you agree with more, Person A or Person B?**





comprehension\_chk\_Q1 Before the changes, how would you describe *Tecigo*?

- ☐ All of its products are intentionally made using the labor of well-paid factory workers. (1)
  - ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
  - ☐ All of its products are intentionally made using the labor of underpaid factory workers. (3)
  - ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Tecigo*?

- ☐ All of its products are intentionally made using the labor of well-paid factory workers. (1)
- ☐ The majority of its products are intentionally made using the labor of well-paid factory workers, while some of its other products are intentionally made using the labor of underpaid factory workers. (2)
- ☐ All of its products are intentionally made using the labor of underpaid factory workers. (3)
- ☐ The majority of its products are intentionally made using the labor of underpaid factory workers, while some of its other products are intentionally made using the labor of well-paid workers. (4)

End of Block: *Tecigo*, Improve

---

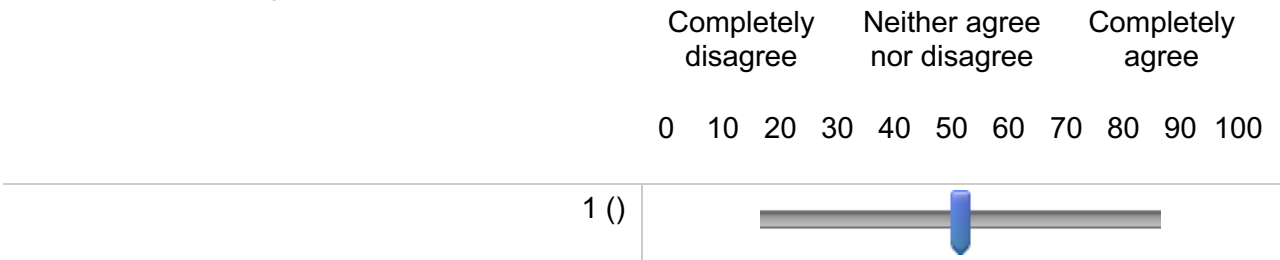
Start of Block: *Royal Oil*, Deteriorate

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

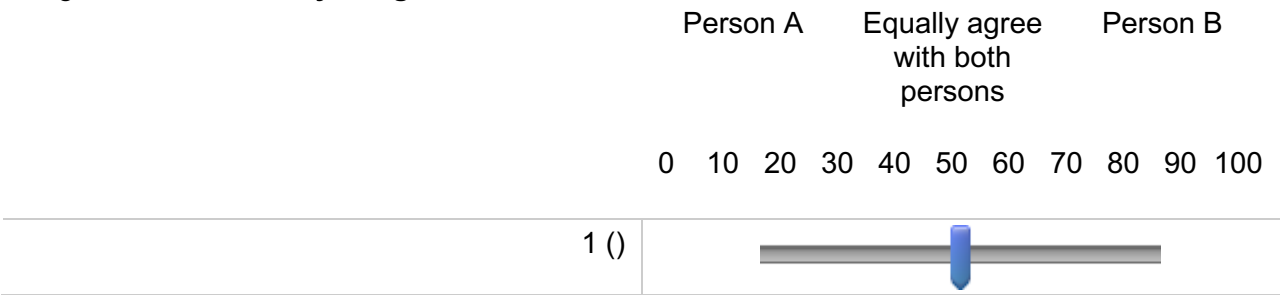
*Royal Oil* is a small petroleum company. The majority of its toxic extractions are intentionally disposed of through a certified waste company, while some of its other toxic extractions are

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.

RO\_deteriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Royal Oil* after the changes is not really the same company as the *Royal Oil* before the changes.



RO\_deteriorate\_Q2 Person A thinks that *Royal Oil* after the changes is still the same company as *Royal Oil* before the changes. Person B thinks that it makes more sense to say that *Royal Oil* is no longer the same company it used to be. The way he sees it, the original *Royal Oil* no longer exists. **Who do you agree with more, Person A or Person B?**





comprehension\_chk\_Q1 Before the changes, how would you describe *Royal Oil*?

- ☐ All of its toxic extractions are intentionally disposed of through a certified waste company. (1)
  - ☐ 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. (2)
  - ☐ All of its toxic extractions are intentionally disposed of in the ocean. (3)
  - ☐ The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its toxic extractions are intentionally disposed of through a certified waste company. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Royal Oil*?

- ☐ All of its toxic extractions are intentionally disposed of through a certified waste company. (1)
- ☐ 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. (2)
- ☐ All of its toxic extractions are intentionally disposed of in the ocean. (3)
- ☐ The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its toxic extractions are intentionally disposed of through a certified waste company. (4)

End of Block: Royal Oil, Deteriorate

---

Start of Block: Royal Oil, Improve

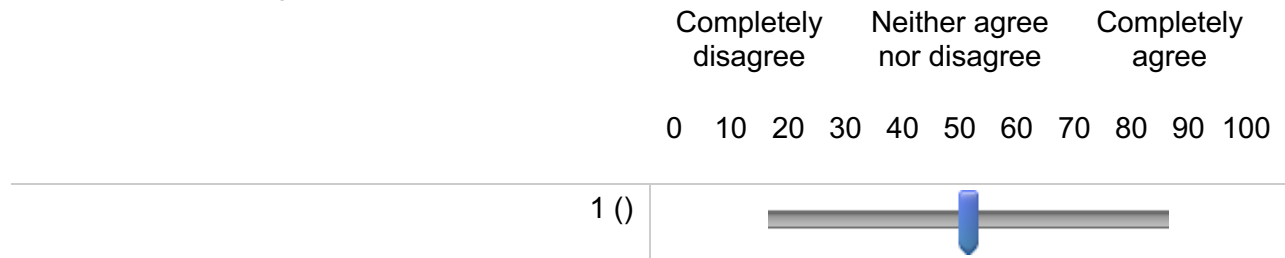
RO\_improve\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*Royal Oil* is a small petroleum company. The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its toxic extractions are intentionally disposed of

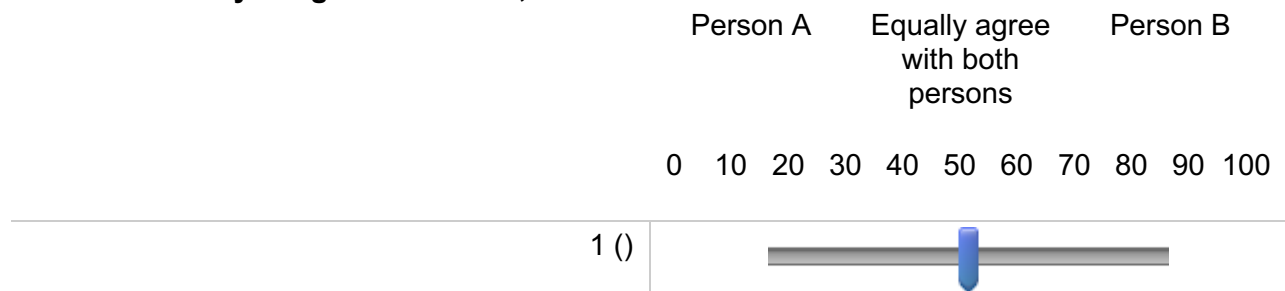


through a certified waste company. Over the years, some departments of *Royal Oil* change their policies. Now, after these changes, the majority of its toxic extractions are intentionally disposed of through a certified waste company.

RO\_improve\_Q1 **Please rate the extent to which you agree with the following statement:** The *Royal Oil* after the changes is not really the same company as the *Royal Oil* before the changes.



RO\_improve\_Q2 Person A thinks that *Royal Oil* after the changes is still the same company as *Royal Oil* before the changes. Person B thinks that it makes more sense to say that *Royal Oil* is no longer the same company it used to be. The way he sees it, the original *Royal Oil* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Royal Oil*?

- ☐ All of its toxic extractions are intentionally disposed of through a certified waste company. (1)
  - ☐ 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. (2)
  - ☐ All of its toxic extractions are intentionally disposed of in the ocean. (3)
  - ☐ The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its toxic extractions are intentionally disposed of through a certified waste company. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Royal Oil*?

- ☐ All of its toxic extractions are intentionally disposed of through a certified waste company. (1)
- ☐ 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. (2)
- ☐ All of its toxic extractions are intentionally disposed of in the ocean. (3)
- ☐ The majority of its toxic extractions are intentionally disposed of in the ocean, while some of its toxic extractions are intentionally disposed of through a certified waste company. (4)

End of Block: Royal Oil, Improve

---

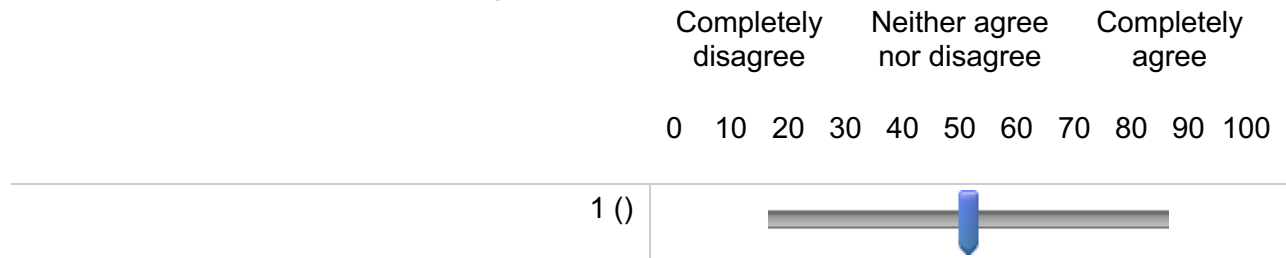
Start of Block: Bluewater Tobacco, Deteriorate

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

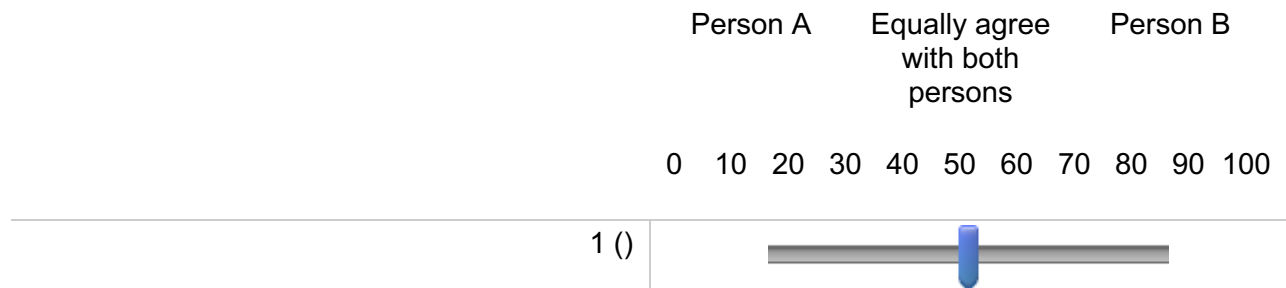
*Bluewater Tobacco* is a small tobacco production company. The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while

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.

BT\_deteriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Bluewater Tobacco* after the changes is not really the same company as the *Bluewater Tobacco* before the changes.



BT\_deteriorate\_Q2 Person A thinks that *Bluewater Tobacco* after the changes is still the same company as *Bluewater Tobacco* before the changes. Person B thinks that it makes more sense to say that *Bluewater Tobacco* is no longer the same company it used to be. The way he sees it, the original *Bluewater Tobacco* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 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. (1)
  - ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
  - ☐ All of its products are intentionally advertised to children by using colorful themes and fruity flavors. (3)
  - ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Bluewater Tobacco*?

- ☐ All of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (1)
- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ All of its products are intentionally advertised to children by using colorful themes and fruity flavors. (3)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)

---

End of Block: Bluewater Tobacco, Deteriorate

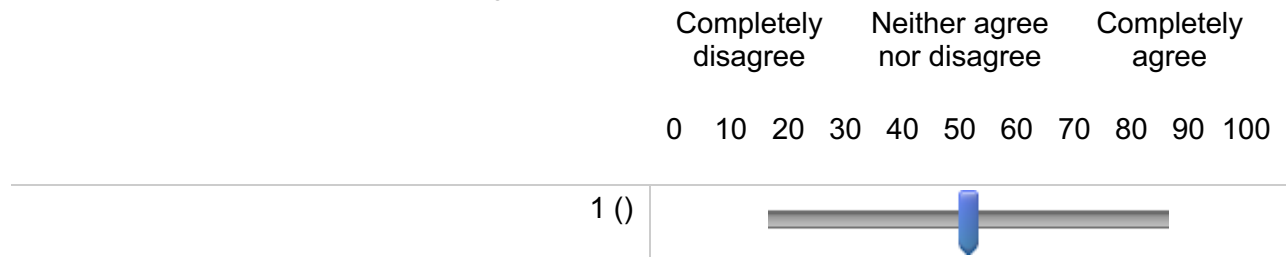
Start of Block: Bluewater Tobacco, Improve

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

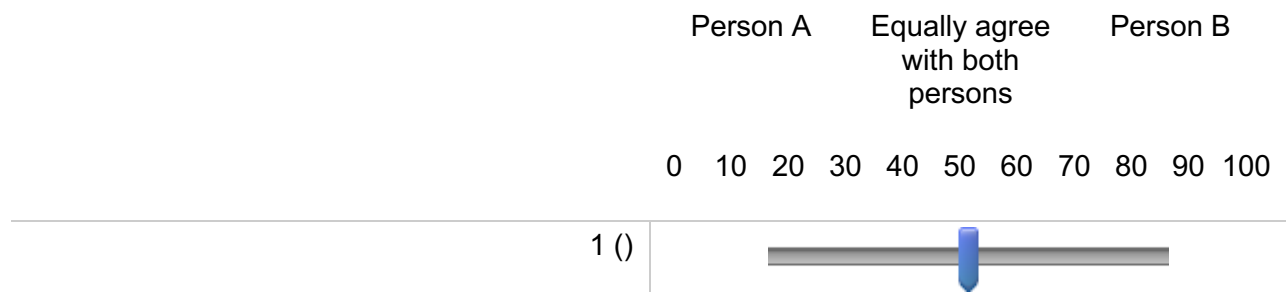
*Bluewater Tobacco* is a small tobacco production company. The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. Over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

BT\_improve\_Q1 **Please rate the extent to which you agree with the following**

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



BT\_improve\_Q2 Person A thinks that *Bluewater Tobacco* after the changes is still the same company as *Bluewater Tobacco* before the changes. Person B thinks that it makes more sense to say that *Bluewater Tobacco* is no longer the same company it used to be. The way he sees it, the original *Bluewater Tobacco* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 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. (1)
  - ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
  - ☐ All of its products are intentionally advertised to children by using colorful themes and fruity flavors. (3)
  - ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Bluewater Tobacco*?

- ☐ All of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (1)
- ☐ The majority of its products are intentionally advertised to adults by using classy themes and regular nicotine flavors, while some of its other products are intentionally advertised to children by using colorful themes and fruity flavors. (2)
- ☐ All of its products are intentionally advertised to children by using colorful themes and fruity flavors. (3)
- ☐ The majority of its products are intentionally advertised to children by using colorful themes and fruity flavors, while some of its other products are intentionally advertised to adults by using classy themes and regular nicotine flavors. (4)

End of Block: Bluewater Tobacco, Improve

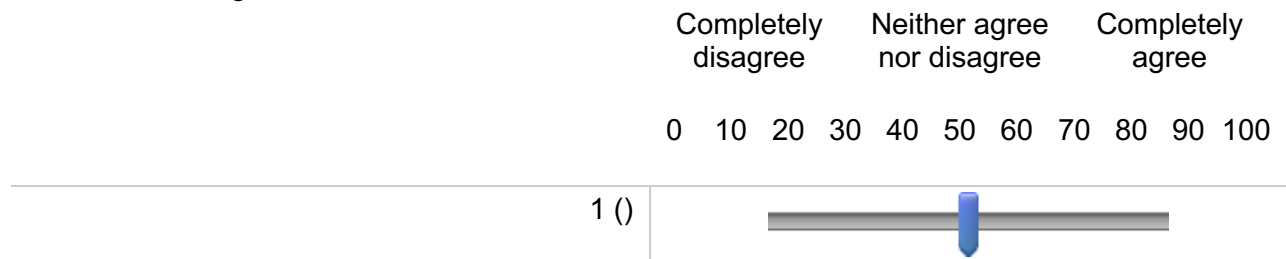
---

Start of Block: Doc Lips, Deteriorate

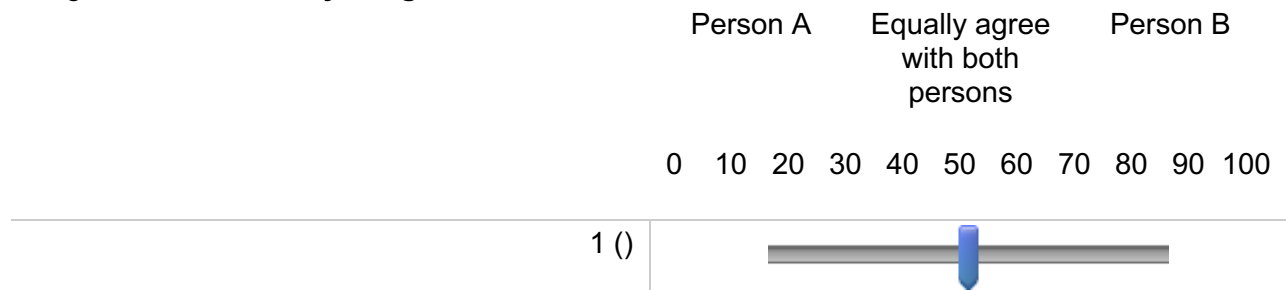
DL\_deteriorate\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*Doc Lips* is a 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 sells are cheap counterfeits that break.

DL\_deteriorate\_Q1 **Please rate the extent to which you agree with the following statement:** The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.



DL\_deteriorate\_Q2 Person A thinks that *Doc Lips* after the changes is still the same company as *Doc Lips* before the changes. Person B thinks that it makes more sense to say that *Doc Lips* is no longer the same company it used to be. The way he sees it, the original *Doc Lips* no longer exists. **Who do you agree with more, Person A or Person B?**



Page Break



comprehension\_chk\_Q1 Before the changes, how would you describe *Doc Lips*?

- ☐ All of the lipsticks it intentionally sells are original products that work. (1)
  - ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
  - ☐ All of the lipsticks it intentionally sells are cheap counterfeits that break. (3)
  - ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)
- 



comprehension\_chk\_Q2 After the changes, how would you describe *Doc Lips*?

- ☐ All of the lipsticks it intentionally sells are original products that work. (1)
- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ All of the lipsticks it intentionally sells are cheap counterfeits that break. (3)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)

End of Block: Doc Lips, Deteriorate

---

Start of Block: Doc Lips, Improve

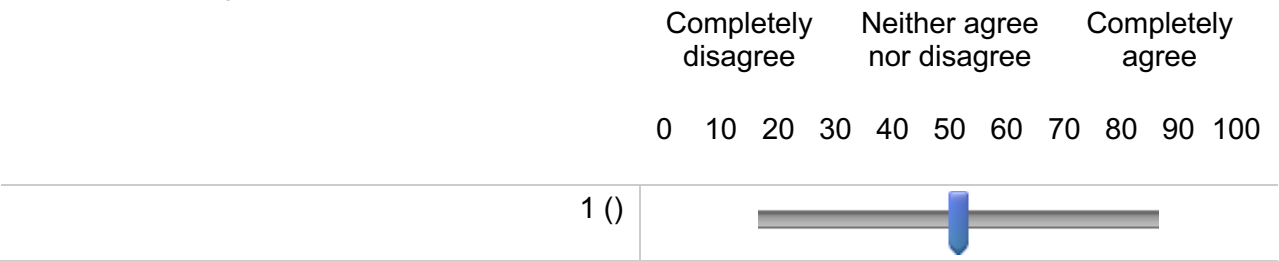
DL\_improve\_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

*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 sells are original products that work.

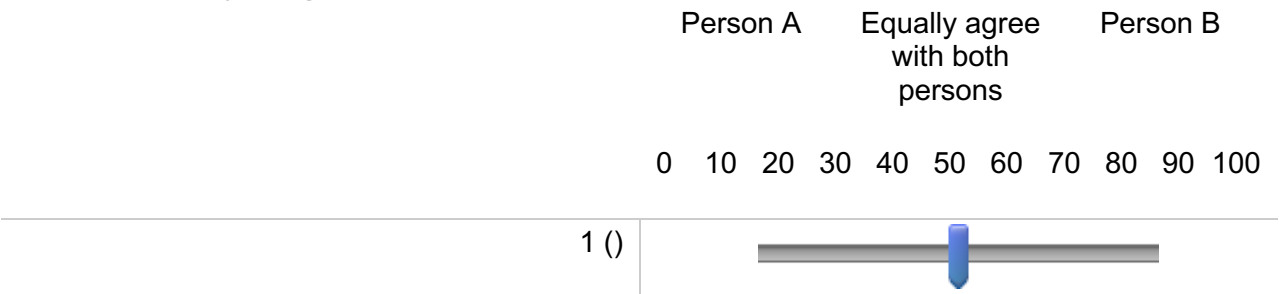
---



DL\_improve\_Q1 **Please rate the extent to which you agree with the following statement:** The *Doc Lips* after the changes is not really the same company as the *Doc Lips* before the changes.



DL\_improve\_Q2 Person A thinks that *Doc Lips* after the changes is still the same company as *Doc Lips* before the changes. Person B thinks that it makes more sense to say that *Doc Lips* is no longer the same company it used to be. The way he sees it, the original *Doc Lips* no longer exists. **Who do you agree with more, Person A or Person B?**





comprehension\_chk\_Q1 Before the changes, how would you describe *Doc Lips*?

- ☐ All of the lipsticks it intentionally sells are original products that work. (1)
- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ All of the lipsticks it intentionally sells are cheap counterfeits that break. (3)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)



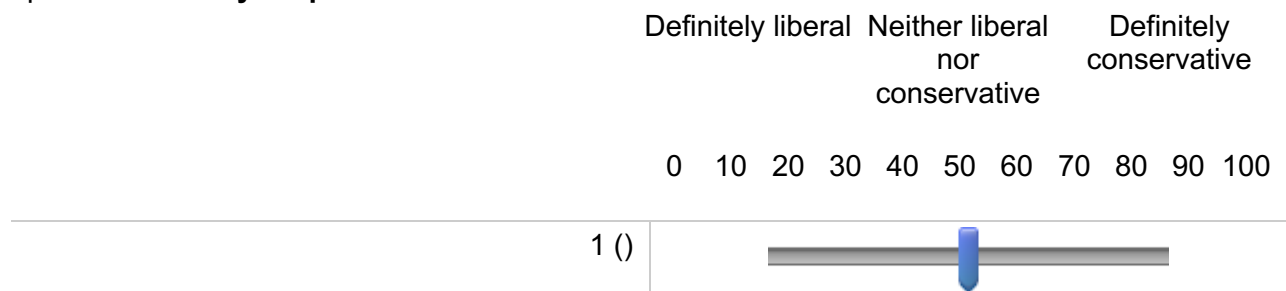
comprehension\_chk\_Q2 After the changes, how would you describe *Doc Lips*?

- ☐ All of the lipsticks it intentionally sells are original products that work. (1)
- ☐ The majority of lipsticks it intentionally sells are original products that work, while some of the other lipsticks it intentionally sells are cheap counterfeits that break. (2)
- ☐ All of the lipsticks it intentionally sells are cheap counterfeits that break. (3)
- ☐ The majority of lipsticks it intentionally sells are cheap counterfeits that break, while some of the other lipsticks it intentionally sells are original products that work. (4)

End of Block: Doc Lips, Improve

Start of Block: Demographic Questions

politics **What is your political orientation?**



---

gender What is your **gender**?

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

ethnicity  
What is your **ethnicity**?

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

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

\_\_\_\_\_

---

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

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

End of Block: Demographic Questions

---

Start of Block: Debrief

debrief

### **Debriefing**

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

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

---

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

---

End of Block: Debrief

---