

Corporate Essence E9 - Twitter Takeover

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

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)

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




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

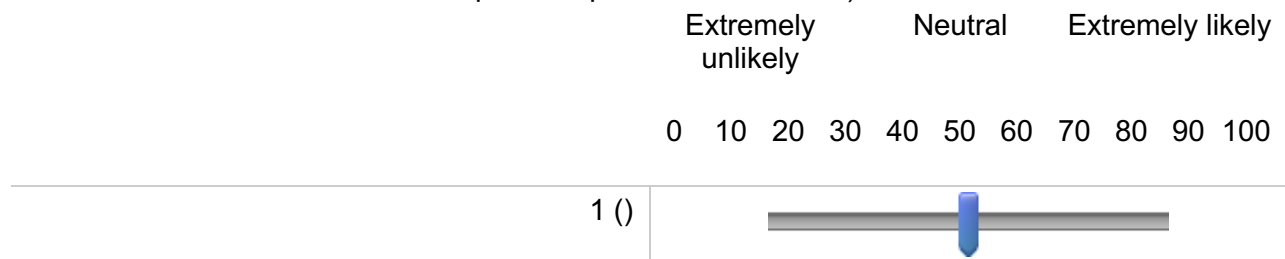
Start of Block: Elon Musk (Free Speech) Condition

elon_ins_1 **Read the scenario below carefully. Once you are finished, you will be asked to answer some questions about it.**

elon_vig_1 On April 25, 2022, Elon Musk struck a deal with *Twitter* to buy the company for \$44 billion. Musk states that his goal in acquiring *Twitter* is to allow for more free speech on the platform, reducing censorship so that users can tweet whatever they want.

Currently, Musk's acquisition of *Twitter* is "on hold". Still, imagine what you would do if the deal went through successfully and Musk does as he has promised—dramatically reducing censorship on the platform.

elon_dv If Elon Musk acquires *Twitter* and implements his intended changes, how likely would you be to deactivate or delete your *Twitter* account? (If you already deactivated or deleted your *Twitter* account because of the acquisition, please select "100".)



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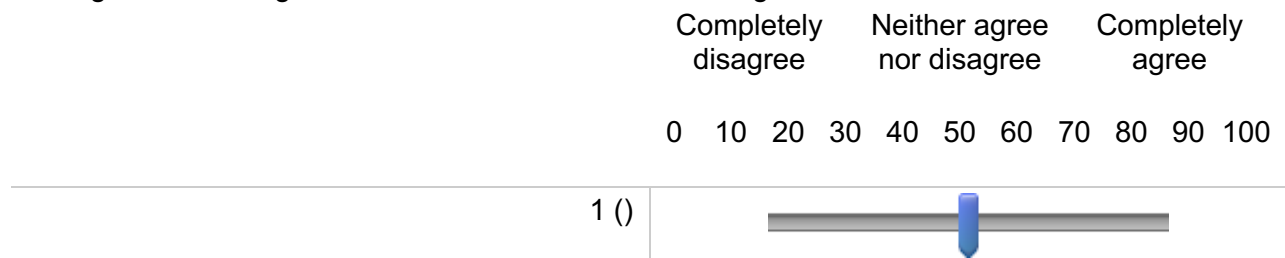
elon_ins_2 **Here is the scenario again:**

elon_vig_2 On April 25, 2022, Elon Musk struck a deal with *Twitter* to buy the company for \$44 billion. Musk states that his goal in acquiring *Twitter* is to allow for more free speech on the platform, reducing censorship so that users can tweet whatever they want.

Currently, Musk's acquisition of *Twitter* is "on hold". Still, imagine what you would do if the deal went through successfully and Musk does as he has promised—dramatically reducing censorship on the platform.

elon_essence **Please rate the extent to which you agree with the following statement:**

If Elon Musk acquires *Twitter* and implements his intended changes, then *Twitter* after the changes will no longer reflect the true essence of the original *Twitter*.



End of Block: Elon Musk (Free Speech) Condition

Start of Block: Warren Buffett (Censorship) Condition

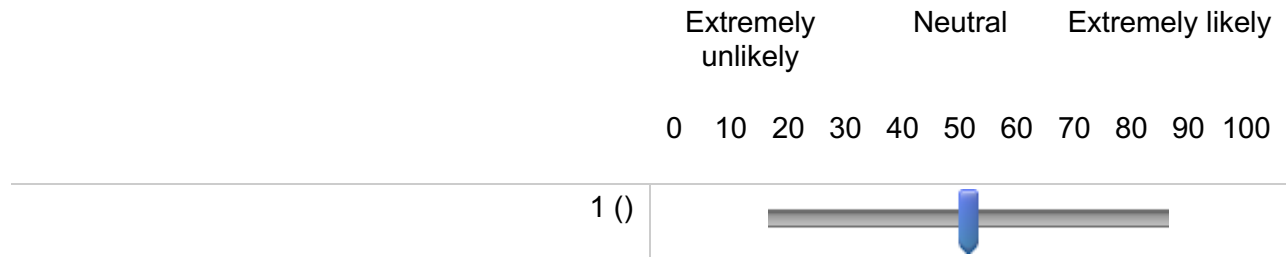
buffett_ins_1 **Read the scenario below carefully. Once you are finished, you will be asked to answer some questions about it.**

buffett_vig_1 Imagine that, on April 25, 2022, Warren Buffett struck a deal with *Twitter* to buy the company for \$44 billion. Buffett states that his goal in acquiring *Twitter* is to allow for more censorship on the platform, reducing free speech that is clearly harmful to others or to democracy.

Currently, Buffett's acquisition of *Twitter* is "on hold". Still, imagine what you would do if the deal

went through successfully and Buffett does as he has promised—dramatically increasing censorship on the platform.

buffett_dv If Warren Buffett acquires *Twitter* and implements his intended changes, how likely would you be to deactivate or delete your *Twitter* account?



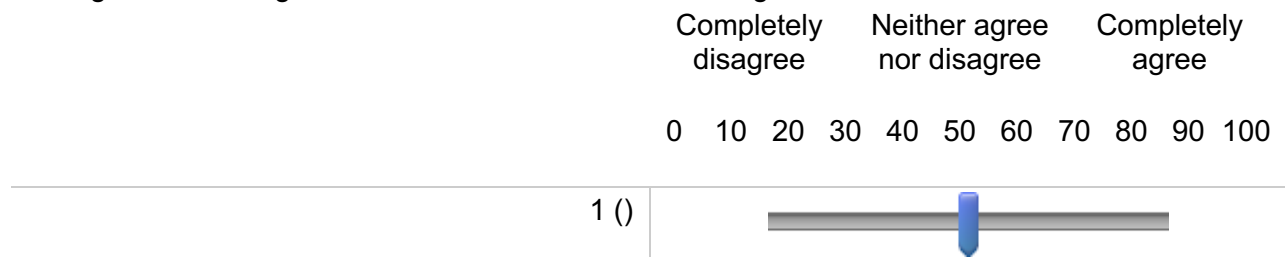
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buffett_ins_2 **Here is the scenario again:**

buffett_vig_2 Imagine that, on April 25, 2022, Warren Buffett struck a deal with *Twitter* to buy the company for \$44 billion. Buffett states that his goal in acquiring *Twitter* is to allow for more censorship on the platform, reducing free speech that is clearly harmful to others or to democracy.

Currently, Buffett's acquisition of *Twitter* is "on hold". Still, imagine what you would do if the deal went through successfully and Buffett does as he has promised—dramatically increasing censorship on the platform.

buffett_essence **Please rate the extent to which you agree with the following statement:**
If Warren Buffett acquires *Twitter* and implements his intended changes, then *Twitter* after the changes will no longer reflect the true essence of the original *Twitter*.



End of Block: Warren Buffett (Censorship) Condition

Start of Block: Additional Questions

politics **What is your political orientation?**



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comp_check_1 According to the scenario, what were you asked to imagine?

- ☐ Elon Musk acquires Twitter. (1)
 - ☐ Warren Buffett acquires Twitter. (2)
 - ☐ None of the above. (3)
-

comp_check_2 After the acquisition that you were asked to imagine, how would you describe *Twitter*?

- ☐ It has much more censorship. (1)
- ☐ It has much less censorship. (4)
- ☐ None of the above. (5)

End of Block: Additional Questions

Start of Block: Demographic Questions

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
