

Online Dating - PILOT 1

Start of Block: Instructions

Q1

We are conducting a brief survey on decision-making. You will be asked to respond to a series of questions. You will be compensated \$0.25 for your time.

Please click NEXT to continue to the survey.

End of Block: Instructions

Start of Block: A/B Block

xA

Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of a way to do this. So, based on the idea that "opposites attract," - so long as they aren't *too* different - he decides to program his website to suggest users are a match when they answer 61-80% of questions in the same way.

How appropriate is the CEO's decision?

- ☐ Very inappropriate (1)
 - ☐ Somewhat inappropriate (2)
 - ☐ Neither inappropriate nor appropriate (3)
 - ☐ Somewhat appropriate (4)
 - ☐ Very appropriate (5)
-

xB Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of a way to do this. So, based on the idea that "birds of a feather flock together," he decides to program his website to suggest users are a match when they answer 81-100% of questions in the same way.

How appropriate is the CEO's decision?

- ☐ Very inappropriate (1)
 - ☐ Somewhat inappropriate (2)
 - ☐ Neither inappropriate nor appropriate (3)
 - ☐ Somewhat appropriate (4)
 - ☐ Very appropriate (5)
-

ABS

Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of two ways to do this. So, he decides to run an experiment by randomly assigning customers to one of two test conditions. For half of users, based on the idea that "opposites attract," - so long as they aren't *too* different - he programs his website to suggest users are a match when they answer 61-80% of questions in the same way. For the other half of users, based on the idea that "birds of a feather flock together," he programs his website to suggest users are a match when they answer 81-100% of questions in the same way.

How appropriate is the CEO decision?

- ☐ Very inappropriate (1)
 - ☐ Somewhat inappropriate (2)
 - ☐ Neither inappropriate nor appropriate (3)
 - ☐ Somewhat appropriate (4)
 - ☐ Very appropriate (5)
-

ABL Customers who sign up for an online dating service answer questions about their tastes and habits. The system enables its users to search and view every member's profile and lets them contact whomever they want. The CEO of the dating service wants to improve customer satisfaction by suggesting potential matches to all users. He thinks of two ways to do this. So, he decides to run an experiment by randomly assigning customers to one of two test conditions. For half of users, based on the idea that "opposites attract," - so long as they aren't *too* different - he programs his website to suggest users are a match when they answer 61-80% of questions in the same way. For the other half of users, based on the idea that "birds of a feather flock together," he programs his website to suggest users are a match when they answer 81-100% of questions in the same way. After one year, all users will be matched according to whichever program results in greater customer satisfaction.

How appropriate is the CEO's decision?

- ☐ Very inappropriate (1)
- ☐ Somewhat inappropriate (2)
- ☐ Neither inappropriate nor appropriate (3)
- ☐ Somewhat appropriate (4)
- ☐ Very appropriate (5)

free_response In a couple of sentences, please tell us why you chose the option you chose.

End of Block: A/B Block

Start of Block: Demographics

sex What is your sex?

☐ Male (1)

☐ Female (2)

☐ Other (3)

race What race/ethnicity do you consider yourself? Check all that apply.

☐ Black/African-American (1)

☐ Hispanic of Latino (2)

☐ White (3)

☐ Asian (4)

☐ Other (5)

age What is your age (in years)?

education What is the highest level of education you have received?

- ☐ Less than High School (1)
 - ☐ High School Degree (2)
 - ☐ Some College (3)
 - ☐ Four-Year College Degree (4)
 - ☐ Some Graduate School (5)
 - ☐ Graduate Degree (6)
-

income What is the total annual income from everyone in your household?

- ☐ Less than \$20,000 (1)
 - ☐ Between \$20,000 and \$40,000 (2)
 - ☐ Between \$40,000 and \$60,000 (3)
 - ☐ Between \$60,000 and \$80,000 (4)
 - ☐ Between \$80,000 and \$100,000 (5)
 - ☐ More than \$100,000 (6)
-

Q18 Please indicate how strongly you agree or disagree with each of the following statements.

science **Knowledge can best be obtained through scientific research.**

- ☐ Strongly disagree (1)
 - ☐ Somewhat disagree (2)
 - ☐ Neither agree nor disagree (3)
 - ☐ Somewhat agree (4)
 - ☐ Strongly agree (5)
-

intuition **We believe too often in science, and not enough in feelings and faith.**

- ☐ Strongly disagree (1)
 - ☐ Somewhat disagree (2)
 - ☐ Neither agree nor disagree (3)
 - ☐ Somewhat agree (4)
 - ☐ Strongly agree (5)
-

god **God or some type of nonhuman entity is in control of the events in the universe.**

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

End of Block: Demographics

Start of Block: Debrief

Q44 Thank you for participating in our study. Your confirmation code to enter into Mechanical Turk will be displayed on the next page. Please copy this code down so that you may enter it into Mechanical Turk to receive credit for your participation.

Click NEXT to proceed to your completion code.

End of Block: Debrief
