

<Low importance charity condition>

Thank you very much for choosing to participate in our survey!

In this task, you'll be participating in an **online charity event** to donate your effort for a cause.

Donations from this event will go to "Preserve Victura fundraiser at the JFK Library". For more information, please read below.



Preserve Victura fundraiser at the JFK Library

Help us preserve President Kennedy's once owned sailboat called Victura!

What do you think of this cause?

	1	2	3	4	5	6	7	
unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	important
invaluable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	valuable
not meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	meaningful

<High importance charity condition>

Thank you very much for choosing to participate in our survey!

In this task, you'll be participating in an **online charity event** to donate your effort for a cause.

Donations from this event will go to " UNICEF's COVID relief fund for children". For more information, please read below.



UNICEF's COVID relief fund for children

Help us get children living in poverty the support they need to survive the crisis!

What do you think of this cause?

	1	2	3	4	5	6	7	
unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	important
invaluable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	valuable
not meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	meaningful

<Low incentive salience condition>

Online Fundraising Event "**Heart** Race"

"**Heart** Race" is an online fundraising game devised to make actual donations to [charitable cause]. "**Heart** Race" is easy and free - all you have to do is play!

For every move you make, sponsors donate one cent to the cause. You will be incentivized for

your donation effort as well. You can earn \$.0001 for every move you make!

How to play

1. You must first **press the spacebar to start**.
2. Then, you will **press the A and L keys *alternatively*** to move a “heart” to the rightmost end of the trail.
3. You can race for 3 minutes (180 seconds).

As mentioned, **The distance you travel on the trail will be proportional to the actual donation amount you will make to support [charity]**. Easy, right? Do not worry if you don't get the instructions right now. You will see this instruction again when you begin the race.

Let's practice the race on this page. Follow the instructions and see if the circle moves along the trail:



When you followed the instruction, did the circle move?

☐ Yes

☐ No

Page Break

Thank you for your participation!

The race will begin on the next page.

Page Break

Press Spacebar to start.

Press A and L alternatively to move **your caring heart toward the charity**.

You have three minutes starting now.

You donated!



Page Break

<High incentive salience condition>

Online Fundraising Event "**Coin Race**"

"Coin Race" is an online fundraising game devised to make actual donations to [charitable cause]. "Coin Race" is easy and free - all you have to do is play!

For every move you make, sponsors donate one cent to the cause. You will be incentivized for your donation effort as well. You can earn \$.0001 for every move you make!

How to play

1. You must first **press the spacebar to start**.
2. Then, you will **press the A and L keys *alternatively*** to move a "coin" to the rightmost end of the trail.
3. You can race for 3 minutes (180 seconds).

As mentioned, **The distance you travel on the trail will be proportional to the actual donation amount you will make to support [charity]**. Easy, right? Do not worry if you don't get the instructions right now. You will see this instruction again when you begin the race.

Let's practice the race on this page. Follow the instructions and see if the circle moves along the trail:

When you followed the instruction, did the circle move?

☐ Yes

☐ No

Page Break

Thank you for your participation!

The race will begin on the next page.

Page Break

Press Spacebar to start.

Press A and L alternatively to move **your caring heart toward the charity.**

You have three minutes starting now.

You earned a bonus!



Page Break

<For all participants>

Thank you for your participation!

Now, we have some questions for you to answer.

Think about the "[Heart / Coin Race](#)" you *just* participated in.

To what extent did you want to maximize the amount of **payment** you received?

- ☐ **Not at all**1
 - ☐ **2**
 - ☐ **3**
 - ☐ **4**
 - ☐ **5**
 - ☐ **6**
 - ☐ **Very much** 7
-

To what extent did you care about earning a **bonus in this event**?

- ☐ **Not at all**1
 - ☐ **2**
 - ☐ **3**
 - ☐ **4**
 - ☐ **5**
 - ☐ **6**
 - ☐ **Very much** 7
-

Page Break

To what extent did you want to **increase donations** to the cause?

- ☐ **Not at all 1**
 - ☐ **2**
 - ☐ **3**
 - ☐ **4**
 - ☐ **5**
 - ☐ **6**
 - ☐ **Very much 7**
-

To what extent did you want to **help the charity?**

- ☐ **Not at all 1**
 - ☐ **2**
 - ☐ **3**
 - ☐ **4**
 - ☐ **5**
 - ☐ **6**
 - ☐ **Very much 7**
-

Q. Overall, to what extent was the "Heart / Coin Race" _____ ?

	Not at all 1	2	3	4	5	6	Very much 7
enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a waste of time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break _____

We have some questions about how you perceive your own behavior during the "Heart / Coin Race."

Q. How _____ was your behavior during the "Heart / Coin Race"?

	Not at all 1	2	3	4	5	6	Very much 7
caring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
compassionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
generous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

To what extent did you find this event **useful for earning a bonus for YOURSELF?**

- ☐ **Not at all useful** 1
- ☐ **2**
- ☐ **3**
- ☐ **4**
- ☐ **5**
- ☐ **6**
- ☐ **Very useful** 7
-

To what extent did you find this event **useful for earning a donation for the CHARITY?**

- ☐ **Not at all useful** 1
- ☐ **2**
- ☐ **3**
- ☐ **4**
- ☐ **5**
- ☐ **6**
- ☐ **Very useful** 7
-

Page Break

To me, this event is primarily a way to:

- ☐ **earn bonus 1**
 - ☐ **2**
 - ☐ **3**
 - ☐ **both 4**
 - ☐ **5**
 - ☐ **6**
 - ☐ **donate to a cause7**
-

Q. During the event, to what extent were you focused on **earning a bonus for YOURSELF?**

- ☐ **not at all 1**
 - ☐ **2**
 - ☐ **3**
 - ☐ **4**
 - ☐ **5**
 - ☐ **6**
 - ☐ **very much 7**
-

Q. During the event, to what extent were you focused on earning a bonus for the CHARITY?

- ☐ not at all 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ very much 7

Page Break

The total bonus you earned is: \$ [amount earned]
The bonus will be paid to you within a couple of days.

Page Break

Please answer these final questionnaires to submit the survey.

Q. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary

Q. What is your age?

We are curious about your click marathon experience.

What were some thoughts you had as you were participating in this click marathon? (optional)
