APPENDIX

Research Tools

**Schadenfreude: Study 1**

On a scale from (1) strongly disagree to (7) strongly agree
Right now I feel…1. Happy
2. Satisfied
3. Relieved

4. Pleased

5. Cheerful

**Schadenfreude: Study 2**

On a scale from (1) strongly disagree to (5) strongly agree
Pleaseanswer the following questions about how you feel regarding what you heard in the phone call.1. How happy did you feel about the final outcome of the phone call?
2. How satisfied did you feel about the final outcome of the phone call?
3. How much did you enjoy hearing the final outcome of the phone call?

**Manipulation Checks: Study 2**

Regarding the final outcome of the phone call you listened to, please indicate whether each statement below is true or false
1. The sales representative transferred the call to the billing department
2. The call was interrupted by a manager or supervisor
3. The customer said she’d talk to her doctor about DiaCare.

On a scale from (1) not at all to (5) very much so
To what extent was the sales representative’s behavior during the phone call...

1. Deceptive
2. False
3. Misleading

**Task Performance: Study 1**
“Imagine you just won $10,000 in a student entrepreneur competition to start your own online company. What kind of online company would you start?

In the next 15 minutes, we ask that you (1) write down as many ideas as possible for this new business idea, (2) select the best idea you come up with, and compose a brief business proposal as if you were presenting this to investors or potential customers.”**Task Performance: Study 2**

“Imagine that a commercial advertisement for DiaCare is scheduled to air on television soon. You are on the digital marketing team assigned to help design this commercial. The commercial needs to be eye-catching, creative, persuasive, high quality, and likely to generate sales.

You have 5 minutes to describe your commercial in as much detail as possible, including what would be said, what it would look like, and how it would be designed. The survey will auto-advance when the 5 minutes are up.”

**Trait Empathy: Study 2**

On a scale from (1) strongly disagree to (7) strongly agree please rate the extent to which you agree with the following statements:
1. I feel others’ emotions.
2. I anticipate the needs of others.
3. I am concerned about others.
4. I make people feel welcome.
5. I take time out for others.