

Rank - Beach process (OBHDP R1 Study 5)

Start of Block: Consent

[consent form redacted for anonymity]

End of Block: Consent

Start of Block: Block 5

ranking_intro

Vacation survey

Imagine you are planning a vacation to a tropical beach. You use TripAdvisor, an app that provides reviews of vacation destinations, to find one.

Page Break

Display this question:

If restA = 2 of 8



A2_B4

You search for beaches on two nearby tropical destinations.

For each destination, Yelp displays the rankings (based on reviews) for all the beaches. That is, for each beach, Yelp shows a ranking that reflects how positively it is reviewed compared to other beaches **in the same tropical destination**.

You notice two beaches, each located in a different destination:



***Beach A is ranked number 2 (i.e., 2nd best) out of 8 beaches in destination A.**



***Beach B is ranked number 4 (i.e., 4th best) out of 16 beaches in destination B.**

Which beach do you think you would prefer?

- ☐ Definitely Beach A1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ Definitely Beach B 6 (6)

Display this question:

If restA = 4 of 16

A4_B2

You search for beaches on two nearby tropical destinations.

For each destination, Yelp displays the rankings (based on reviews) for all the beaches. That is, for each beach, Yelp shows a ranking that reflects how positively it is reviewed compared to

other beaches **in the same tropical destination**.

You notice two beaches, each located in a different destination:



***Beach A is ranked number 4 (i.e., 4th best) out of 16 beaches in destination A.**



***Beach B is ranked number 2 (i.e., 2nd best) out of 8 beaches in destination B.**

Which beach do you think you would prefer?

- ☐ Definitely Beach A1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ Definitely Beach B 6 (6)

End of Block: Block 5

Start of Block: mediators

Display this question:

If restA = 2 of 8

Q11 Please answer the following questions about how you decided your preference between Beach A (ranked 2nd out of 8) and Beach B (ranked 4th out of 16).

Display this question:

If restA = 4 of 16

Q20 Please answer the following questions about how you decided your preference between Beach A (ranked 4th out of 16) and Beach B (ranked 2nd out of 8).

listlength To what extent did you consider the **total number of beaches** ranked on the lists (i.e., that there were either 8 or 16 beaches on the list)?

- ☐ Very little1 (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ 4 (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Extremely7 (7)
-

rank To what extent did you consider each beach's **rankings** on the list (i.e., that the beach was ranked 2nd or 4th on the list)?

- ☐ Very little1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ Extremely7 (7)

End of Block: mediators

Start of Block: Demographics



Age Please answer the following demographic questions.

Age:

gender Gender:

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Other (3)
 - ☐ Prefer not to say (4)
-

sets_comments If you have any comments on this survey, please leave them here (optional):

End of Block: Demographics
