

Evaluate how well words describe brands (\$0.3 per ~3 min)

**Requester:** Center for Data-Driven Design

**Reward:** \$0.30 per HIT

**HITs available:** 0

**Duration:** 1 Hours

**Qualifications Required:** Location is US , HIT Approval Rate (%) greater than 95

### HIT Preview

#### Consent

In this HIT, you will be shown several elements of a brand's identity, including a logo, a description of the brand, and/or text from the brand's website. You will then be asked to evaluate the brand through a series of questions.

*We will not collect any personally identifiable information during this task.*

**By accepting this HIT, you agree to answer these questions accurately, and consent to your responses being used as part of research on brand identity.**

**Instructions:** Below, we will show you a firm's logo, along with two textual descriptions of the firm. The first is a description of the firm's brand identity, taken from the firm's website. The second is a third party description of the firm. You will then be asked a series of questions about the firm,