

Ranking – Realistic Stimuli

Start of Block: Consent

[Consent redacted for anonymity]

By continuing with this survey, you acknowledge that you have read the information above and are consenting to participate.

Enter your Prolific ID and click >> to proceed.

Prolific ID:

End of Block: Consent

Start of Block: Intro

In this survey you choose between different activities to do in various travel scenarios. We will show you information about the different activities, including each activity's rankings among similar activities in the same area, to help you make your choice.

Click to start the survey.

End of Block: Intro

[Participants saw the three blocks in random order]

Start of Block: Food

Restaurant

Imagine you are visiting Philadelphia. You search online for a restaurant where you can eat lunch.

You go on OpenTable, a website that reviews restaurants and helps people make reservations at those restaurants.

You notice two pizzerias, each located in a different neighborhood near where you are staying:

Angelino's Restaurant and Pizzeria

★★★★★ Exceptional 📺 \$30 and under 🍴 Italian

Top Tags: Neighborhood Gem Kid-Friendly Outstanding Value

Ranked 11th out of 22 pizzerias in Fairmont

Spuntino Wood Fired Pizzeria

★★★★★ Exceptional 📺 \$30 and under 🍴 Italian

Top Tags: Neighborhood Gem Good For Special Occasions Charming

Ranked 14th out of 28 pizzerias in Northern Liberties

Which pizzeria would you visit?

- ☐ Angelo's Restaurant and Pizzeria (1)
- ☐ Spuntino Wood Fired Pizzeria (0)

[Note: presentation order and ranking were counterbalanced]

End of Block: Food

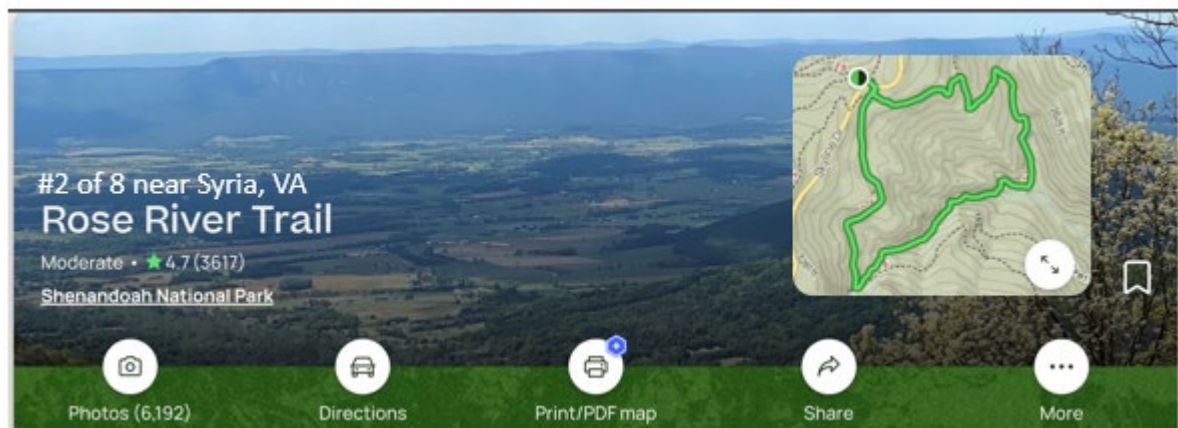
Start of Block: Trail

Trail

Imagine that you are visiting Washington, DC. You want to go on a nature hike nearby.

To find recommendations on hikes, you go to AllTrails, a website that provides information and reviews for hikes.

You see the following two hikes nearby:



Which trail would you visit?

- ☐ Rose River Trail (1)
- ☐ Wolf Rock & Chimney Rock Trail (0)

[Note: presentation order and ranking were counterbalanced]

End of Block: Trail

Start of Block: Historic attractions

Historic Attractions

Imagine you are traveling in Central Illinois and are looking for a historic attraction to visit.

You go on TripAdvisor, a website that reviews travel attractions.

You find these two historic mansions in two different nearby towns:

#2 of 19 things to do in DeKalb • History Museums

Ellwood House Museum

What people are saying

"Definitely a must see"

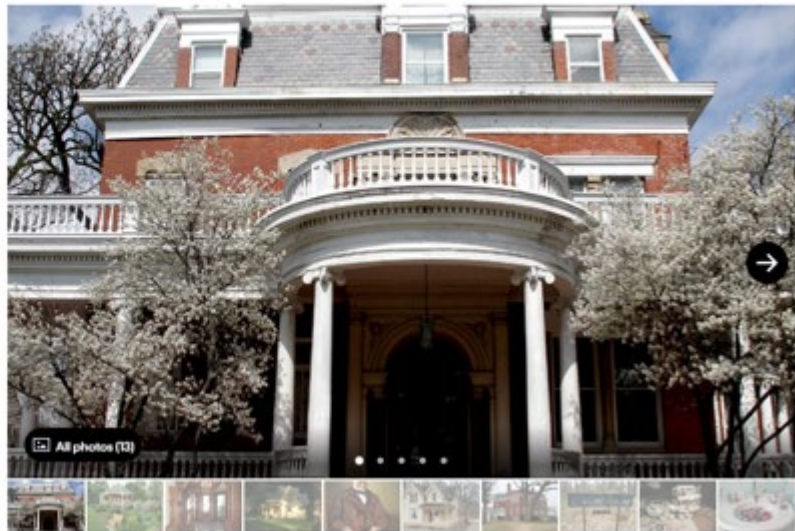
★★★★★ Jul 2019

"We enjoyed a personalized tour on a Tuesday afternoon... the docent was excellent!"

"Beautiful grounds"

★★★★★ Oct 2019

"The grounds were still lovely, even in fall, and the mansion was incredible."



#8 of 74 things to do in Springfield • Historic Sites

Edwards Place Historic Home

What people are saying

"Very Nice Guide"



Oct 2019

"A visit here will round out your Lincoln tours and will be especially informative about Mary Todd."

"Beautiful Unique Experience"



Oct 2021

"I feel like this is a hidden gem."



Which historic mansion would you visit?

- ☐ Ellwood House Museum (1)
- ☐ Edwards Place Historic Home (0)

[Note: presentation order was counterbalanced. Rankings were unchanged as they were exact screenshots of TripAdvisor's website]

End of Block: Historic attractions

Start of Block: Demographics

Please answer the following demographic questions.

Age:

Gender:

☐ Male (1)

☐ Female (2)

☐ Other (3)

☐ Prefer not to say (4)

Have you heard visited any of the places mentioned in this study?

☐ No (1)

☐ Yes (2)

Page Break

Do you have any comments?

End of Block: Demographics
