

Consent

We invite you to take part in this study, which is part of a larger program of research being carried out under the supervision of Professor Leif Nelson, who is a faculty member in the Haas School of Business at UC Berkeley.

As a participant in this research, you will be asked to complete the attached online survey, which contains a short questionnaire.

You will complete this survey at home, on your own computer

Although this research has no direct benefits for you, the findings from it may benefit scientific knowledge.

This study presents minimal risk to you. In the event of an unanticipated breach of confidentiality, you would be exposed to a loss of privacy; however, we are taking measures to minimize such a risk. Your responses will be kept as confidential as possible and all data will be stored on password protected computers and on encrypted hard drives.

Your responses will be retained indefinitely. Your name and other identifying information will not be used in any publications of this research.

If you have any questions about your rights or treatment as a participant in this research project, please contact the University of California at Berkeley's Committee for the Protection of Human Subjects at 510-642-7461 or email subjects@berkeley.edu.

If you agree to participate in this study, select yes below to enter the survey.

Do you consent to participate in this study?

☐ Yes

☐ No

video

Please watch the brief introductory video below and proceed to the survey.

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*

Intro

Many companies are beginning to use referral bonuses to help spread awareness and usage of their products.

One prominent example is Uber. Existing users have a personal code that they can share with new users. If the new user enters the code when they sign up, the person giving their referral code will receive a free ride (also usually a \$15 credit).

We are interested in learning about how people think about referral bonuses.

refer_free

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

Imagine that **you** are an early adopter and have been given a number of invitations to send to your friends.

Suppose that the company **pays you nothing** for each invitation you send.

How **acceptable do you think others will view your actions to be** if you send invitations to all of your friends?

1

2

3

4

5

6

7

Not at all acceptable

Very acceptable

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

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Suppose that the company **pays you nothing** for each invitation you send.

How good would the **quality** of the product need to be for you to send an invitation?

Extremely low quality 1 2 3 4 5 6 7 Extremely high quality

☐ ☐ ☐ ☐ ☐ ☐ ☐

refer_ten cents

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

Imagine that **you** are an early adopter and have been given a number of invitations to send to your friends.

Suppose that the company **pays you 10¢ (ten cents)** for each invitation you send.

How **acceptable do you think others will view your actions to be** if you send invitations to all of your friends?

Not at all acceptable 1 2 3 4 5 6 7 Very acceptable

☐ ☐ ☐ ☐ ☐ ☐ ☐

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Suppose that the company **pays you 10¢ (ten cents)** for each invitation you send.

How **acceptable do you think your actions would be** if you send an invitation to all your friends?

Not at all acceptable 1 2 3 4 5 6 7 Very acceptable

☐ ☐ ☐ ☐ ☐ ☐ ☐

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4

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7

Extremely low quality

☐

☐

☐

☐

☐

☐

☐

Extremely high quality

receive_free

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

Imagine that **your friend** is an early adopter and has been given a number of invitations to send to his friends.

Suppose that the company **pays your friend nothing** for each invitation he sends.

How **acceptable do you think your friend's actions are** if he send invitations to all of his friends?

1

2

3

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6

7

Not at all acceptable

☐

☐

☐

☐

☐

☐

☐

Very acceptable

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

Imagine that **your friend** is an early adopter and has been given a number of invitations to send to his friends.

Suppose that the company **pays your friend nothing** for each invitation he sends.

How good would the **quality** of the product need to be for your friend to send an invitation?

1 2 3 4 5 6 7
Extremely low quality ○ ○ ○ ○ ○ ○ ○ Extremely high quality

receive_low

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

Imagine that **your friend** is an early adopter and has been given a number of invitations to send to his friends.

Suppose that the company **pays your friend 10¢ (ten cents)** for each invitation he sends.

How **acceptable do you think your friend's actions are** if he send invitations to all of his friends?

1 2 3 4 5 6 7
Not at all acceptable ○ ○ ○ ○ ○ ○ ○ Very acceptable

Imagine that a tech company has developed a new email client, **Z-Mail**. The company plans to grow initially by having its early adopters send invitations to new users.

Imagine that **your friend** is an early adopter and has been given a number of invitations to send to his friends.

Suppose that the company **pays your friend 10¢ (ten cents)** for each invitation he sends.

How good would the **quality** of the product need to be for your friend to send an invitation?

1 2 3 4 5 6 7
Extremely low quality ○ ○ ○ ○ ○ ○ ○ Extremely high quality

Attention Check

In this study, you read about referral bonuses for a new email client.

Some people read about a scenario in which the reader (i.e., you) was the sender of referral invitations, while other people read about a scenario in which their friend was the sender of referral invitations.

Which scenario did you read about?

- ☐ I was the sender of referral invitations
- ☐ My friend was the sender of referral invitations

demos

Finally, please answer these questions:

Have you completed this survey or a survey similar to this in the past?

This question is for research purposes only and will not affect your compensation.

- ☐ True
- ☐ False

My gender is:

- ☐ Male
- ☐ Female

My age is:

If you have any comments, please leave them below:

