

Ranking – Percentile Ranking

[another study preceded this in the HIT]

You have completed the first study in this HIT.

In the second study, you will read and respond to a short scenario.

You must complete all studies in this HIT to receive the completion code and be paid.

Page Break

Restaurant survey

Imagine that there is no pandemic and you can go about your normal daily activities freely.

You decide you want to try a new restaurant in a nearby neighborhood this weekend. You use Yelp, an app that provides reviews of restaurants, to find one.

Page Break

Display This Question:

restA = 2of8

You search for restaurants in two nearby neighborhoods.

In each neighborhood, Yelp displays the rankings (based on reviews) for all the restaurants. That is, for each restaurant, Yelp shows a ranking that reflects how positively it is reviewed compared to other restaurants **in the same neighborhood**.

You notice two restaurants, each in a different neighborhood:

***Restaurant A is ranked number 2 (i.e., 2nd best) out of 8 restaurants in neighborhood A.**

***Restaurant B is ranked number 4 (i.e., 4th best) out of 16 restaurants in neighborhood B.**

[Percent-salient condition only]

That is, each restaurant is better than 75% of the other restaurants, and worse than 25% of the other restaurants, Yelp lists in their neighborhood.

Which restaurant do you think you would prefer?

- ☐ Definitely Restaurant A - 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ Definitely Restaurant B - 7 (7)

Display This Question:

restA = 4 of 16

You search for restaurants in two nearby neighborhoods.

In each neighborhood, Yelp displays the rankings (based on reviews) for all the restaurants. That is, for each restaurant, Yelp shows a ranking that reflects how positively it is reviewed compared to other restaurants **in the same neighborhood**.

You notice two restaurants, each in a different neighborhood:

***Restaurant A is ranked number 4 (i.e., 4th best) out of 16 restaurants in neighborhood A.**

***Restaurant B is ranked number 2 (i.e., 2nd best) out of 8 restaurants in neighborhood B.**

[Percent-salient condition only]

That is, each restaurant is better than 75% of the other restaurants, and worse than 25% of the other restaurants, Yelp lists in their neighborhood.

Which restaurant do you think you would prefer?

- ☐ Definitely Restaurant A - 1 (7)
- ☐ 2 (6)
- ☐ 3 (5)
- ☐ 4 (4)
- ☐ 5 (3)
- ☐ 6 (2)
- ☐ Definitely Restaurant B - 7 (1)

Page Break

What is your gender?

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

What is your age? _____

Please write any additional comments below (optional):
