

## Screen 1

Dear Participant,

You are being asked to complete a survey as part of a research study. In this study, we will ask you to answer some questions and to make some judgments. This will take approximately 5-7 minutes, and you will receive \$0.75 for participating.

Your participation in this study is entirely voluntary, and you can withdraw from the study at any time. There are no direct benefits to participating. Participation presents minimal to no risks.

We will make every effort to keep all the information you tell us during the study strictly confidential, except as required by law. Your name and other identifying information will never be connected with the responses you provide so no one will ever be able to identify you in any publications that will result from this research. If the data from this study are made publicly available, any identifying information will be removed before doing so. If you have questions about your rights as a volunteer in this research study you can contact the Office of Regulatory Affairs at the University of Pennsylvania at (215)-898-2614. You can contact the Principal Investigator of this research, Joseph Simmons, at (215) 898-1630.



## Screen 2

Note: The choice options were presented in a random order. Participants who answered this question incorrectly were not allowed to continue with the survey.

There are seven colors in a rainbow. People tend to prefer some of these colors more than others. To show you are paying attention and continue in this survey, select "indigo." Of the seven colors in a rainbow, which is your *least* favorite?

- ☐ Yellow
- ☐ Blue
- ☐ Green
- ☐ Orange
- ☐ Red
- ☐ Indigo
- ☐ Violet



### Screen 3

### GOALS SURVEY

In the first part of this survey, you will identify some personal goals.

- Responses will be reviewed to make sure written answers address the question asked. Random or nonsense responses will not be approved.
- You **will** be asked attention check questions to ensure you have read and understood the questions.
- You may **not** take this survey on a mobile device (like a phone or tablet).

Thank you!

→

### Screen 4

Note: The blue “submit” arrow was displayed 9 seconds after the screen loaded.

### GOALS SURVEY

People often have multiple goals that they wish to pursue.

Please list two of your goals.

Goal 1

Goal 2

→

### Screen 5 (No-Conflict Condition)

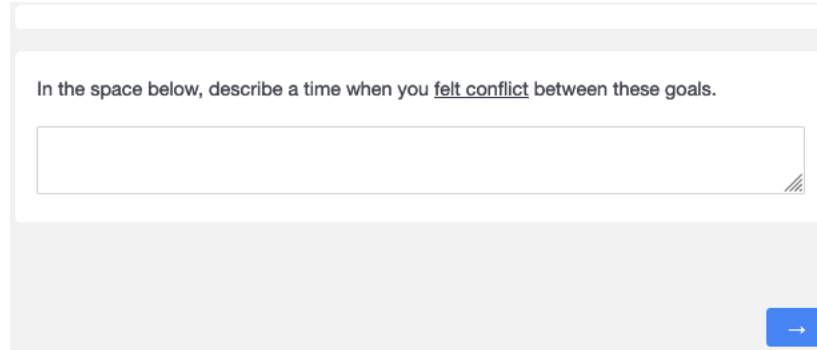
Note: The blue “submit” arrow was displayed 8 seconds after the screen loaded.

In the space below, describe a time when you DID NOT FEEL conflict between these goals.

→

### Screen 5 (Conflict Condition)

Note: The blue “submit” arrow was displayed 8 seconds after the screen loaded.

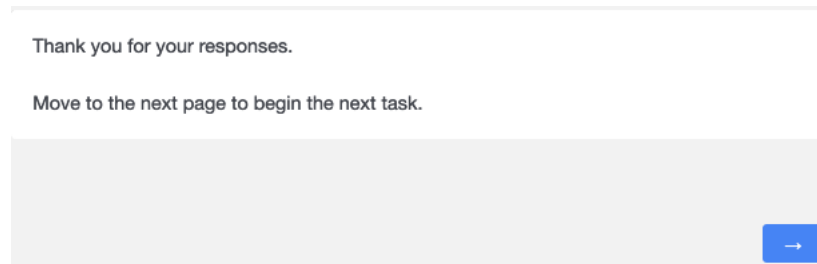


In the space below, describe a time when you felt conflict between these goals.

[Text input field]

[Submit arrow]

### Screen 6



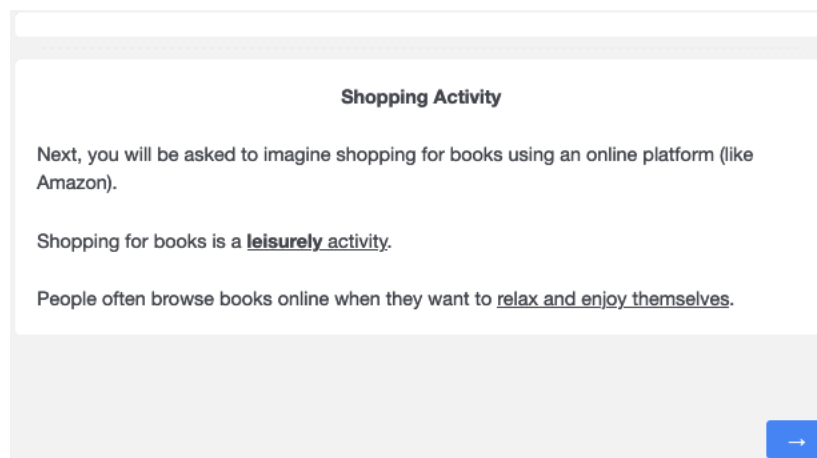
Thank you for your responses.

Move to the next page to begin the next task.

[Submit arrow]

### Screen 7 (Leisure Condition)

Note: The blue “submit” arrow was displayed 9 seconds after the screen loaded.



**Shopping Activity**

Next, you will be asked to imagine shopping for books using an online platform (like Amazon).

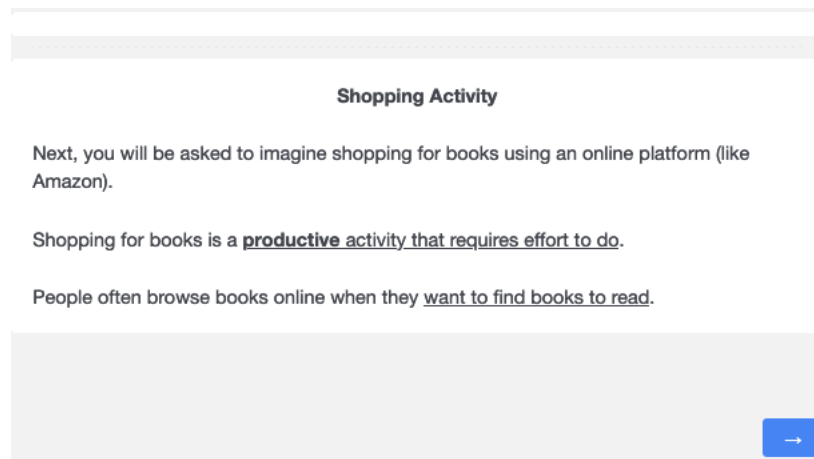
Shopping for books is a leisurely activity.

People often browse books online when they want to relax and enjoy themselves.

[Submit arrow]

### Screen 7 (Work Condition)

Note: The blue “submit” arrow was displayed 9 seconds after the screen loaded.



The screenshot shows a web interface for a 'Shopping Activity'. It has a light gray header bar. Below it, the title 'Shopping Activity' is centered. The main content area is white and contains three paragraphs of text. The first paragraph instructs the user to imagine shopping for books on an online platform like Amazon. The second paragraph states that shopping for books is a 'productive activity that requires effort to do', with 'productive' in bold and the rest underlined. The third paragraph says people often browse books online when they 'want to find books to read', with the phrase underlined. At the bottom right of the white area is a blue button with a white right-pointing arrow.

**Shopping Activity**

Next, you will be asked to imagine shopping for books using an online platform (like Amazon).

Shopping for books is a **productive** activity that requires effort to do.

People often browse books online when they want to find books to read.

→

Below is a selection of books to browse.

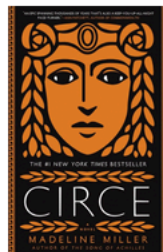
Click on any book cover to see more information about the book. This information will appear below the list of books.

You may view information about as many books as you like.

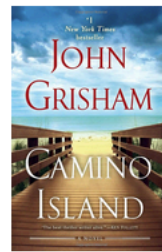
When you are done, click ">>" to continue to the next screen.



**A Dog's Purpose**  
by W. Bruce Cameron



**Circe**  
by Madeline Miller



**Camino Island**  
by John Grisham



**An Elephant in the Garden**  
by Michael Morpurgo



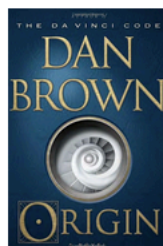
**Beartown**  
by Fredrik Backman



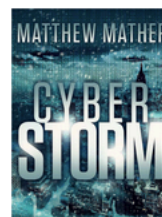
**The Flight Attendant**  
by Chris Bohjalian



**The One**  
by John Marrs



**Origin**  
by Dan Brown



**CyberStorm**  
by Matthew Mather



**All the Ugly and Wonderful Things**  
by Bryn Greenwood



**Tomorrow**  
by Damian Dibben



**By Invitation Only**  
by Dorothea Benton



Screen 8 (Continued)

Note: The books above were shown in a random order, and the screen auto-advanced after 300 seconds. If participants clicked the box next to any of the books in the book-browsing task, then a description of the book would appear below the list of books. The screenshots of the various book descriptions are shown at the end of this document. (If they clicked multiple books at once, then multiple descriptions were shown.)

Screen 9

Now, think back to the two goals you listed at the beginning of the survey.

How much conflict do you feel between these goals?

Very little conflict

A lot of conflict

Very little conflict

A lot of conflict

To what extent does pursuing one of these goals interfere with pursuing the other goal?

Not at all

Very much

Not at all

Very much

To what extent does pursuing one of these goals hurt pursuit of the other goal?

Not at all

Very much

Not at all


Very much

Screen 10

Note: “Read book reviews” and “Browse for books” were both considered correct answers to this attention check.

In the shopping activity, what best describes what you were asked to do?

- ☐ Read book reviews
- ☐ Select a book as a gift
- ☐ Rate books
- ☐ Browse for books



## Screen 11

Finally, we'd like to ask few questions about yourself.

What is your age in years?

Is English your native language?

☐ Yes

☐ No

What is your gender?

☐ Female

☐ Male

☐ Other

→

## Screen 12

If you would like to share any feedback on this survey, please enter it here. (This is optional.)

Please enter your MTurk ID (This will only be used to verify your HIT submission. It will not be made public.)

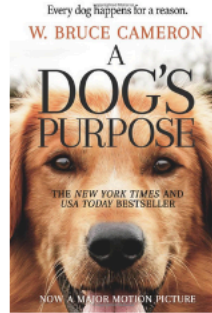
  

→

**\*\* END OF SURVEY \*\***

**\*\*THE NEXT PAGES CONTAIN IMAGES OF EACH BOOK DESCRIPTION\*\***

## Screen 8 – Description of “A Dog’s Purpose”



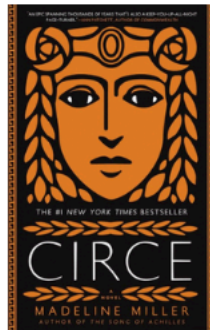
This is the remarkable story of one endearing dog's search for his purpose over the course of several lives. More than just another charming dog story, *A Dog's Purpose* touches on the universal quest for an answer to life's most basic question: Why are we here?

Surprised to find himself reborn as a rambunctious golden-haired puppy after a tragically short life as a stray mutt, Bailey's search for his new life's meaning leads him into the loving arms of eight-year-old Ethan. During their countless adventures, Bailey joyously discovers how to be a good dog.

But this life as a family pet is not the end of Bailey's journey. Reborn as a puppy yet again, Bailey wonders--will he ever find his purpose?

Heartwarming, insightful, and often laugh-out-loud funny, *A Dog's Purpose* is not only the emotional and hilarious story of a dog's many lives, but also a dog's-eye commentary on human relationships and the unbreakable bonds between man and man's best friend. This moving and beautifully crafted story teaches us that love never dies, and that every creature on earth is born with a purpose.

## Screen 8 – Description of “Circe”



In the house of Helios, god of the sun and mightiest of the Titans, a daughter is born. But Circe is a strange child--not powerful, like her father, nor viciously alluring like her mother. Turning to the world of mortals for companionship, she discovers that she does possess power--the power of witchcraft, which can transform rivals into monsters and menace the gods themselves.

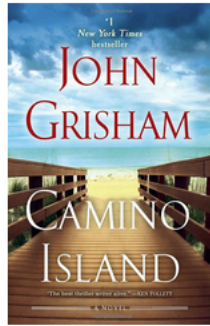
Threatened, Zeus banishes her to a deserted island, where she hones her occult craft, tames wild beasts and crosses paths with many of the most famous figures in all of mythology, including the Minotaur, Daedalus and his doomed son Icarus, the murderous Medea, and, of course, wily Odysseus.

But there is danger, too, for a woman who stands alone, and Circe unwittingly draws the wrath of both men and gods, ultimately finding herself pitted against one of the most terrifying and vengeful of the Olympians. To protect what she loves most, Circe must summon all her strength and choose, once and for all, whether she belongs with the gods she is born from, or the mortals she has come to love.

With unforgettably vivid characters, mesmerizing language and page-turning suspense, *Circe* is a triumph of storytelling, an intoxicating epic of family rivalry, palace intrigue, love and loss, as well as a celebration of indomitable female strength in a man's world.



## Screen 8 – Description of “Camino Island”



A gang of thieves stage a daring heist from a vault deep below Princeton University's Firestone Library. Their loot is priceless, impossible to resist.

Bruce Cable owns a popular bookstore in the sleepy resort town of Santa Rosa on Camino Island in Florida. He makes his real money, though, as a prominent dealer in rare books. Very few people know that he occasionally dabbles in unsavory ventures.

Mercer Mann is a young novelist with a severe case of writer's block who has recently been laid off from her teaching position. She is approached by an elegant, mysterious woman working for an even more mysterious company. A generous monetary offer convinces Mercer to go undercover and infiltrate Cable's circle of literary friends, to get close to the ringleader, to discover his secrets.

But soon Mercer learns far too much, and there's trouble in paradise—as only John Grisham can deliver it.

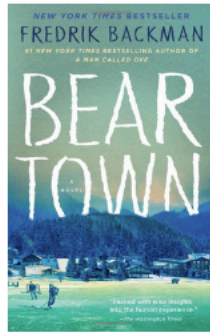
## Screen 8 – Description of “An Elephant in the Garden”



Lizzie and Karl's mother is a zoo keeper; the family has become attached to an orphaned elephant named Marlene, who will be destroyed as a precautionary measure so she and the other animals don't run wild should the zoo be hit by bombs. The family persuades the zoo director to let Marlene stay in their garden instead. When the city is bombed, the family flees with thousands of others, but how can they walk the same route when they have an elephant in tow, and keep themselves safe? Along the way, they meet Peter, a Canadian navigator who risks his own capture to save the family.

As Michael Morpurgo writes in an author's note, *An Elephant in the Garden* is inspired by historical truths, and by his admiration for elephants, "the noblest and wisest and most sensitive of all creatures." Here is a story that brings together an unlikely group of survivors whose faith in kindness and love proves the best weapon of all.

## Screen 8 – Description of “Beartown”



People say Beartown is finished. A tiny community nestled deep in the forest, it is slowly losing ground to the ever-encroaching trees. But down by the lake stands an old ice rink, built generations ago by the working men who founded this town. And in that ice rink is the reason people in Beartown believe tomorrow will be better than today. Their junior ice hockey team is about to compete in the national semi-finals, and they actually have a shot at winning. All the hopes and dreams of this place now rest on the shoulders of a handful of teenage boys.

Being responsible for the hopes of an entire town is a heavy burden, and the semi-final match is the catalyst for a violent act that will leave a young girl traumatized and a town in turmoil. Accusations are made and, like ripples on a pond, they travel through all of Beartown, leaving no resident unaffected.

*Beartown* explores the hopes that bring a small community together, the secrets that tear it apart, and the courage it takes for an individual to go against the grain. In this story of a small forest town, Fredrik Backman has found the entire world.

## Screen 8 – Description of “The Flight Attendant”



From the author of *The Guest Room*, a powerful story about the ways an entire life can change in one night: A flight attendant wakes up in the wrong hotel, in the wrong bed, with a dead man--and no idea what happened.

Cassandra Bowden is no stranger to hungover mornings. She's a binge drinker, her job with the airline making it easy to find adventure, and the occasional blackouts seem to be inevitable. She lives with them, and the accompanying self-loathing. When she awakes in a Dubai hotel room, she tries to piece the previous night back together, counting the minutes until she has to catch her crew shuttle to the airport. She quietly slides out of bed, careful not to aggravate her already pounding head, and looks at the man she spent the night with. She sees his dark hair. His utter stillness. And blood, a slick, still wet pool on the crisp white sheets. Afraid to call the police--she's a single woman alone in a hotel room far from home - Cassie begins to lie. She lies as she joins the other flight attendants and pilots in the van. She lies on the way to Paris as she works the first class cabin. She lies to the FBI agents in New York who meet her at the gate. Soon it's too late to come clean-or face the truth about what really happened back in Dubai. Could she have killed him? If not, who did?

Set amid the captivating world of those whose lives unfold at forty thousand feet, *The Flight Attendant* unveils a spellbinding story of memory, of the giddy pleasures of alcohol and the devastating consequences of addiction, and of murder far from home.

## Screen 8 – Description of “The One”



A simple DNA test is all it takes. Just a quick mouth swab and soon you'll be matched with your perfect partner—the one you're genetically made for.

That's the promise made by Match Your DNA. A decade ago, the company announced that they had found the gene that pairs each of us with our soul mate. Since then, millions of people around the world have been matched. But the discovery has its downsides: test results have led to the breakup of countless relationships and upended the traditional ideas of dating, romance and love.

Now five very different people have received the notification that they've been "Matched." They're each about to meet their one true love. But "happily ever after" isn't guaranteed for everyone. Because even soul mates have secrets. And some are more shocking than others...

A word-of-mouth hit in the United Kingdom, *The One* is a fascinating novel that shows how even the simplest discoveries can have complicated consequences.

## Screen 8 – Description of “All the Ugly and Wonderful Things”

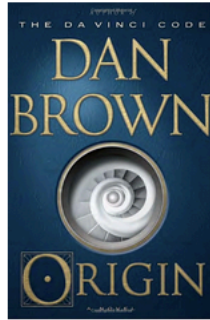


A beautiful and provocative love story between two unlikely people and the hard-won relationship that elevates them above the Midwestern meth lab backdrop of their lives.

As the daughter of a drug dealer, Wavy knows not to trust people, not even her own parents. It's safer to keep her mouth shut and stay out of sight. Struggling to raise her little brother, Donal, eight-year-old Wavy is the only responsible adult around. Obsessed with the constellations, she finds peace in the starry night sky above the fields behind her house, until one night her star gazing causes an accident. After witnessing his motorcycle wreck, she forms an unusual friendship with one of her father's thugs, Kellen, a tattooed ex-con with a heart of gold.

By the time Wavy is a teenager, her relationship with Kellen is the only tender thing in a brutal world of addicts and debauchery. When tragedy rips Wavy's family apart, a well-meaning aunt steps in, and what is beautiful to Wavy looks ugly under the scrutiny of the outside world. A powerful novel you won't soon forget, Bryn Greenwood's *All the Ugly and Wonderful Things* challenges all we know and believe about love.

## Screen 8 – Description of “Origin”



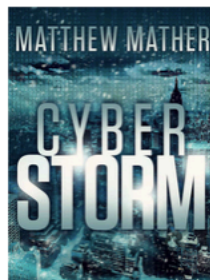
Bilbao, Spain

Robert Langdon, Harvard professor of symbology and religious iconology, arrives at the ultramodern Guggenheim Museum Bilbao to attend a major announcement—the unveiling of a discovery that “will change the face of science forever.” The evening’s host is Edmond Kirsch, a forty-year-old billionaire and futurist whose dazzling high-tech inventions and audacious predictions have made him a renowned global figure. Kirsch, who was one of Langdon’s first students at Harvard two decades earlier, is about to reveal an astonishing breakthrough ... one that will answer two of the fundamental questions of human existence.

As the event begins, Langdon and several hundred guests find themselves captivated by an utterly original presentation, which Langdon realizes will be far more controversial than he ever imagined. But the meticulously orchestrated evening suddenly erupts into chaos, and Kirsch’s precious discovery teeters on the brink of being lost forever. Reeling and facing an imminent threat, Langdon is forced into a desperate bid to escape Bilbao. With him is Ambra Vidal, the elegant museum director who worked with Kirsch to stage the provocative event. Together they flee to Barcelona on a perilous quest to locate a cryptic password that will unlock Kirsch’s secret.

Navigating the dark corridors of hidden history and extreme religion, Langdon and Vidal must evade a tormented enemy whose all-knowing power seems to emanate from Spain’s Royal Palace itself ... and who will stop at nothing to silence Edmond Kirsch. On a trail marked by modern art and enigmatic symbols, Langdon and Vidal uncover clues that ultimately bring them face-to-face with Kirsch’s shocking discovery ... and the breathtaking truth that has long eluded us.

## Screen 8 – Description of “Cyberstorm”



Mike Mitchell is an average New Yorker struggling just to keep his family together when a string of disasters shreds the bustling megacity around them.

The Internet and communication networks go down...a deadly epidemic rages across the country...then a monster snowstorm cuts New York off from the world.

Days go by without contact to the outside world. Then weeks. Murder and vigilante justice replace law and order. Millions fight to survive.

In the chaos, conspiracy theories rage about a foreign cyberattack. Was it the North Koreans? The Russians? The Chinese? Might it be the first shockwave of a global shift in power? But even these questions become unimportant as Mike and his family struggle for survival in the wintry tomb of a doomed New York.

## Screen 8 – Description of “Tomorrow”



So begins the journey of Tomorrow, a dog who must travel through the courts and battlefields of Europe—and through the centuries—in search of the man who granted him immortality. His adventures take him to the London Frost Fair, the strange court of King Charles I, the wars of the Spanish succession, Versailles, the golden age of Amsterdam and to nineteenth-century Venice.

His is a story of loyalty and determination, as Tomorrow befriends both animals and humans, falls in love (only once), marvels at the human ability to make music, despairs at their capacity for war and gains insight into both the strength and frailties of the human spirit. But Tomorrow's journey is also a race against time. Danger stalks his path, and in the shadows lurks an old enemy. Tomorrow must find his master before their pursuer can reach him and his master disappears forever.

A spellbinding story of hope in the face of despair, *Tomorrow* draws us into a century-spanning tale of humanity and the unbreakable bond between two souls. After all, what is lost can surely be found ...

## Screen 8 – Description of “By Invitation Only”



The Lowcountry of South Carolina is where *By Invitation Only* begins at a barbecue engagement party thrown by Diane English Stifel, her brother Floyd, and her parents to celebrate her son's engagement. On this gorgeous, magical night, the bride's father, Alejandro Cambria, a wealthy power broker whose unbelievably successful career in private equity made him one of Chicago's celebrated elite, discovers the limits and possibilities of cell phone range. While the mother of the bride, Susan Kennedy Cambria, who dabbles in the world of public relations and believes herself deserving of every square inch of her multimillion-dollar penthouse and imaginary carrara marble pedestal, learns about moonshine and dangerous liaisons.

Soon *By Invitation Only* zooms to Chicago, where the unraveling accelerates. Nearly a thousand miles away from her comfortable, familiar world, Diane is the antithesis of the bright lights and super-sophisticated guests attending her son Fred's second engagement party. Why a second party? Maybe it had been assumed that the first one wouldn't be up to snuff? Fred is marrying Shelby Cambria, also an only child. The Cambrias' dearest wish is for their daughter to be happy. If Shelby wants to marry Frederick, aka Fred, they will not stand in her way—although Susan does hope her friends won't think her daughter is marrying more than a few degrees beneath her socially. At the same time, Diane worries that her son will be lost to her forever.

*By Invitation Only* is a tale of two families, one struggling to do well, one well to do, and one young couple—the privileged daughter of Chicago's crème-de-la-crème and the son of hard-working Southern peach farmers.