

## Consent

### Information, Evaluation and Choice University of California, San Diego Information Sheet for Participants

You are invited to participate in a research study examining how people evaluate information in uncertain decisions. Please read this document carefully before you decide to participate in this study.

**Background Information:** The purpose of this study is to examine your preferences and choices related to products and services, and how you use information to come to those judgments.

**Procedures:** In the study, you will be given one or more hypothetical scenarios about browsing or buying products and services. You'll be asked about how you would respond to that scenario, and for some of your opinions about it, and the value of the item or items to you. You will also be asked to answer a few questions about yourself.

You do not have to answer any question you do not wish to answer.

#### **Risks and Benefits of Being in the Study:**

We do not anticipate any risks for you participating in this study, other than those encountered in day-to-day life. There are no direct benefits to participating, but indirectly your participation will contribute to greater understanding of the phenomena being studied.

#### **Compensation:**

The study will take you approximately 4-5 minutes to complete. Based on this, you will receive \$0.65 (65 cents) in compensation.

**Voluntary Nature of Participation:** Your participation in this study is completely voluntary. There is no penalty for not participating. You have the right to withdraw from the study at any time without consequence. You do not need to continue with this study if you do not wish to do so.

**Confidentiality:** You will not be identified personally in this study. No identifying information will be collected as part of your responses.

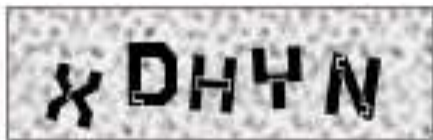
**Contacts and Questions:** If you have other questions beyond those explained in this information sheet, you may reach the experimenter, Uma Karmarkar, via email at [ukarmarkar@ucsd.edu](mailto:ukarmarkar@ucsd.edu). If you have any questions comments or concerns concerning your rights as a research subject, you may also contact the UCSD Human Research Protections Program Office at 858-246-HRPP (858-246-4777). You may also print out a copy of this page to retain for your records.

**Statement of Consent:** I have read the above information, and have received answers to any questions I asked. I am at least 18 years old, and by clicking to proceed to the next page, I consent to participate in the study.

### captcha

Please enter the alphanumeric string you see in the box below the image (e.g. complete the "captcha")







### match instructions

Thank you for participating in this study about the kinds of shopping decisions that people make every day.

We're asking you to imagine that you are shopping for yourself in online stores. You'll see a display from each store, and had the opportunity to tell us whether you'd buy the item in the center of the screen (with a black square outline).

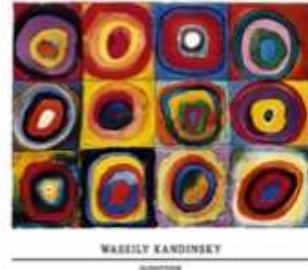
As an example, if you saw the display below, you would indicate how likely you'd be to buy the Bormioli Drinking Glasses.



Bormioli Drinking Glasses

If you understand these instructions, please type "I understand" in the space below, and click the button marked >> to continue.

art\_ctrl



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**

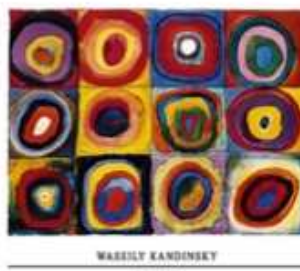
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Monet, "Palazzo Da Mula" Art Print  
**\$30.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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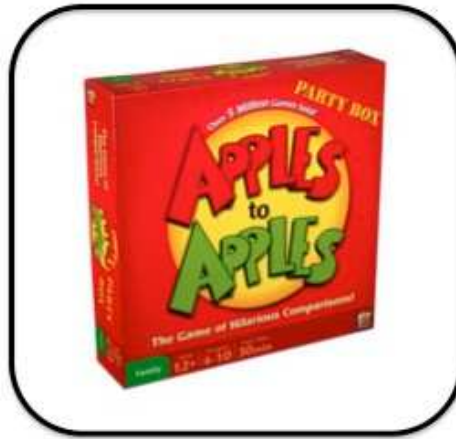
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**game\_ctrl**



## Apples to Apples Game

**\$15.00**

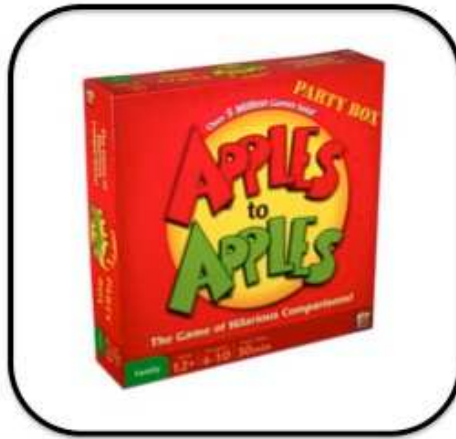
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Apples to Apples Game  
**\$15.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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**towels\_ctrl**





## Royal Velvet Egyptian Cotton Bath Towel Set

**\$24.00**

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Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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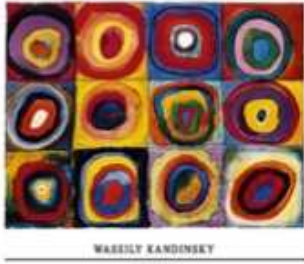
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**liking\_ctrl**



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**

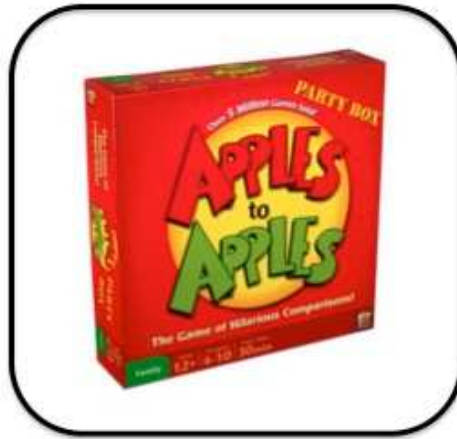
Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



Apples to Apples Game  
**\$15.00**

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



## Royal Velvet Egyptian Cotton Bath Towel Set

**\$24.00**

Please rate how attractive you find this display of items overall.

Not at all  
Attractive



Very  
Attractive



### nonmatch Instructions

Thank you for participating in this study about the kinds of shopping decisions that people make every day.

We're asking you to imagine that you are shopping for yourself in online stores. You'll see a display from each store, and had the opportunity to tell us whether you'd buy the item in the center of the screen (with a black square outline).

As an example, if you saw the display below, you would indicate how likely you'd be to buy the Bormioli Drinking Glasses.



Bormioli Drinking Glasses

If you understand these instructions, please type "I understand" in the space below, and click the button marked >> to continue.

art\_nm\_ctrl



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**

**These page timer metrics will not be displayed to the recipient.**

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Click Count: *0 clicks*



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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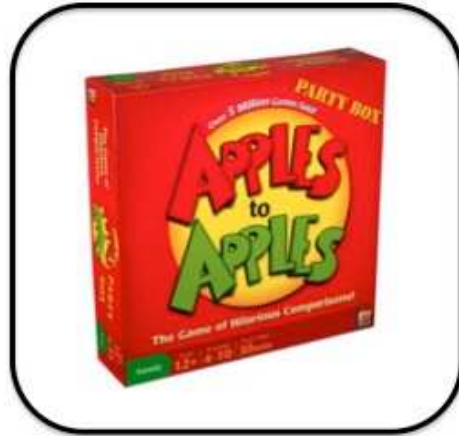
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Click Count: *0 clicks*

**game\_nm\_ctrl**



Apples to Apples Game  
**\$15.00**

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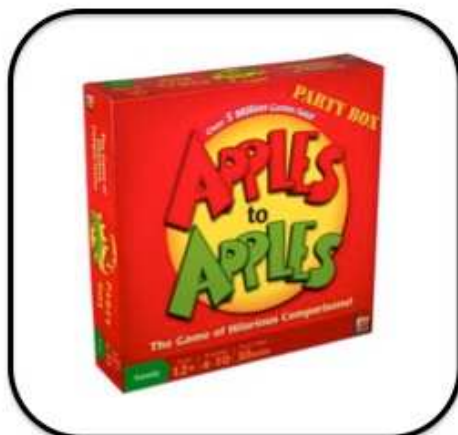
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Click Count: *0 clicks*





Apples to Apples Game  
**\$15.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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**towels\_nm\_ctrl**



## Royal Velvet Egyptian Cotton Bath Towel Set

**\$24.00**

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Click Count: *0 clicks*



Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

**These page timer metrics will not be displayed to the recipient.**

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liking\_nm\_ctrl



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**

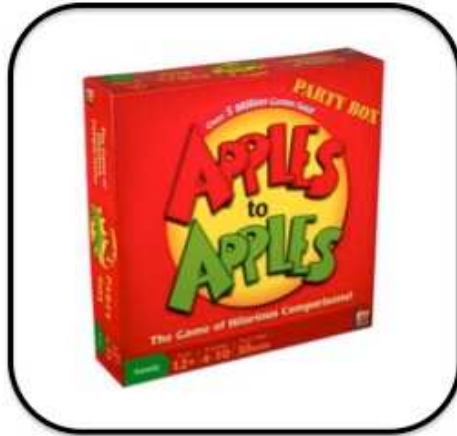
Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



Apples to Apples Game  
**\$15.00**

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐

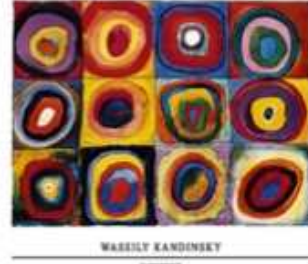
art\_fullinfo



Van Gogh Art Print  
\$35



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**



Kandinsky Art Print  
\$24

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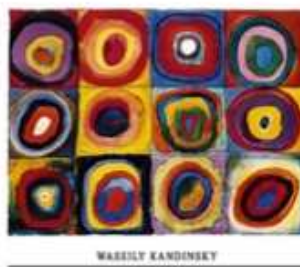
Click Count: *0 clicks*



Van Gogh Art Print  
\$35



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**



Kandinsky Art Print  
\$24

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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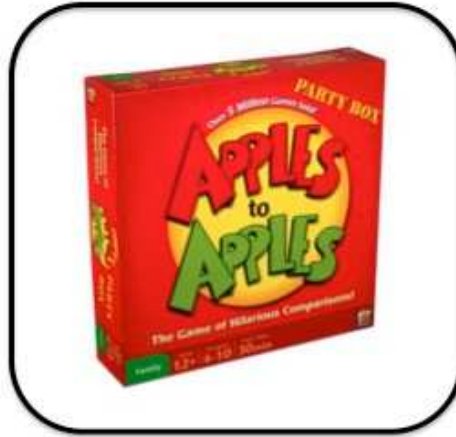
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**game\_fullinfo**





Scrabble Game  
\$14



Apples to Apples Game  
\$15.00



Bananagrams Game  
\$17

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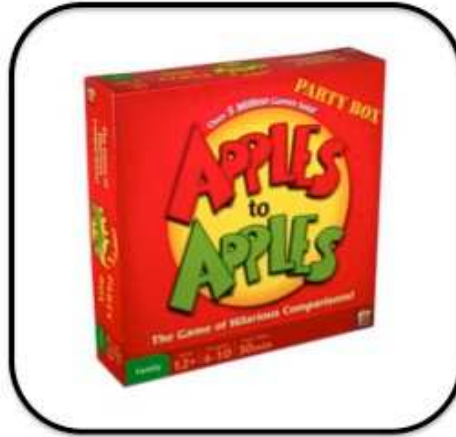
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Click Count: *0 clicks*



Scrabble Game  
\$14



Apples to Apples Game  
\$15.00



Bananagrams Game  
\$17

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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towel\_fullinfo



Zebra Stripe Towel Set  
\$30



Grey Scroll Towel Set  
\$23

## Royal Velvet Egyptian Cotton Bath Towel Set **\$24.00**

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Zebra Stripe Towel Set  
\$30



Grey Scroll Towel Set  
\$23

Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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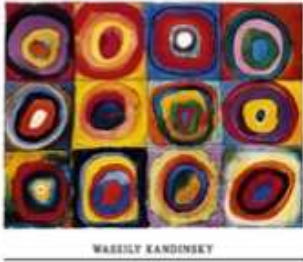
**liking\_full**



Van Gogh Art Print  
\$35



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**



Kandinsky Art Print  
\$24

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

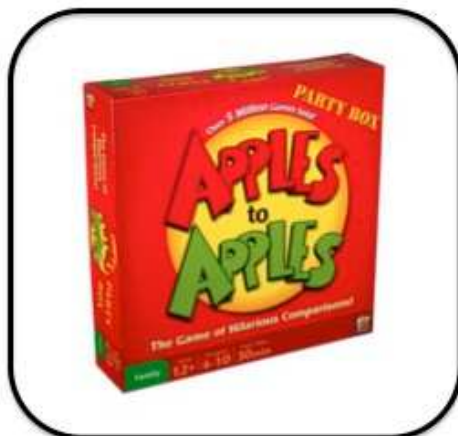
☐☐☐☐☐☐

Very  
Attractive

☐



Scrabble Game  
\$14



Apples to Apples Game  
**\$15.00**



Bananagrams Game  
\$17

Please rate how attractive you find this display of items overall.

Not at all  
Attractive



Very  
Attractive





Zebra Stripe Towel Set  
\$30



Grey Scroll Towel Set  
\$23

Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Please rate how attractive you find this display of items overall.

Not at all  
Attractive



Very  
Attractive



art\_nm\_fullinfo



Fountain Pen  
\$24



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**



Electric Kettle  
\$35

**These page timer metrics will not be displayed to the recipient.**

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Fountain Pen  
\$24



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**



Electric Kettle  
\$35

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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**game\_nm\_fullinfo**



Earbud Headphones  
\$14



Apples to Apples Game  
\$15.00



Tea Infuser Cup  
\$17

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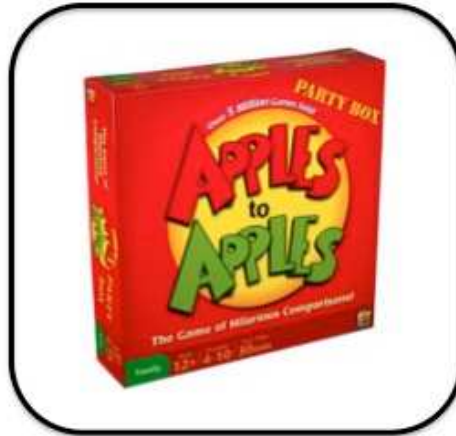
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Earbud Headphones  
\$14



Apples to Apples Game  
**\$15.00**



Tea Infuser Cup  
\$17

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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**tow\_nm\_fullinfo**



Rugged Day Pack  
\$30



Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**



Ultramini USB Key  
\$23

**These page timer metrics will not be displayed to the recipient.**

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Click Count: *0 clicks*



Rugged Day Pack  
\$30



Ultramini USB Key  
\$23

Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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liking\_nm\_full



Fountain Pen  
\$24



Monet, "Palazzo Da Mula" Art Print  
**\$30.00**



Electric Kettle  
\$35

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



Earbud Headphones  
\$14



Apples to Apples Game  
**\$15.00**



Tea Infuser Cup  
\$17

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



Rugged Day Pack  
\$30



Ultramini USB Key  
\$23

Royal Velvet Egyptian Cotton Bath Towel Set  
**\$24.00**

Please rate how attractive you find this display of items overall.

Not at all  
Attractive



Very  
Attractive



art\_names

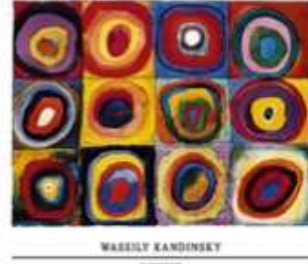




Van Gogh Art Print



Monet, "Palazzo Da Mula" Art Print



Kandinsky Art Print

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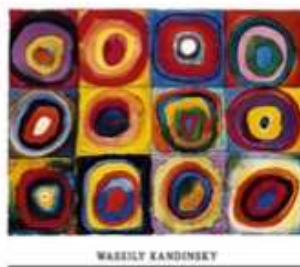
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Van Gogh Art Print



Monet, "Palazzo Da Mula" Art Print



Kandinsky Art Print

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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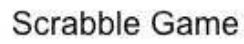
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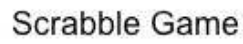
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**game\_names**



Click Count: 0 clicks



Strong No      No      Weak No      Weak Yes      Yes      Strong Yes

☐      ☐      ☐      ☐      ☐      ☐

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44 of 59



Zebra Stripe Towel Set



Grey Scroll Towel Set

## Royal Velvet Egyptian Cotton Bath Towel Set

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Zebra Stripe Towel Set



Grey Scroll Towel Set

## Royal Velvet Egyptian Cotton Bath Towel Set

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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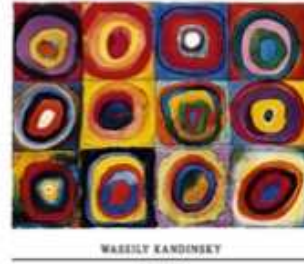
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**liking\_names**



Van Gogh Art Print



Kandinsky Art Print

Monet, "Palazzo Da Mula" Art Print

Please rate how attractive you find this display of items overall.

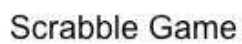
Not at all  
Attractive



Very  
Attractive







Not at all  
Attractive

tractive ☐ ☐ ☐ ☐ ☐

Very  
Attractive

C





Zebra Stripe Towel Set



Grey Scroll Towel Set

## Royal Velvet Egyptian Cotton Bath Towel Set

Please rate how attractive you find this display of items overall.

Not at all  
Attractive



Very  
Attractive



art\_nm\_names



Fountain Pen



Monet, "Palazzo Da Mula" Art Print



Electric Kettle

**These page timer metrics will not be displayed to the recipient.**

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Click Count: *0 clicks*



Fountain Pen



Monet, "Palazzo Da Mula" Art Print



Electric Kettle

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

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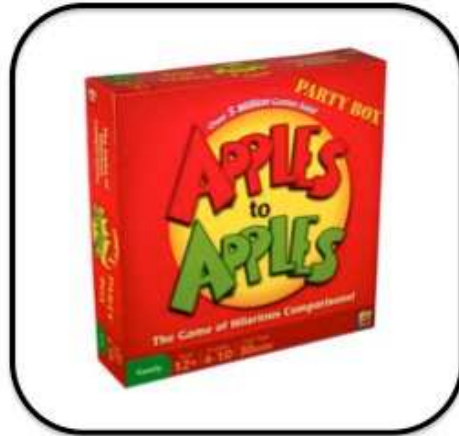
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**games\_nm\_names**



Earbud Headphones



Apples to Apples Game



Tea Infuser Cup

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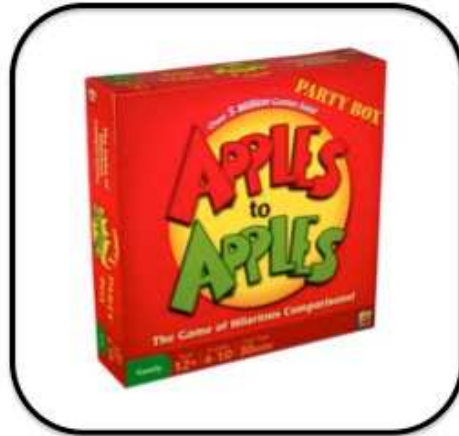
Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*



Earbud Headphones



Apples to Apples Game



Tea Infuser Cup

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

**These page timer metrics will not be displayed to the recipient.**

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**tow\_nm\_names**



Rugged Day Pack



Ultramini USB Key

## Royal Velvet Egyptian Cotton Bath Towel Set

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Click Count: *0 clicks*



Rugged Day Pack



Ultramini USB Key

## Royal Velvet Egyptian Cotton Bath Towel Set

Would you buy the center item?

Strong No

☐

No

☐

Weak No

☐

Weak Yes

☐

Yes

☐

Strong Yes

☐

**These page timer metrics will not be displayed to the recipient.**

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Page Submit: *0 seconds*

Click Count: *0 clicks*

**liking\_nm\_names**



Fountain Pen



Monet, "Palazzo Da Mula" Art Print



Electric Kettle

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

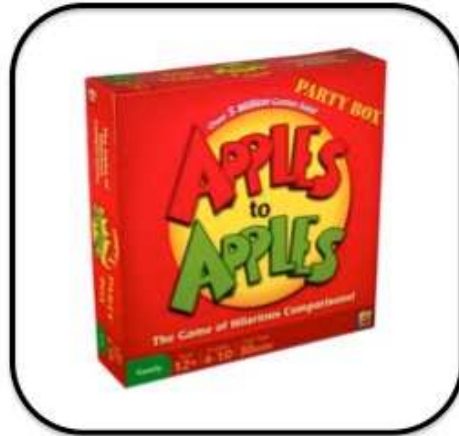
Very  
Attractive

☐





Earbud Headphones



Apples to Apples Game



Tea Infuser Cup

Please rate how attractive you find this display of items overall.

Not at all  
Attractive

☐☐☐☐☐☐

Very  
Attractive

☐



Rugged Day Pack



Ultramini USB Key

## Royal Velvet Egyptian Cotton Bath Towel Set

Please rate how attractive you find this display of items overall.

Not at all  
Attractive



Very  
Attractive



### Demographics

To finish up, please tell us a little bit about yourself.

What is your age (in years)?

What gender do you currently identify with?

☐

Male

☐

Female

☐

Nonbinary/Other (you may specify if you wish)

Out of all of the items you saw in the survey, which one do you think you would be the most likely to buy if you were in a store?

(In addition to your answer, you may also use this space to give feedback to our research team, if you would like to.)

Thanks for completing our survey! To get credit for this HIT, please make sure you go on to the next page, where you will receive your completion code to enter in to mTurk.

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