

a)

You are extraverted.

You are more extraverted
than 83 out of 100 people of your age.

You

introverted

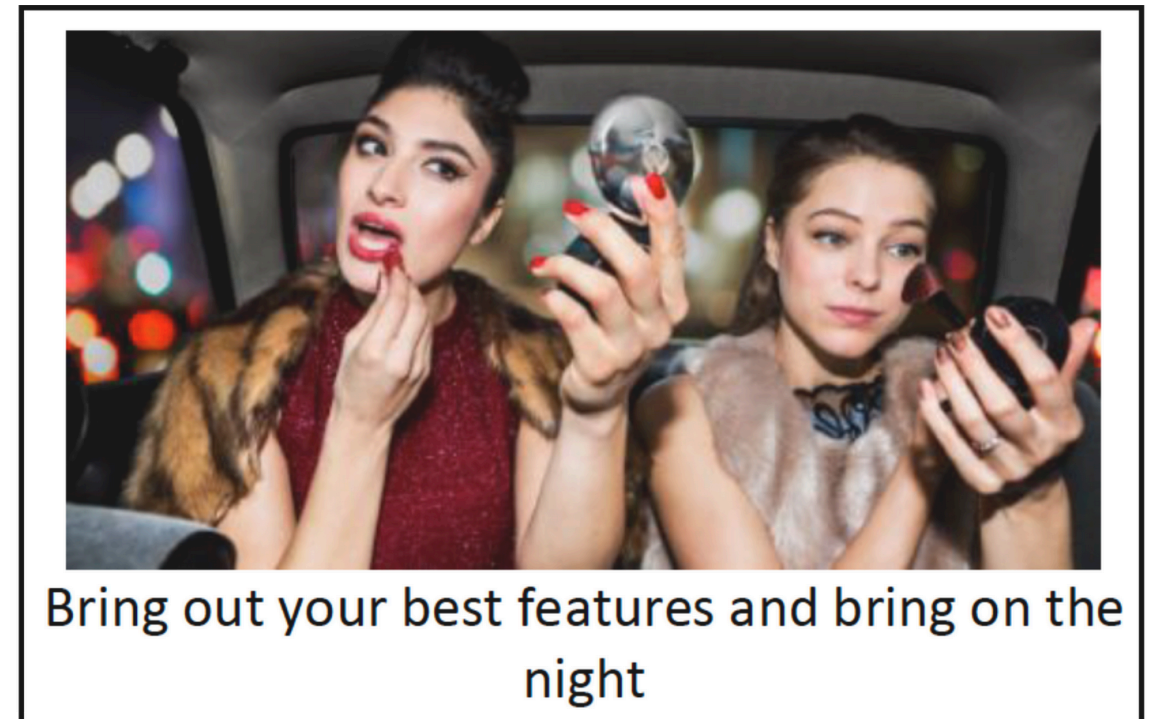


extraverted

You are less extraverted
than only 17 out of 100 people of your age.

b)

“Please identify those [ads] that target yourself: Do you think the ad is designed to appeal to people with your personality?”



“Do you think this ad is targeted at you?” (yes/no)

c)

Boosting

8-item
extraversion
questionnaire

Feedback +
description on
extraversion

Instructions
+
comprehension
check
+
detection task
(10 stimuli)

9-item
ATI
questionnaire

Feedback +
description on
ATI

Control

9-item
ATI
questionnaire

Feedback +
description on
ATI

8-item
extraversion
questionnaire

Feedback +
description on
extraversion