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.

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First Click: *0 seconds*

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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

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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?

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

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

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

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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	O	O	O	O	O	O	O	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	O	O	O	O	O	O	O	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	O	O	O	O	O	O	O	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?

O I was the sender of referral invitations

O My friend was the sender of referral invitations

demos

Finally, please answer these questions:

My gender is:

○ Male

○ Female

My age is:

[   ]

If you have any comments, please leave them below:

[   ]