

Corporate Essence E6 - Conservative vs. Liberal Values

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
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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

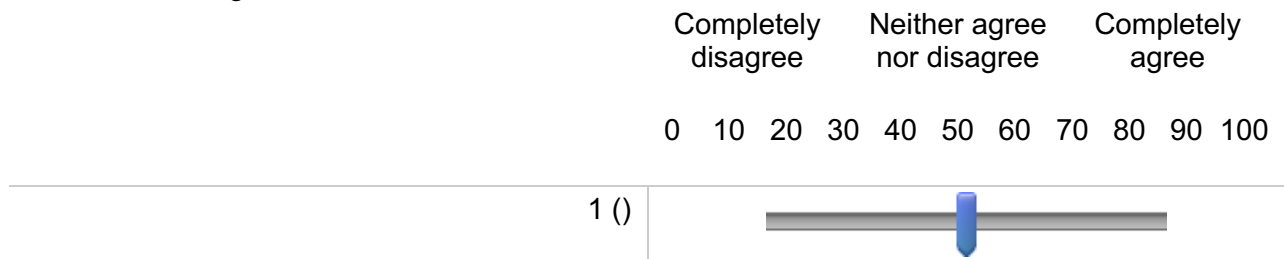
Start of Block: Young Scouting, Conservative

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.

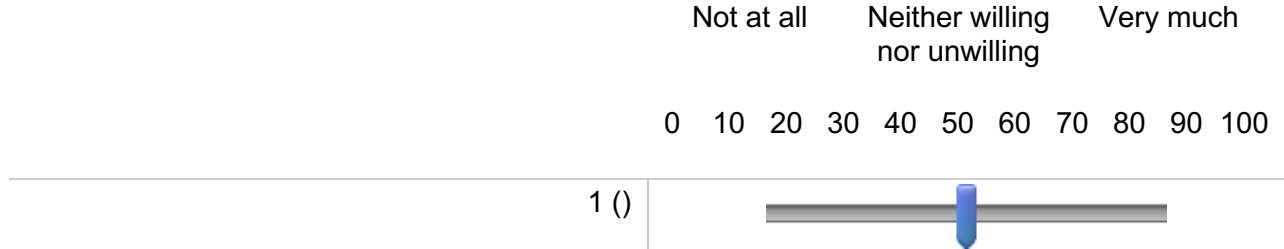
Young Scouting is a small company that sells books and materials that teach survival and life skills for young scouts. When the company first began operating, some books and materials intentionally included compulsory lessons about the necessity of being God-loving and a good Christian, while some other 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

Start of Block: Young Scouting, Liberal

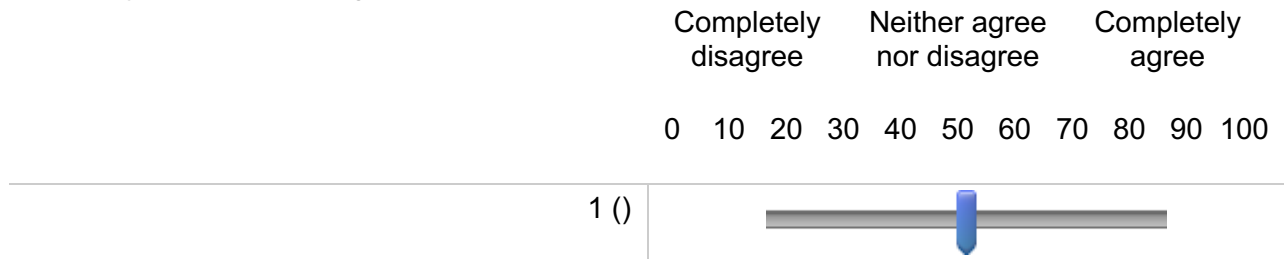
ys_lib_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

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.

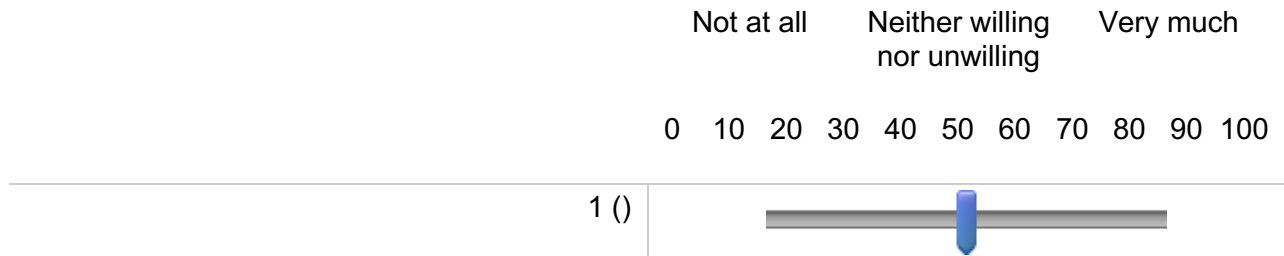
Over the years, the company removes some books and materials and adds some new ones.

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.

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

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

Start of Block: SciTech, Conservative

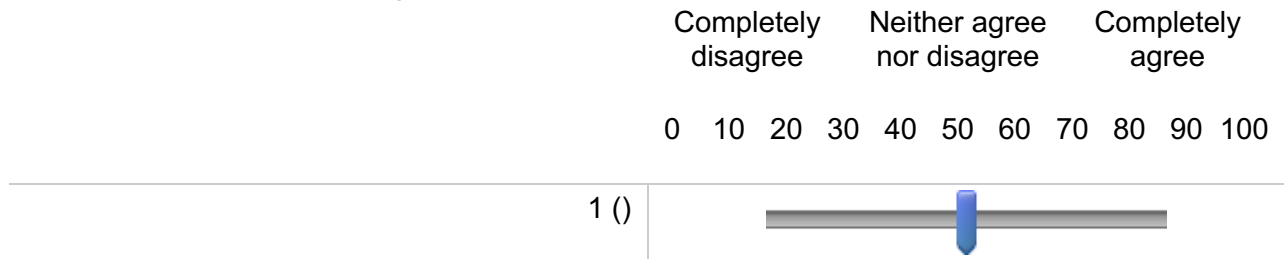
st_con_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

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.

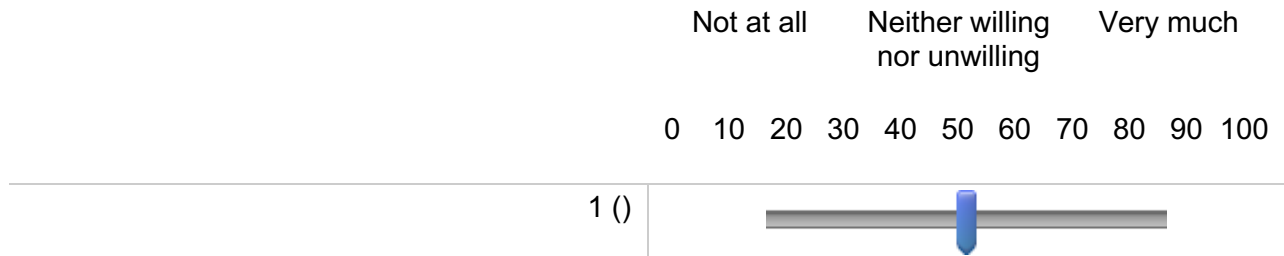
Over the years, the company cancels some investments and makes some new ones. Now,

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

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?



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

Start of Block: *SciTech*, Liberal

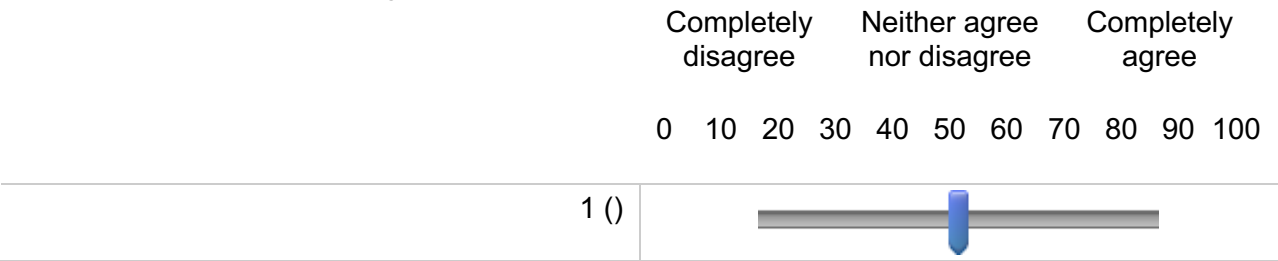
st_lib_vig **Read the scenario below about a company carefully. Once you are finished, you will be asked to answer some questions about it.**

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.

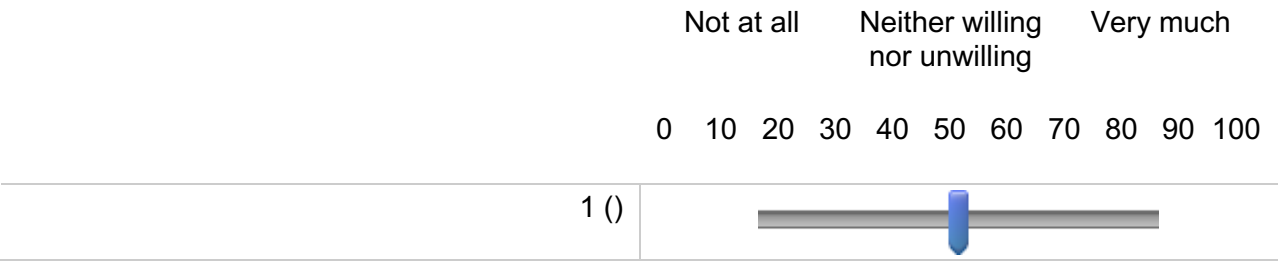
Over the years, the company cancels some investments and makes some new ones. Now,

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

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

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

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
