Corporate Essence E7 - Psychopathic Evaluations [Between-Subjects]

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

 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: <u>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.</u>

○ I agree (1)

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)

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: Psychopathy Measures

instructions
Below, we will ask you some questions about an entity (or entities), which may be fictional or real:

----

agent_num ${e://Field/Agent}

psych_glibness Does this entity have "excess glibness" or superficial charm?

	Definitely not	Somewhat	Definitely
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

---

psych_grandiose Does this entity have a grandiose sense of self-worth?

	Definitely not	Somewhat	Definitely
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

---

psych_path_liar Is this entity a pathological liar?

	Definitely not	Somewhat	Definitely
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

---

psych_con_manip Is this entity conning or manipulative?

	Definitely not	Somewhat	Definitely
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

psych_remorse Does this entity display a lack of remorse or guilt?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

---

psych_shallow_affect Does this entity have "shallow affect" or a lack of deep feelings?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

---

psych_callous Is this entity callous, or do they lack empathy?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100
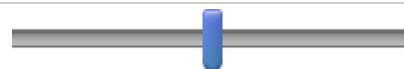
1 ()

---

psych_parasitism Does this entity "parasitize" (take advantage of) others?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

psych_control_behav Does this entity have poor control of their behaviors?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

psych_goals Does this entity lack realistic long-term goals?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

psych_impulse Is this entity overly impulsive?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

psych_irresponsible Does this entity have a high level of irresponsibility?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

psych_responsible Does this entity fail to accept responsibility for their own actions?

Definitely not   Somewhat   Definitely
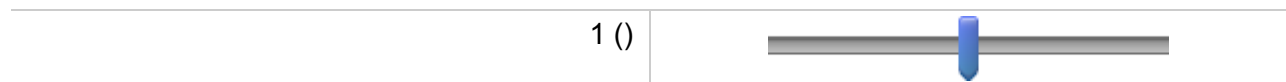
0   10   20   30   40   50   60   70   80   90   100

1 ()

---

psych_same_offense Does this entity repeatedly commit the same offenses, even after they've been given a chance to improve their behaviors?

Definitely not   Somewhat   Definitely
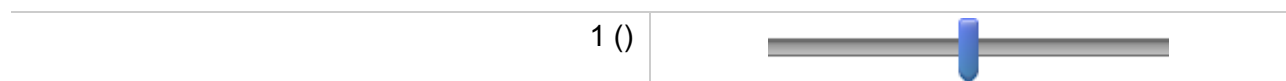
0   10   20   30   40   50   60   70   80   90   100

1 ()

---

psych_criminal Does this entity display "criminal versatility," or a tendency to use whatever means necessary, even if harmful, to get what they want?

Definitely not   Somewhat   Definitely

0   10   20   30   40   50   60   70   80   90   100

1 ()

End of Block: Psychopathy Measures

Start of Block: Recognition Check: Ted Bundy

bundy_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

---

ted_bundy Ted Bundy

○ Yes (1)

○ No (2)

hannibal_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

- -

hannibal_lecter Hannibal Lecter

○ Yes (1)

○ No (2)

joker_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

- -

joker The Joker

○ Yes (1)

○ No (2)

dalai_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

- -

dalai_lama The Dalai Lama

○ Yes (1)

○ No (2)

mother_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

- -

mother_teresa Mother Teresa

○ Yes (1)

○ No (2)

gandhi_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

- -

mahatma_gandhi Mahatma Gandhi

○ Yes (1)

○ No (2)

brit_spears_ins **The agent below is famous. When you were answering the questions, did you know who they were?**

- -

britney_spears Britney Spears

　　○ Yes　(1)

　　○ No　(2)

eval_instructions **Now, from this page onward, you will answer some questions about <u>yourself</u>.**

- -

politics What is your political orientation?
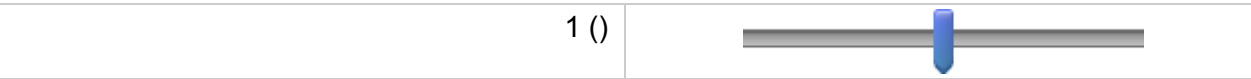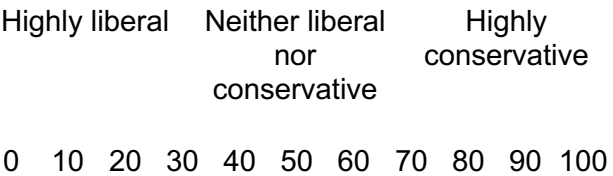
	Highly liberal	Neither liberal nor conservative	Highly conservative
	0　10　20　30　40　50　60　70　80　90　100		
1 ()			

prompt **Please indicate the extent to which the following statements describe <u>you</u>.**

- -

dd_manipulation I tend to manipulate others to get my way.

	Disagree strongly	Neither agree nor disagree	Agree strongly

0 10 20 30 40 50 60 70 80 90 100

1 ()

---

dd_deceit I have used deceit or lied to get my way.

	Disagree strongly	Neither agree nor disagree	Agree strongly

0 10 20 30 40 50 60 70 80 90 100

1 ()

---

dd_flattery I have used flattery to get my way.

	Disagree strongly	Neither agree nor disagree	Agree strongly

0 10 20 30 40 50 60 70 80 90 100

1 ()

---

dd_exploitation I tend to exploit others towards my own end.

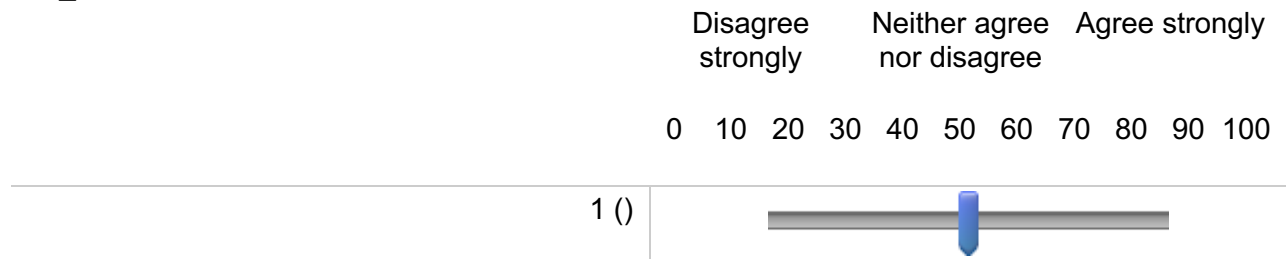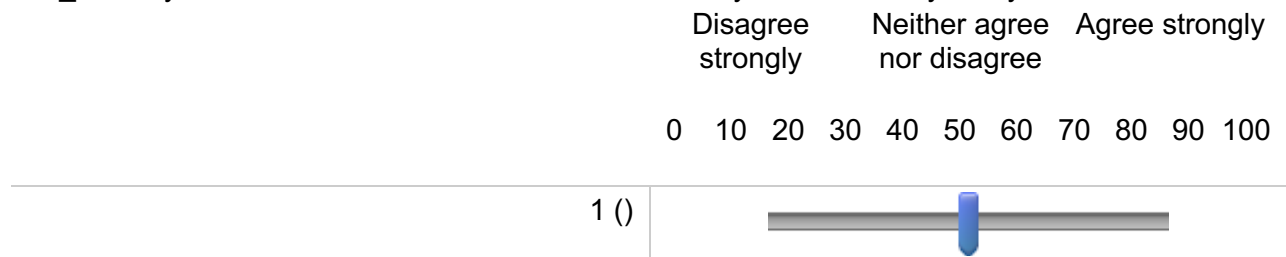|	Disagree strongly	Neither agree nor disagree	Agree strongly

0 10 20 30 40 50 60 70 80 90 100

1 ()

dd_remorse I tend to lack remorse.

Disagree strongly   Neither agree nor disagree   Agree strongly

0   10   20   30   40   50   60   70   80   90   100
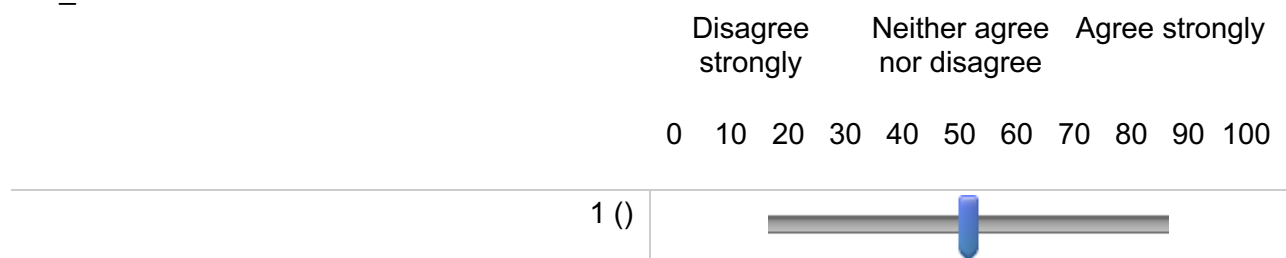
1 ()

---

dd_morality I tend to not be too concerned with morality or the morality of my actions.

Disagree strongly   Neither agree nor disagree   Agree strongly

0   10   20   30   40   50   60   70   80   90   100

1 ()

---

dd_callousness I tend to be callous or insensitive.

Disagree strongly   Neither agree nor disagree   Agree strongly

0   10   20   30   40   50   60   70   80   90   100

1 ()

---

dd_cynicism I tend to be cynical.

Disagree strongly   Neither agree nor disagree   Agree strongly

0   10   20   30   40   50   60   70   80   90   100

| 1 () | |

---
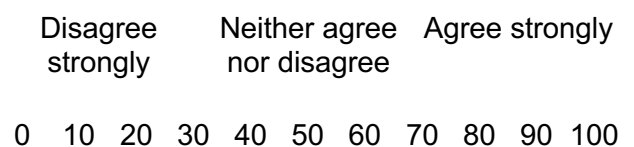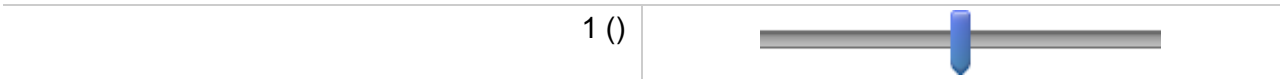
dd_admiration I tend to want others to admire me.

| | Disagree
strongly | Neither agree
nor disagree | Agree strongly |

0 10 20 30 40 50 60 70 80 90 100

| 1 () | |

---
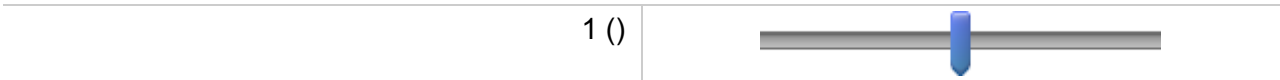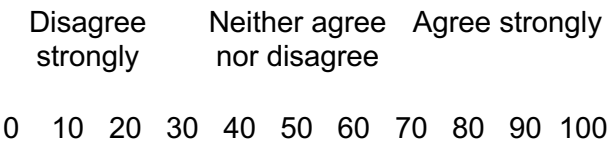
dd_attention I tend to want others to pay attention to me.

| | Disagree
strongly | Neither agree
nor disagree | Agree strongly |

0 10 20 30 40 50 60 70 80 90 100

| 1 () | |

---
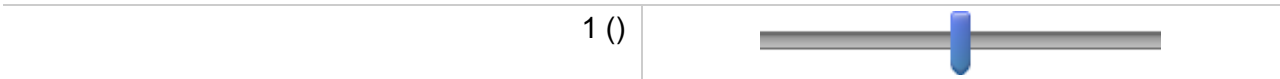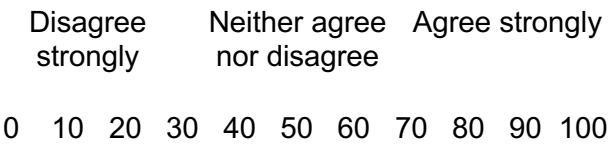
dd_prestige I tend to seek prestige or status.

| | Disagree
strongly | Neither agree
nor disagree | Agree strongly |

0 10 20 30 40 50 60 70 80 90 100

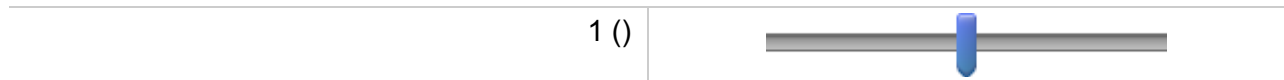| 1 () | |

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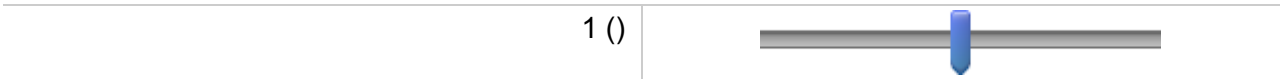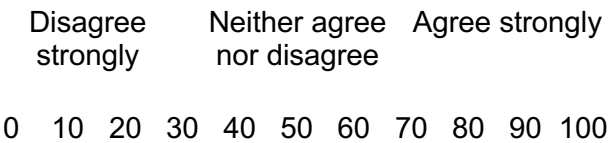
dd_favors I tend to expect special favors from others.

|	Disagree strongly	Neither agree nor disagree	Agree strongly
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

prompt **Finally, please indicate the extent to which the following statements describe you.**

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ec_tender I often have tender, concerned feelings for people less fortunate than me.

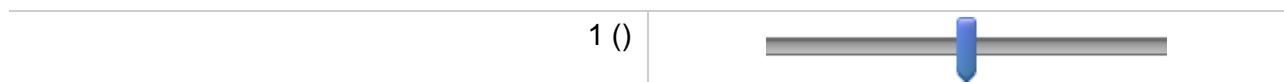|	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			
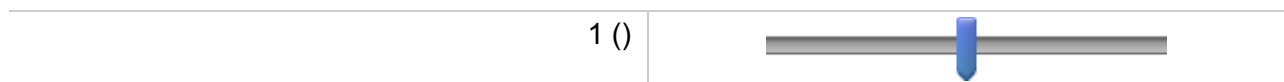
reverse_pt_pov I sometimes find it difficult to see things from the "other guy's" point of view.

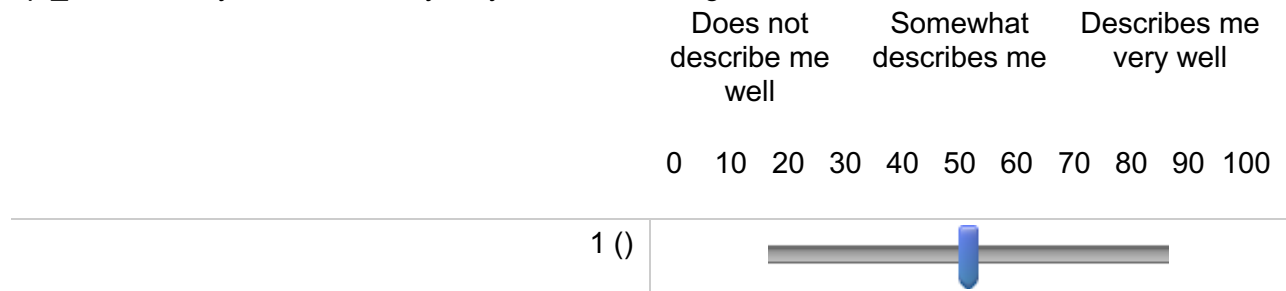|	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

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reverse_ec_sorry Sometimes I don't feel very sorry for other people when they are having problems.

	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			
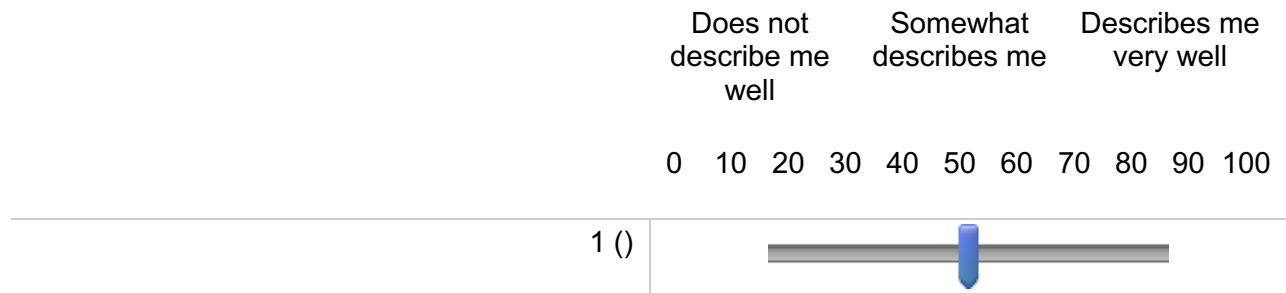
pt_decision I try to look at everybody's side of a disagreement before I make a decision.

	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

ec_protective When I see someone being taken advantage of, I feel kind of protective towards them.

	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			
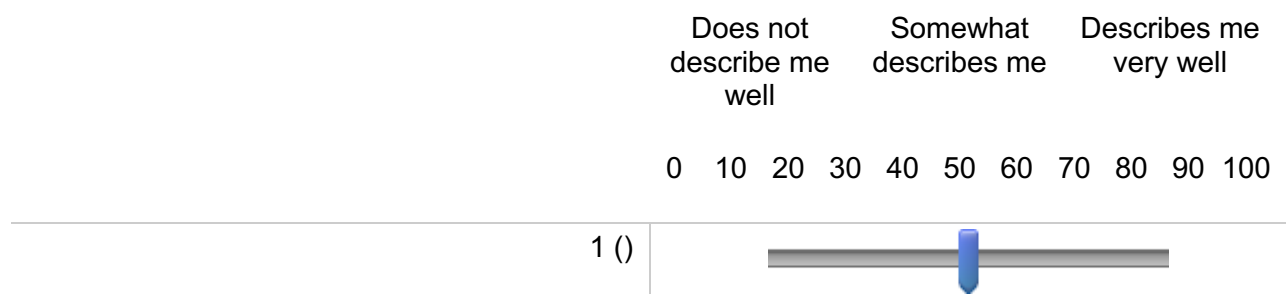
pt_understand I sometimes try to understand my friends better by imagining how things look from their perspective.

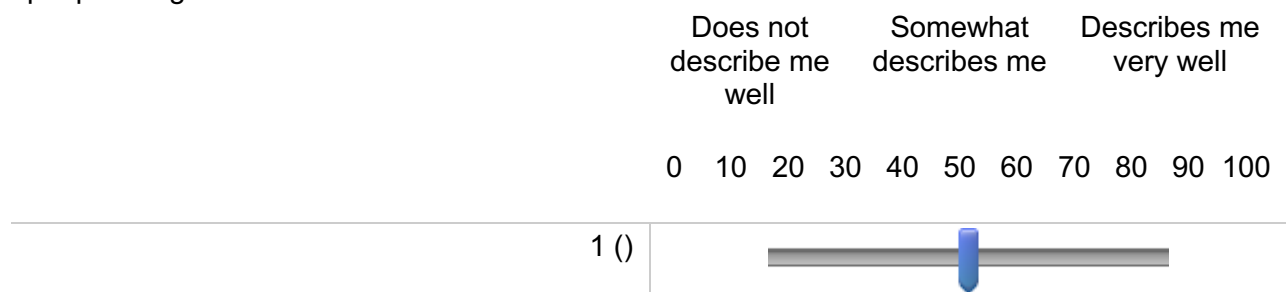|	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

---
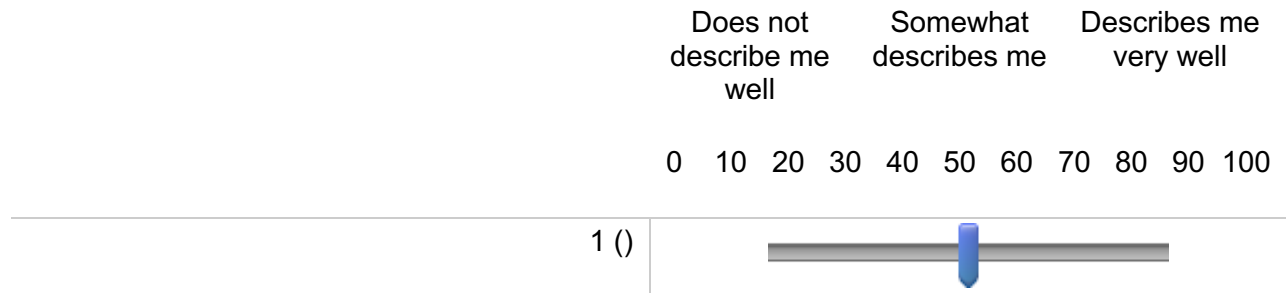
reverse_ec_disturbed Other people's misfortunes do not usually disturb me a great deal.

	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

---
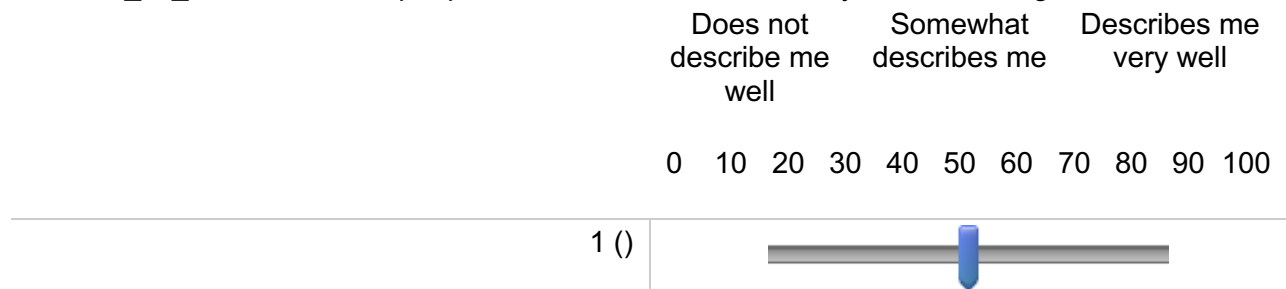
reverse_pt_listen If I'm sure I'm right about something, I don't waste much time listening to other people's arguments.

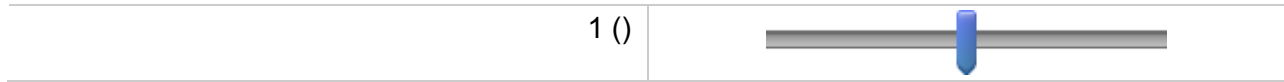|	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

---

reverse_ec_pity When I see someone being treated unfairly, I sometimes don't feel very much pity for them.

	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

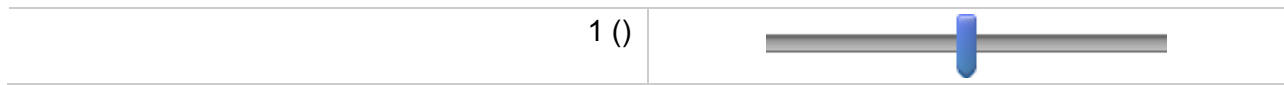- -

ec_touched I am often quite touched by things that I see happen.

	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

- -
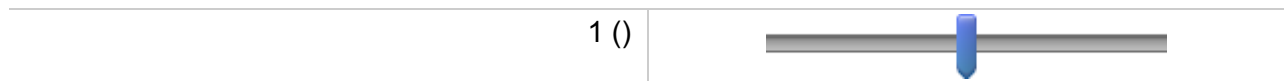
pt_sides I believe that there are two sides to every question and try to look at them both.

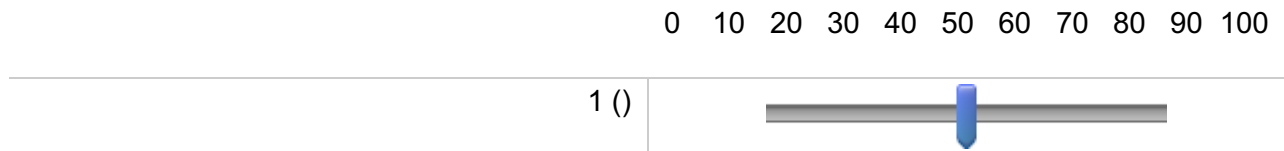|	Does not describe me well	Somewhat describes me	Describes me very well
	0 10 20 30 40 50 60 70 80 90 100		
1 ()			

- -

ec_soft I would describe myself as a pretty soft-hearted person.

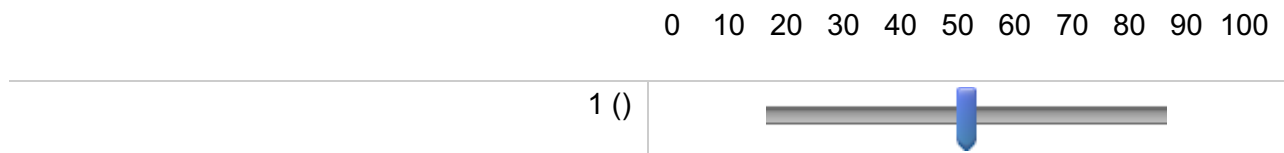|	Does not describe me well	Somewhat describes me	Describes me very well

0 10 20 30 40 50 60 70 80 90 100

1 ()

- -

pt_shoes When I'm upset at someone, I usually try to "put myself in his shoes" for a while.

Does not	Somewhat	Describes me
describe me	describes me	very well
well		

                                0 10 20 30 40 50 60 70 80 90 100

1 ()

- -
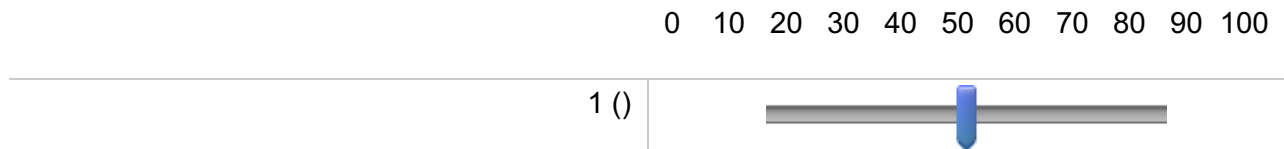
pt_imagine Before criticizing somebody, I try to imagine how I would feel if I were in their place.

Does not	Somewhat	Describes me
describe me	describes me	very well
well		

                                0 10 20 30 40 50 60 70 80 90 100

1 ()

End of Block: Interpersonal Reactivity Index (Empathy) Items

Start of Block: Demographic Questions

gender What is your g**ender?**

○ 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) _____

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age What is your a**ge (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) _____

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.**

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_____

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