

Intro Block

I am asking for your voluntary participation in my science fair project. Please read the following information about the project. If you would like to participate, please select the appropriate box below.

Student Researcher: Kate Weseley-Jones

Purpose of the Project: The purpose of this study is to investigate how people quickly form first impressions, based on minimal information.

If you participate you will be asked to: Read a short description of a doctor who you have received a recommendation for, and answer a few questions about your opinion of the doctor. You will also be asked several demographic questions.

Time required for participation: Participation should take about 5 minutes.

Risks: This study involves minimal risk because participation only involves answering questions about a description of a doctor. Because the data are being collected online, there is always the possibility of tampering from an outside source (via hacking or other security breaches that could threaten the confidentiality of your responses). However, Qualtrics has some valuable measures of security to protect any data collected on its site. Survey responses will be collected through Transport Layer Security (TLS) encryption, which will protect communications by using both server authentication and data encryption. In addition, no IP addresses will be collected. After data are collected, they will be stored on a password-protected computer that can only be accessed by the researcher.

Benefits: As payment for participating in the study, you will receive \$0.35, contingent upon you answering all the attention check questions correctly. It is hoped that the study will shed light on how people evaluate others based on limited information.

How anonymity will be maintained: No identifiable information will be asked of you, and no IP addresses will be recorded.

Voluntary Participation: Participation in this study is completely voluntary. Please be aware that if you decide to participate, you may stop participating at any time.

By selecting the "I agree to participate" bubble, I am attesting that I have read and understand the information above.

- ☐ I agree to participate
- ☐ I do not agree to participate

End of Survey

Thanks for participating! If you have any questions, feel free to contact me at kwjresearch@gmail.com.

To get paid for participation, please enter the code "iahcedrom" into Mechanical Turk.

Please do not forget to click the next button on the bottom of this page to submit your responses.

Screeners: Attention

Dear Participant - This study requires that you take your time reading the questions. We use multiple checks to make sure you are reading the questions carefully. Respondents who do not respond thoughtfully and consistently will not be able to receive compensation. We greatly appreciate your taking part in this survey!

- ☐ I realize that this survey requires careful attention and I am willing to do that at this time
- ☐ I cannot participate in a survey that requires me to pay careful attention to questions at this time

Block 17

It seems you have failed one of the attention check questions and thus cannot proceed to the survey in order to receive compensation. Thank you for your time.

Language Screener

Which of the following words has a meaning most similar to "moody"?

- ☐ a. distant
- ☐ b. stable
- ☐ c. fantastic
- ☐ d. emotional

Which of the following words means the opposite of "outgoing"?

- ☐ a. controversial
- ☐ b. sociable
- ☐ c. shy
- ☐ d. angry

Instructional Manipulation Check

Most Favorite Hobby - Most modern theories of impression formation recognize the fact that decisions do not take place in a vacuum. Individual preferences and knowledge, along with situational variables, can greatly influence the perception process. In order to facilitate our research on impression formation, we are interested in knowing certain factors about you, the decision maker. Specifically, we are interested in whether you actually take time to read the directions; if not, then some of our manipulations that rely on a change in the instructions will be ineffective. So, in order to demonstrate that you have read the instructions, please select "Reading Instructions" from the list below, instead of any other hobbies that you may have.

- ☐ Fishing
- ☐ Movies
- ☐ Gardening
- ☐ Reading Instructions
- ☐ Walking
- ☐ Exercise
- ☐ Music
- ☐ Do not enjoy hobbies
- ☐ Other

Condition 1

We're studying how people quickly form first impressions, making important decisions from little information.

Note: You will only be able to click next after 20 seconds to ensure you read all the information.

Imagine that you move to a new town and are looking for a pediatrician for your kids. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michelle Simpson. She's been in practice for about 15 years.

She's good with our kids and doesn't have kids of her own.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 2

We're studying how people quickly form first impressions, making important decisions from little information.

Note: You will only be able to click next after 20 seconds to ensure you read all the information.

Imagine that you move to a new town and are looking for a pediatrician for your kids. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michelle Simpson. She's been in practice for about 15 years.

She's good with our kids and has two kids of her own in elementary school.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 3

We're studying how people quickly form first impressions, making important decisions from little information.

Note: You will only be able to click next after 20 seconds to ensure you read all the information.

Imagine that you move to a new town and are looking for a pediatrician for your kids. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michelle Simpson. She's been in practice for about 15 years.

She's good with our kids and has two kids of her own in college.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Condition 4

We're studying how people quickly form first impressions, making important decisions from little information.

Note: You will only be able to click next after 20 seconds to ensure you read all the information.

Imagine that you move to a new town and are looking for a pediatrician for your kids. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michael Simpson. He's been in practice for about 15 years.

He's good with our kids and doesn't have kids of his own.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Condition 5

We're studying how people quickly form first impressions, making important decisions from little information.

Note: You will only be able to click next after 20 seconds to ensure you read all the information.

Imagine that you move to a new town and are looking for a pediatrician for your kids. You

post on Facebook looking for some local recommendations and get this one:

We see Dr. Michael Simpson. He's been in practice for about 15 years.

He's good with our kids and has two kids of his own in elementary school.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 6

We're studying how people quickly form first impressions, making important decisions from little information.

Note: You will only be able to click next after 20 seconds to ensure you read all the information.

Imagine that you move to a new town and are looking for a pediatrician for your kids. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michael Simpson. He's been in practice for about 15 years.

He's good with our kids and has two kids of his own in college.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Competence and Warmth

Please rate how well you feel each of the following adjectives describes Dr. Simpson from 1, “Not well,” to 7, “Very well”.

	Not well 1	2	3	4	5	Very well 6	Prefer not to answer
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good-natured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Commitment

Please assess the likelihood that the following statements accurately describe Dr. Simpson.

	Very unlikely 1	2	3	4	5	Very likely 6	Prefer not to answer
Very committed to their patients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to make sacrifices for their job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes work a top priority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 18

Please choose a rating to answer the question below:

	Very unlikely 1	2	3	4	5	Very likely 6	Prefer not to answer
If you needed a pediatrician in this area, how likely would you be to see Dr. Simpson?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

What is your sex?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

With what racial or ethnic group do you most identify?

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaskan Native
- ☐ Asian or Asian American
- ☐ Native Hawaiian or Pacific Islander
- ☐ Hispanic
- ☐ Multiracial
- ☐ Other
- ☐ Prefer not to answer

Do you have children? If yes, please select as many as apply.

- ☐ Child(ren) 0-5 years
- ☐ Child(ren) 6-12 years

- ☐ Child(ren) 13-17 years
- ☐ Child(ren) 18+ years
- ☐ No, I do not have children
- ☐ Prefer not to answer

How old are you?

Manipulation Check

What was the last name of the doctor?

- ☐ Dr. Smith
- ☐ Dr. Simpson
- ☐ Dr. Jones
- ☐ Dr. Jackson

What was the sex of the doctor?

- ☐ Male
- ☐ Female

What did the recommendation say about the parental status of the doctor?

- ☐ Parent but age of kids wasn't specified
- ☐ Parent with kids in elementary school
- ☐ Parent with kids in college
- ☐ Not a parent

Intro Block

I am asking for your voluntary participation in my science fair project. Please read the following information about the project. If you would like to participate, please select the appropriate box below.

Student Researcher: Kate Weseley-Jones

Purpose of the Project: The purpose of this study is to investigate how people quickly form first impressions, based on minimal information.

If you participate you will be asked to: Read a short description of a doctor who you have received a recommendation for, and answer a few questions about your opinion of the doctor. You will also be asked several demographic questions.

Time required for participation: Participation should take about 5 minutes.

Risks: This study involves minimal risk because participation only involves answering questions about a description of a doctor. Because the data are being collected online, there is always the possibility of tampering from an outside source (via hacking or other security breaches that could threaten the confidentiality of your responses). However, Qualtrics has some valuable measures of security to protect any data collected on its site. Survey responses will be collected through Transport Layer Security (TLS) encryption, which will protect communications by using both server authentication and data encryption. In addition, no IP addresses will be collected. After data are collected, they will be stored on a password-protected computer that can only be accessed by the researcher.

Benefits: As payment for participating in the study, you will receive \$0.35, contingent upon you answering all the attention check questions correctly. It is hoped that the study will shed light on how people evaluate others based on limited information.

How anonymity will be maintained: No identifiable information will be asked of you, and no IP addresses will be recorded.

Voluntary Participation: Participation in this study is completely voluntary. Please be aware that if you decide to participate, you may stop participating at any time.

By selecting the "I agree to participate" bubble, I am attesting that I have read and understand the information above.

- ☐ I agree to participate
- ☐ I do not agree to participate

End of Survey

Thanks for participating! If you have any questions, feel free to contact me at kwjresearch@gmail.com.

To get paid for participation, please enter the code 3p8qrt7 into Mechanical Turk.

Please do not forget to click the next button on the bottom of this page to submit your responses.

Screeners: Attention

Dear Participant - This study requires that you take your time reading the questions. We use multiple checks to make sure you are reading the questions carefully. Respondents who do not respond thoughtfully and consistently will not be able to receive compensation. We greatly appreciate your taking part in this survey!

- ☐ I realize that this survey requires careful attention and I am willing to do that at this time
- ☐ I cannot participate in a survey that requires me to pay careful attention to questions at this time

Block 17

It seems you have failed one of the attention check questions and thus cannot proceed to the survey in order to receive compensation. Thank you for your time.

Language Screener

Which of the following words has a meaning most similar to "moody"?

- ☐ a. distant
- ☐ b. stable
- ☐ c. fantastic
- ☐ d. emotional

Which of the following words means the opposite of "outgoing"?

- ☐ a. controversial
- ☐ b. sociable
- ☐ c. shy
- ☐ d. angry

Instructional Manipulation Check

Most Favorite Hobby - Most modern theories of impression formation recognize the fact that decisions do not take place in a vacuum. Individual preferences and knowledge, along with situational variables, can greatly influence the perception process. In order to facilitate our research on impression formation, we are interested in knowing certain factors about you, the decision maker. Specifically, we are interested in whether you actually take time to read the directions; if not, then some of our manipulations that rely on a change in the instructions will be ineffective. So, in order to demonstrate that you have read the instructions, please select "Music" from the list below, instead of any other hobbies that you may have.

- ☐ Fishing

- ☐ Movies
- ☐ Gardening
- ☐ Reading Instructions
- ☐ Walking
- ☐ Exercise
- ☐ Music
- ☐ Do not enjoy hobbies
- ☐ Other

Condition 1

We're studying how people quickly form first impressions, making important decisions from little information.

Note: To ensure you read all the information, you will only be able to click next after 20 seconds.

Imagine that you move to a new town and are looking for an orthopedist. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michelle Simpson. She's been in practice for about 15 years.

Dr. Simpson lives up on Spruce St. with her husband - they don't have kids.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 2

We're studying how people quickly form first impressions, making important decisions from little information.

Note: To ensure you read all the information, you will only be able to click next after 20 seconds.

Imagine that you move to a new town and are looking for an orthopedist. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michelle Simpson. She's been in practice for about 15 years.

Dr. Simpson lives up on Spruce St. with her husband - they have two kids in elementary school.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 3

We're studying how people quickly form first impressions, making important decisions from little information.

Note: To ensure you read all the information, you will only be able to click next after 20 seconds.

Imagine that you move to a new town and are looking for an orthopedist. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michelle Simpson. She's been in practice for about 15 years.

Dr. Simpson lives up on Spruce St. with her husband - they have two kids in college.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 4

We're studying how people quickly form first impressions, making important decisions from little information.

Note: To ensure you read all the information, you will only be able to click next after 20 seconds.

Imagine that you move to a new town and are looking for an orthopedist. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michael Simpson. He's been in practice for about 15 years.

Dr. Simpson lives up on Spruce St. with his wife - they don't have kids.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 5

We're studying how people quickly form first impressions, making important decisions from little information.

Note: To ensure you read all the information, you will only be able to click next after 20 seconds.

Imagine that you move to a new town and are looking for an orthopedist. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michael Simpson. He's been in practice for about 15 years.

Dr. Simpson lives up on Spruce St. with his wife - they have two kids in elementary school.

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

Condition 6

We're studying how people quickly form first impressions, making important decisions from little information.

Note: To ensure you read all the information, you will only be able to click next after 20 seconds.

Imagine that you move to a new town and are looking for an orthopedist. You post on Facebook looking for some local recommendations and get this one:

We see Dr. Michael Simpson. He's been in practice for about 15 years.

Dr. Simpson lives up on Spruce St. with his wife - they have two kids in college.

Click Count: 0 clicks

Please rate how well you feel each of the following adjectives describes Dr. Simpson from 1, "Not well," to 6, "Very well".

[illegible]

Please assess the likelihood that the following statements accurately describe Dr. Simpson.

[illegible]

	Very unlikely 1	2	3	4	5	Very likely 6	Prefer not to answer
Very committed to their patients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 18

Please choose a rating to answer the question below:

	Very unlikely 1	2	3	4	5	Very likely 6	Prefer not to answer
If you needed an orthopedist in this area, how likely would you be to see Dr. Simpson?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

What is your sex?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

With what racial or ethnic group do you most identify?

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaskan Native
- ☐ Asian or Asian American
- ☐ Native Hawaiian or Pacific Islander
- ☐ Hispanic

- ☐ Multiracial
- ☐ Other
- ☐ Prefer not to answer

Do you have children? If yes, please select as many as apply.

- ☐ Child(ren) 0-5 years
- ☐ Child(ren) 6-12 years
- ☐ Child(ren) 13-17 years
- ☐ Child(ren) 18+ years
- ☐ No, I do not have children
- ☐ Prefer not to answer

How old are you?

Manipulation Check

What kind of doctor was described?

- ☐ Orthodontist
- ☐ Pediatrician
- ☐ Orthopedist
- ☐ Podiatrist

What was the sex of the doctor?

- ☐ Male
- ☐ Female

What did the recommendation say about the parental status of the doctor?

- ☐ Parent with kids in elementary school
- ☐ Parent with kids in college
- ☐ Not a parent

Powered by Qualtrics