

Ranking – Conservative Choice

[Participants first completed a short unrelated scenario study]

In this second study, you will read a scenario and make a product choice.

Page Break

Imagine that you are searching online to buy a new reusable water bottle. You find two water bottles that you like on two different websites. Both websites rank-order their products, meaning they list their products in order from highest ranking to lowest.

[Participants saw one of two counterbalanced orders of the ranked sets, as shown below]

On one website, the water bottle is ranked number 2 (i.e., 2nd best) out of 8 water bottles.

On the other website, the water bottle is ranked number 4 (i.e., 4th best) out of 20 water bottles.

Which water bottle would you buy?

- ☐ The water bottle ranked 2nd out of 8 (1)
- ☐ The water bottle ranked 4th out of 20 (0)

On one website, the water bottle is ranked number 4 (i.e., 4th best) out of 20 water bottles.

On the other website, the water bottle is ranked number 2 (i.e., 2nd best) out of 8 water bottles.

Which water bottle would you buy?

- ☐ The water bottle ranked 4th out of 20 (1)
- ☐ The water bottle ranked 2nd out of 8 (0)

Page Break

age What is your age?

gender What is your gender?

☐ Male (1)

☐ Female (2)

☐ Other/prefer not to answer (3)

id What is your MTurk ID?

End of Block: demographics
