

# Ranking – Incentivized Choice (Pens)

In this first study, you will read about some products and give your opinions on them.

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## Product survey

In this study, you will receive a pen. You will choose which pen you prefer. Once you finish this survey, you can pick up the pen of your choice from Lerner Hall (details will be provided at the end of the survey).

First you will read information and see images of the two pens available, and then you will make your choice.

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*Display This Question:*

*If 2nd = uniball, left=uniball*

Both pens below are standard black ballpoint pens that typically retail for \$0.90.

Each pen is made by a different company - either Uniball (on the left) or Pilot (on the right). Both companies are similarly popular and reputable.



**Uniball (2nd of 8)**



**Pilot (4th of 16)**

On Uniball's website, this pen is ranked #2 (2nd best) out of 8 pens in its category.  
On Pilot's website, this pen is ranked #4 (4th best) out of 16 pens in its category.

Which pen do you want?

☐ Uniball (2nd of 8) (1)

☐ Pilot (4th of 16) (0)

-----

*Display This Question:*

*If 2nd = pilot, left=uniball*

Both pens below are standard black ballpoint pens that typically retail for \$0.90.

Each pen is made by a different company - either Uniball (on the left) or Pilot (on the right). Both companies are similarly popular and reputable.



**Uniball (4th of 16)**



**Pilot (2nd of 8)**

On Uniball's website, this pen is ranked #4 (4th best) out of 16 pens in its category.  
On Pilot's website, this pen is ranked #2 (2nd best) out of 8 pens in its category.

Which pen do you want?

- ☐ Uniball (4th of 16) (0)
- ☐ Pilot (2nd of 8) (1)

*Display This Question:*

*If 2nd = uniball, left=pilot*

Both pens below are standard black ballpoint pens that typically retail for \$0.90.

Each pen is made by a different company - either Pilot (on the left) or Uniball (on the right). Both companies are similarly popular and reputable.



**Pilot (4th of 16)**



**Uniball (2nd of 8)**

On Pilot's website, this pen is ranked #4 (4th best) out of 16 pens in its category.  
On Uniball's website, this pen is ranked #2 (2nd best) out of 8 pens in its category.

Which pen do you want?

- ☐ Pilot (4th of 16) (0)
- ☐ Uniball (2nd of 8) (1)

Display This Question:

If 2nd = pilot, left=pilot

Both pens below are standard black ballpoint pens that typically retail for \$0.90.

Each pen is made by a different company - either Pilot (on the left) or Uniball (on the right). Both companies are similarly popular and reputable.



**Pilot (2nd of 8)**



**Uniball (4th of 16)**

On Pilot's website, this pen is ranked #2 (2nd best) out of 8 pens in its category.

On Uniball's website, this pen is ranked #4 (4th best) out of 16 pens in its category.

Which pen do you want?

- ☐ Pilot (2nd of 8) (1)
- ☐ Uniball (4th of 16) (0)

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What is your age?

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What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Something else / prefer not to say (3)

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Do you have any comments about the surveys in this part of the session?

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To pick up your [\\${e://Field/product}](#) pen, please visit [redacted] between 9am and 5pm on Monday, Tuesday, Wednesday, or Thursday this week (i.e., before 5pm on Thursday December 2nd).

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Click the 'Next' button to proceed to the rest of the studies in the session. You must complete all studies in the session to receive credit.

**End of Block: Demo**

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