

## **Consent**

### UNIVERSITY OF CALIFORNIA, SAN DIEGO CONSENT TO ACT AS A RESEARCH SUBJECT

Craig McKenzie, Ph.D., is conducting a research study to find out more about how people make judgments and decisions. You have been asked to participate because you are taking a psychology course.

If you agree to be in this study, you will be presented with a series of tasks asking you to make judgments about uncertain facts or events or to indicate your preference regarding choice options. The series of tasks will take less than 30 minutes, and you will receive credit for participating. There will be no direct benefit to you from these procedures.

Participation in this study may involve some risks. These include boredom and fatigue. Research records will be kept confidential. Your confidentiality is maintained by identifying your data by number only (your name is not associated with the data).

If you have questions, you may call Dr. McKenzie at (858) 534-3739. Participation in this study is entirely voluntary; you may refuse to participate or withdraw at any time without penalty. You may call the Human Research Protection Program at (858) 246-4777 to inquire about your rights as a research subject or report research-related problems.

- ☐ I agree to participate
- ☐ I do not agree to participate

## **Control**

In this study, we are interested in how people make judgments and decisions in different situations. Please read all the instructions carefully. There are no right or wrong answers. We are only interested in your opinions.

The total time required to complete the study will be no more than 30 minutes. Please do not share or discuss this study with other people so you do not influence their responses.

## **PWYW**

In this study, we are interested in how people make judgments and decisions in different situations. Please read all the instructions carefully. There are no right or wrong answers. We are only interested in your opinions.

The total time required to complete the study will be no more than 30 minutes. Please do not share or discuss this study with other people so you do not influence their responses.

You may stop participating at any time, for any reason, without penalty. Throughout the study, you can choose to skip questions by checking the box “Skip to the next section” on the bottom of the screen and clicking next. You will still receive your SONA credit.

## **SSR**

In this study, we are interested in how people make judgments and decisions in different situations. Please read all the instructions carefully. There are no right or wrong answers. We are only interested in your opinions.

The total time required to complete the study will be no more than 30 minutes. Please do not share or discuss this study with other people so you do not influence their responses.

You may stop participating at any time, for any reason, without penalty. Throughout the study, you can choose to skip questions by checking the box “Skip to the next section” on the bottom of the screen and clicking next. You will still receive your SONA credit.

Your time and effort in completing this study, however, will help contribute to the body of knowledge in psychology. In particular, your voluntary contribution will help researchers better understand human judgement and decision making, and has potential practical implications for designing more effective behavioral interventions to improve decisions

about health, wealth, and happiness in society.

## **Decoy Effect**

Imagine you could choose one of following gambles and play it once:

Gamble A: 73% chance of winning \$12, 27% chance of winning \$0

Gamble B: 28% chance of winning \$33, 72% chance of winning \$0

Which gamble would you choose?

☐ Gamble A

☐ Gamble B

Imagine you could choose one of following gambles and play it once:

Gamble A: 73% chance of winning \$12, 27% chance of winning \$0

Gamble B: 28% chance of winning \$33, 72% chance of winning \$0

Gamble C: 28% chance of winning \$30, 72% chance of winning \$0

Which gamble would you choose?

- ☐ Gamble A
- ☐ Gamble B
- ☐ Gamble C

Check the box below and click next to skip to the next section:

☐ SKIP TO NEXT SECTION

## **Sunk Cost**

Imagine that your favorite football team is playing an important game. You have a ticket to the game that you have paid handsomely for. However, on the day of the game, it happens to be freezing cold.

What do you do?

Definitely stay at home	2	3	4	5	6	7	8	Definitely go to the game
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Imagine that your favorite football team is playing an important game. You have a ticket to the game that you have received for free from a friend. However, on the day of the game, it happens to be freezing cold.

What do you do?

Definitely stay at home	2	3	4	5	6	7	8	Definitely go to the game
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check the box below and click next to skip to the next section:

☐ SKIP TO NEXT SECTION

## Real Effort Task

In this next part of the experiment, we are interested in how well people can count. Your task is to count the number of zeros in a series of tables. The figure below is an example of what the tables look like:

1	0	1	1	1	0	1	1	1	1
1	1	1	0	1	1	1	1	0	1
1	0	1	0	1	0	0	1	0	0
0	1	0	1	0	1	0	0	0	0
1	0	0	1	1	1	1	1	0	1
0	0	0	0	1	0	0	1	1	1
0	0	1	0	1	0	1	1	1	1
0	0	1	0	1	0	0	0	1	0
1	1	1	0	0	0	0	1	0	1
0	0	0	1	0	0	0	0	1	0
0	1	0	1	1	1	0	0	0	0
1	1	0	1	1	1	0	1	1	1
0	1	1	0	0	1	1	0	1	1
0	1	1	0	0	1	1	1	0	1
1	0	0	0	0	0	1	0	0	1

You will have 4 minutes to count as many tables as you can. The remaining time will be displayed on the screen. You can count the zeros any way you like, but please do not use any electronic aids.

If you would like to skip this section, you can do so below. Otherwise, please continue to the next page to start the task.



Check the box below and click next to skip to the next section:

☐ SKIP TO NEXT SECTION

0400

Note: If you want to skip to the end of the survey, you can do so at the bottom of the page.

**Table 1**

1	1	1	1	0	1	0	1	1	1
0	0	0	1	0	0	0	1	0	1
0	1	1	1	1	0	0	1	1	0
1	0	0	0	0	0	0	0	0	0
0	1	1	0	1	0	0	1	0	1
0	1	0	1	0	1	1	1	1	1
0	0	0	0	1	0	1	0	0	1
0	1	0	0	0	1	0	1	0	1
0	1	0	0	1	0	0	0	1	1
1	0	1	1	0	0	1	0	1	0
1	0	1	0	0	1	0	1	0	1
0	0	0	1	0	1	0	1	1	1
1	0	0	1	1	1	0	1	0	1
1	1	1	1	0	1	1	1	1	1
0	1	1	1	1	0	1	1	0	1

Please enter the number of 0's in this table:

**Table 2**

0	1	0	1	1	1	1	1	0	0
0	0	0	1	0	1	1	1	1	1
0	0	1	1	0	0	1	1	1	1
1	1	1	0	0	1	0	0	0	0
1	0	0	1	0	0	1	0	0	1
0	0	0	1	1	0	0	0	0	0
0	0	1	1	1	1	0	0	0	0
1	0	1	1	0	1	1	1	0	0
1	1	1	0	1	0	0	0	0	0
0	0	1	1	1	1	0	0	1	0
0	1	0	0	1	0	1	1	1	0
0	0	0	0	0	0	1	0	1	1
1	1	1	0	0	0	0	1	0	1
0	0	1	1	1	0	0	1	1	0
1	0	1	0	1	0	1	0	1	0

Please enter the number of 0's in this table:

**Table 3**

1	0	0	0	1	1	0	1	0	1
1	0	0	0	1	0	0	0	1	1
1	1	1	1	1	1	1	0	0	1
1	1	0	1	1	1	0	1	1	1
1	1	0	0	1	0	1	1	0	0
1	1	0	0	1	1	0	1	1	0
1	1	1	1	0	0	1	1	0	0
1	1	1	1	0	1	1	0	1	1
1	0	0	0	1	1	0	1	1	1
0	0	0	1	1	0	1	0	0	1
0	0	1	0	0	0	1	0	1	0
0	1	0	0	1	0	1	0	0	1
0	0	1	1	0	0	1	0	1	1
1	0	1	0	1	0	1	1	0	1
0	0	0	1	0	0	1	1	0	0

Please enter the number of 0's in this table:

**Table 4**

1	1	1	1	1	0	0	0	1	0
1	1	0	0	0	0	0	0	1	1
1	0	1	1	1	0	0	1	0	1
0	0	1	0	1	1	1	1	0	1
1	1	0	1	1	0	0	0	0	0
0	1	0	1	1	0	0	0	1	0
1	1	1	0	1	1	1	0	1	0
1	0	0	0	1	1	0	1	1	0
0	0	1	1	1	0	1	0	1	0
1	0	0	1	1	1	1	1	1	1
1	1	0	1	1	0	1	1	0	0
0	1	0	1	0	0	0	1	0	0
0	1	0	0	0	0	1	0	1	0
0	0	0	1	1	1	0	0	0	0
1	0	0	1	0	1	0	0	0	1

Please enter the number of 0's in this table:

**Table 5**

0	0	1	1	1	0	0	1	1	1
0	0	1	1	1	0	0	0	1	0
1	1	1	0	0	0	1	1	0	0
0	1	1	1	1	1	0	1	0	1
1	0	1	1	1	0	1	0	1	0
0	0	1	1	1	0	0	1	0	1
1	1	0	0	1	0	1	0	1	0
1	1	1	1	1	1	1	0	0	1
1	0	1	1	1	1	1	1	1	0
1	0	1	0	1	1	1	0	1	1
0	0	1	1	1	1	0	1	0	1
1	0	0	0	0	1	0	1	1	0
1	1	1	1	0	0	1	0	1	1
1	1	1	0	1	0	0	1	0	1
0	1	0	0	0	1	0	1	0	0

Please enter the number of 0's in this table:

**Table 6**

0	1	1	0	1	1	0	0	0	1
1	1	0	0	0	1	0	0	0	1
1	0	1	0	1	1	1	0	0	1
0	0	1	1	0	0	0	1	1	1
0	1	1	1	0	1	1	1	0	0
1	1	0	0	0	0	0	0	0	0
1	0	0	0	0	1	0	0	1	1
1	1	1	0	0	0	0	0	1	1
1	1	0	1	0	1	1	1	1	1
0	1	1	1	0	1	1	1	0	0
0	0	0	1	1	0	1	1	1	0
0	0	0	1	1	1	0	1	1	0
0	1	0	0	1	1	1	0	0	0
0	0	0	1	1	0	1	1	1	0
1	0	0	1	0	1	1	1	0	0

Please enter the number of 0's in this table:

**Table 7**

1	1	0	0	0	1	1	1	1	0
1	1	1	0	1	1	0	1	0	1
1	0	1	1	1	1	1	1	0	0
1	1	1	1	0	0	0	0	1	1
1	0	0	0	0	0	0	0	1	1
0	0	0	0	1	1	0	1	1	1
0	0	0	0	1	0	1	1	1	1
0	0	0	0	0	0	1	1	1	1
0	1	0	0	0	0	0	0	1	1
1	0	1	1	0	1	1	1	0	0
0	0	0	1	0	0	0	0	1	0
0	1	0	0	0	0	0	1	0	0
0	0	0	1	0	1	1	0	1	0
0	0	0	1	1	1	1	0	0	0
1	1	0	0	0	0	1	0	1	1

Please enter the number of 0's in this table:



**Table 8**

0	1	0	1	1	1	1	0	0	0
0	1	1	0	1	1	1	0	1	0
0	0	1	0	0	1	0	0	0	0
1	1	0	1	0	1	1	1	0	1
1	0	1	1	0	1	1	1	1	0
0	0	1	0	1	1	0	0	1	0
1	0	0	1	0	0	0	0	0	1
0	0	0	0	0	1	1	0	0	1
0	1	0	1	0	1	0	0	1	0
0	0	1	0	0	1	1	0	1	1
0	1	1	1	0	0	0	1	1	0
1	0	0	1	1	1	0	1	0	0
1	0	0	1	0	0	1	0	1	0
1	1	0	1	1	0	1	1	1	1
1	1	1	1	1	1	0	1	1	1

Please enter the number of 0's in this table:

**Table 9**

0	0	1	0	0	1	0	1	0	0
0	1	0	1	1	1	1	1	0	0
0	1	1	0	0	1	0	0	1	0
1	1	1	1	0	1	0	0	1	1
0	1	1	0	0	1	0	1	1	0
0	0	0	1	0	0	0	0	1	1
1	1	0	0	0	0	1	1	0	1
1	0	1	0	1	1	0	1	0	0
1	0	0	0	1	1	0	1	0	1
0	0	1	0	1	0	0	1	0	1
1	1	0	1	0	1	1	1	1	0
1	0	0	0	1	0	0	1	0	1
0	0	1	0	1	1	1	1	0	0
1	1	0	0	0	1	0	0	0	0
1	1	0	1	0	0	1	0	1	1

Please enter the number of 0's in this table:

**Table 10**

1	0	0	1	1	0	0	0	0	0
1	0	1	0	0	1	1	1	0	1
0	1	0	0	1	0	1	0	1	1
0	0	0	0	1	0	1	0	0	0
1	0	0	0	1	0	1	0	1	1
0	1	1	1	0	1	1	0	1	1
1	0	0	1	1	0	0	0	0	1
1	1	1	0	1	0	1	0	1	0
1	1	1	1	1	1	1	0	1	0
1	1	0	1	0	0	1	0	1	0
1	1	1	1	0	1	1	1	0	1
1	1	1	1	1	1	0	0	1	0
1	0	1	1	0	1	1	1	1	0
1	0	1	1	0	0	0	0	1	0
0	1	1	1	0	1	0	1	0	1

Please enter the number of 0's in this table:

**Table 11**

1	0	1	0	1	1	0	1	0	0
0	1	1	0	0	0	1	0	1	1
0	1	1	0	0	1	0	0	0	0
0	0	1	1	1	0	0	1	1	1
0	0	0	0	1	1	0	0	1	0
0	0	1	1	0	0	1	0	0	1
1	0	0	0	0	1	0	1	0	1
1	1	0	0	1	0	0	0	0	1
1	1	0	1	0	0	1	0	1	0
0	0	1	1	1	1	0	1	0	1
1	0	0	1	1	1	0	1	1	1
1	1	0	1	1	1	1	1	1	0
0	1	1	0	1	0	1	1	1	0
0	1	0	1	1	0	0	1	1	1
0	1	0	0	0	1	0	0	0	1

Please enter the number of 0's in this table:

**Table 12**

1	1	1	1	0	1	1	1	1	0
1	0	0	0	1	0	1	0	0	1
1	0	1	0	1	1	1	0	0	1
0	1	0	0	0	1	1	1	1	1
1	1	0	0	0	1	1	0	1	1
1	0	0	1	0	0	1	1	0	1
0	1	0	0	0	1	0	0	1	1
1	1	1	1	0	1	0	1	0	1
1	1	1	0	1	1	1	0	1	0
1	1	1	1	1	1	0	0	0	0
1	1	1	0	0	0	1	1	0	1
1	0	0	0	0	1	1	1	0	1
1	0	1	1	0	0	0	1	1	1
0	0	0	0	1	1	1	0	0	0
1	0	1	0	1	1	0	0	0	1

Please enter the number of 0's in this table:

**Table 13**

1	0	0	0	1	1	0	1	1	0
1	0	0	1	0	1	0	0	1	1
0	0	1	1	1	1	0	1	0	1
1	0	0	0	0	0	1	1	0	0
0	0	1	1	0	0	1	0	0	0
1	0	0	1	0	1	1	0	1	1
1	0	1	0	0	0	0	0	1	1
1	0	1	1	0	0	1	0	0	0
1	1	1	1	0	0	1	0	0	0
0	0	1	1	0	0	1	0	1	0
0	0	0	0	1	1	0	1	0	0
0	0	1	0	1	0	0	0	0	1
0	1	1	0	1	1	0	0	1	1
1	1	0	0	1	0	1	0	1	1
0	1	0	0	1	1	1	1	0	0

Please enter the number of 0's in this table:

**Table 14**

0	1	1	0	0	0	1	0	1	0
1	0	0	1	1	0	0	1	1	1
1	0	0	1	1	0	0	1	0	0
1	0	0	1	0	1	1	0	1	0
0	0	1	1	0	1	1	0	0	1
0	0	1	0	0	1	1	0	1	0
0	0	1	1	0	1	1	1	0	1
1	0	1	1	1	1	1	1	1	1
0	1	0	1	1	0	1	0	1	1
0	1	1	0	0	0	0	1	0	0
1	1	1	1	0	1	0	1	1	0
1	1	0	1	1	0	0	0	1	0
1	0	0	1	0	1	1	0	1	1
1	0	0	1	0	1	0	1	0	1
1	1	1	0	0	1	0	1	0	0

Please enter the number of 0's in this table:

**Table 15**

0	1	1	1	0	0	1	0	1	0
1	1	0	1	1	0	1	0	0	0
1	1	1	0	1	1	0	1	1	1
0	1	1	1	0	0	1	1	0	0
0	0	1	0	1	0	1	0	1	1
0	0	1	1	0	0	0	0	1	1
0	0	0	1	1	0	1	1	0	0
1	1	0	1	1	0	0	0	0	1
1	0	1	0	1	0	1	0	0	0
1	0	1	0	1	0	0	1	1	1
1	1	0	1	0	0	0	0	1	1
0	1	0	0	1	0	0	0	0	1
0	0	1	1	0	0	1	1	0	1
1	0	0	0	1	0	0	1	0	0
0	1	1	1	0	0	1	1	0	0

Please enter the number of 0's in this table:

## **NFC IMC**

For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe. For example, if the statement is extremely uncharacteristic of you or of what you believe about yourself (not at all like you) please choose a "1" on the scale. If the statement is extremely characteristic of you or



of what you believe about yourself (very much like you)  
please choose a "5" on the scale. You should use the  
following scale as you rate each of the statements below.

1	2	3	4	5
Extremely	Somewhat	Uncertain	Somewhat	Extremely
Uncharacteristic	Characteristic		Characteristic	Characteristic

I would  
rather do  
something  
that requires  
little thought  
than  
something  
that is sure  
to challenge  
my thinking  
abilities.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I would  
prefer  
complex to  
simple  
problems.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I would  
prefer a task  
that is  
intellectual,  
difficult, and  
important to  
one that is  
somewhat  
important  
but does not  
require  
much  
thought.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

1	2	3	4	5
Extremely Uncharacteristic	Somewhat Characteristic	Uncertain	Somewhat Characteristic	Extremely Characteristic

I like to have the responsibility of handling a situation that requires a lot of thinking.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Please select 3 on the scale.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Thinking is not my idea of fun.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I really enjoy a task that involves coming up with new solutions to problems.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Check the box below and click next to skip to the next section:

☐ SKIP TO NEXT SECTION

## Demographics

How motivated were you to complete this study?

Not motivated at all	2	3	4	5	6	7	8	Very motivated 9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What's your age (in years)?

What's your gender?

☐ Male

☐ Female

☐ Prefer not to say

☐  Other

Are you an English native speaker?

☐ Yes

☐ No

Was there anything that was unclear? Any comments would be appreciated: