# Appendix A

**Survey for Small Business Owners and Managers**

Note: In brackets following each question is the name of the question tag used in the analysis and data visualizations. For example, Question 1 is labeled “abstract\_quality” in the visualizations.

*Here is the abstract (a short summary) of the article:*

[ Insert abstract ]

*You will be asked to read the text, then answer a few quick questions about the degree to which the information you just read is relevant, applicable, and/or feasible for your specific context (i.e., the business that you own/manage).*

1. In your personal opinion, please assess the quality of the writing in this abstract. *[abstract\_quality]*

1 = Low quality writing

2

3 = Medium quality writing

4

5 = High quality writing

1. Based on what you just read, to what extent does this article address topics that are interesting to you personally? *[abstract\_interest]*

1 = Not interesting at all

2 = Slightly interesting

3 = Moderating interesting

4 = Very interesting

5 = Extremely interesting

1. Based on what you just read, to what extent are the findings of this article relevant and helpful to your business context? *[abstract\_relevance]*

1 = Not helpful or relevant at all

2 = Slightly helpful or relevant

3 = Moderately helpful or relevant

4 = Very helpful or relevant

5 = Extremely helpful or relevant

1. Why or why not? Please provide some optional explanation for why you found this abstract to be interesting or helpful (or not). *[abstract\_comment]*
2. Based on what you just read, how much money (in US dollars) would your company pay to access and read the full article? For reference, the average cost to access a single academic journal article is $30.00 USD. Please enter a number of 0.00 or greater. *[abstract\_price]*

*Here is an extract of the "practical implications" section of the article. In this section, the authors describe the practical business implications or suggested new policies/practices based on the article's research findings.*

[ Insert practical pmplications ]

1. In your personal opinion, please assess the quality of the writing in this section. *[practical\_quality]*

1 = Low quality writing

2

3 = Medium quality writing

4

5 = High quality writing

1. Based on what you just read, do you think the suggested business implications or new policies/practices would be effective for improving your organization's performance and/or employee satisfaction? *[practical\_effective]*

1 = Not effective at all

2 = Slightly effective

3 = Moderately effective

4 = Very effective

5 = Extremely effective

1. Based on what you just read, do you think the suggested business implications or new policies/practices would be an appropriate use of your organization's resources (such as budget and staff time)? *[practical\_appropriate]*

1 = Not appropriate at all

2 = Slightly appropriate

3 = Moderately appropriate

4 = Very appropriate

5 = Extremely appropriate

1. Based on what you just read, do you think the suggested business implications or new policies/practices are cost effective (meaning, the value/benefit would exceed the cost of implementation)? *[practical\_ROI]*

1 = Not cost effective at all

2 = Slightly cost effective

3 = Moderately cost effective

4 = Very cost effective

5 = Extremely cost effective

1. Based on what you just read, do you think the suggested business implications or new policies/practices are the best approach to solving the organizational challenge that the authors identified? Meaning, do you think there are better approaches that the authors did not articulate? *[practical\_options]*

1 = There are many other better approaches; the author's suggestions are the worst

2 = There are several other better approaches; the author's suggestions are not great

3 = There are some other better approaches; the author's suggestions are OK

4 = There are a few other better approaches; the author's suggestions are good

5 = There are no other better approaches; the author's suggestions are the best

1. Why or why not? Please provide some optional explanation for why you found this section to be interesting or helpful (or not). *[practical\_comment]*

**Appendix B**

**Demographic Information About SME Participants in the Survey**

* Average number of full-time employees: 90.14
* Average number of part-time employees: 24.60
* Average annual revenue in US dollars: $98,921,250. Note that this number is highly skewed due to a few participants typing in the open-text response option very high numbers (e.g., 40 million+) that we suspect are typos. Thus, we did not include this in any of our analyses.
* Average annual expenses in US dollars: $6,708,340
* Average age of company in years: 18.9
* Average participant age in years: 38.3
* Participant gender identity: 48 man, 29 woman, 2 nonbinary
* Participant race: 65 White, 10 Asian, 2 Black, 1 Hispanic/Latino, 1 American Indian or Alaskan Native

Correlations of number of employees with each of the survey outcome variables of interest:

|  |  |  |  |
| --- | --- | --- | --- |
| Outcome Variable | *df* | *r* | *p* |
| Abstracts |  |  |  |
| Interest | 75 | -0.024 | 0.836 |
| Quality | 75 | 0.092 | 0.428 |
| Relevance | 75 | 0.093 | 0.419 |
| Practical implications |  |  |  |
| Appropriateness | 69 | 0.043 | 0.721 |
| Effective | 69 | 0.044 | 0.719 |
| Options | 69 | 0.045 | 0.709 |
| Quality | 69 | 0.165 | 0.168 |
| ROI | 69 | 0.041 | 0.731 |
| *Note.* Bivariate correlations between average outcome variable ratings and number of employees of each rater's (i.e., small business owner) organization. Across our sample of small business owners, the average number of employees was 116 with a median of 35—indicating a positive skew. The number of employees ranged between 1 and 750. | | | |