Supplemental Material – Complete Instructions

Experiment 1

Welcome to the study!
Today, you will be making a series of decisions about snack foods.

Press the spacebar to continue.

Unincentivized Rating Condition

In the first part of the study, we will be asking you to rate
various food items. Then, in the second part, you will be
making choices between pairs of foods. At the end of
the study the food you receive will depend on your choices
from the second part of the study. It is therefore important to
try to be as accurate as possible throughout the entire study.

Press the spacebar to continue.

Part 1: Food Rating Task

Press the spacebar to continue

In this part of the study, we are asking you to rate a series of snack foods
based on how much you would like to eat them at the end of the study.

First, in order to assist you in your rating task, you will be presented
with a short slideshow of all the foods you will be rating. More instructions
on how to use the rating scale will follow the slideshow.

Please press the space bar to begin the slideshow.

You will now rate each individual food based on how much you would like
to eat that food at the end of the experiment. You will rate each food
on a scale from 0 to 4. 4 means you would really like to eat the food.
0 means you would neither like nor dislike to eat the food. You may also
click "Would Not Eat" if you would not like to eat the food. Imagine you
are going to rate this butterscotch candy:

Press the space bar to continue.

We will now continue this example with a practice round. Suppose for the
purpose of this example that your rating for the butterscotch is 2 out of 4.

Please press the space bar to continue.

Example
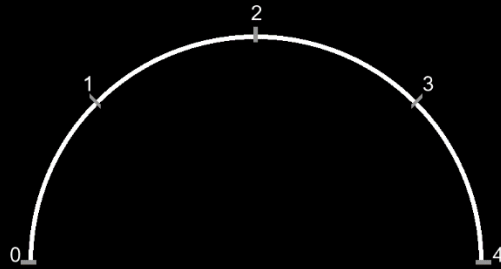First, you will see the item you are about to rate for 2 seconds.

Example
Then, you will need to keep your mouse in this box until the rating scale appears.
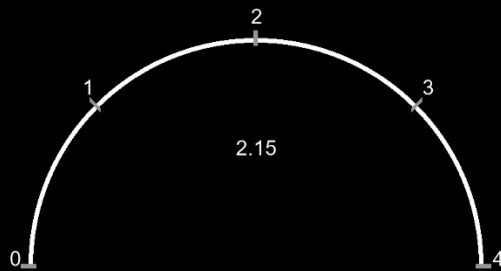
Would Not Eat

2

1   3

0   4

Example

Then, you will report your rating on the scale. Hover over the scale
to display the current rating. Remember, in an actual decision,
you can choose any rating from 0 to 4 or "Would Not Eat." When you are ready
to continue the example, use the mouse to select "2.00."

Would Not Eat

2

1   3

2.15

0   4

You will now be making your real food ratings.
If you have any questions at this time, please ask the experimenter for help.
It is important for you to be as accurate as possible with your ratings.

When you are ready to begin, please press the space bar.

Part 2: Food Choice Task
Press the spacebar to continue.

You will now be making a series of choices
between pairs of foods. Remember, one of these
choices will be used to determine your reward. Use
the left and right arrow keys to select which food
you would prefer to eat at the end of the study.

Press the spacebar to continue.

Willingness-to-pay Condition

In the first part of the study, we will be asking you to
rate various foods. Then, in the second part, you will be
making choices between pairs of foods. At the end of the
study the food you receive will depend on your choices from
one of the parts of the study, selected at random. It is therefore
important to try to be as accurate as possible throughout the entire study.

Press the spacebar to continue.

Part 1: Food Rating Task
Press the spacebar to continue

In this part of the study, we are asking you to rate a series of snack foods
based on how much you would like to eat them at the end of the study.

First, in order to assist you in your rating task, you will be presented
with a short slideshow of all the foods you will be rating. More instructions
on how to use the rating scale will follow the slideshow.

Please press the space bar to begin the slideshow.

You will now rate each individual food based on how much you would be willing to pay to have that food at the end of the study. Imagine you are going to rate this butterscotch candy:

Please press the space bar to continue.

Now, I am going to ask you the following list of questions:

Q#		Option A		Option B
1	Would you rather have:	Butterscotch	or	$4.00
2	Would you rather have:	Butterscotch	or	$3.99
3	Would you rather have:	Butterscotch	or	$3.98
⋮	⋮	⋮	⋮	⋮
400	Would you rather have:	Butterscotch	or	$0.01
401	Would you rather have:	Butterscotch	or	$0.00

In each question you pick either Option A (the butterscotch) or Option B (the money). If this food rating were randomly chosen for payment, I would randomly pick one question and pay you the option you chose on that one question. Each question is equally likely to be chosen for payment. Obviously you have no reason to lie on any question because if that question gets chosen for payment then you would end up with the option you like less.

Press the space bar to continue.

Q#		Option A		Option B
1	Would you rather have:	Butterscotch	or	$4.00
2	Would you rather have:	Butterscotch	or	$3.99
3	Would you rather have:	Butterscotch	or	$3.98
⋮	⋮	⋮	⋮	⋮
400	Would you rather have:	Butterscotch	or	$0.01
401	Would you rather have:	Butterscotch	or	$0.00

I assume you are going to choose Option B in at least the first few questions, but
at some point switch to choosing Option A. So, to save time, just tell me at which dollar
value you would switch. I can then 'fill out' your answers to all 401 questions based on your
switch point (choosing Option B for all questions before your switch point, and Option A
for all questions at or after your switch point). I will still draw one question randomly for
payment. Again, if you lie about your true switch point you might end up getting paid
an option that you like less. It is important to note that if this part of the study is randomly
chosen for payment, then only one round will count (also randomly selected). This means that you
should treat each food rating as if it is the only one.

Press the spacebar to continue.

If your reported switch point is $0.00, we will assume you would neither
like nor dislike to eat the food. You may also click "Would Not Eat"
if you would not like to eat that food. The catch is that if that
food is chosen for payment, you will not receive any food.

We will now continue this example with a practice round. Suppose for the purpose
of this example that your switch point for the butterscotch is $2.00.

Please press the space bar to continue this example.

Example
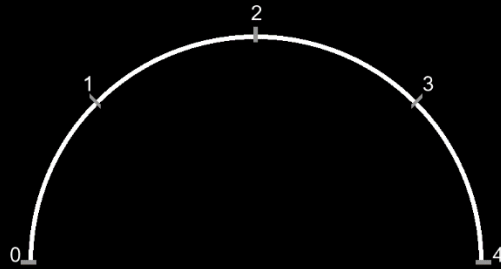First, you will see the item you are about to rate for 2 seconds.

Example
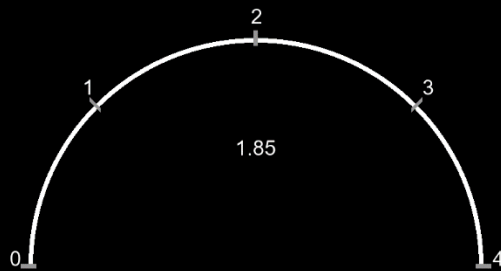Then, you will need to keep your mouse in this box until the rating scale appears.

Would Not Eat

2

1   3

0   4

Example

Then, you will report your switch point on the scale. Hover over the scale
to display the current rating. Remember, in an actual decision,
you can choose any price from $0 to $4 or "Would Not Eat." When you are ready
to continue the example, use the mouse to select "$2.00."

Would Not Eat

2

1   3

1.85

0   4

Now, if this food were chosen at the end of the experiment, we would
select a random question from the chart you saw earlier. Suppose the question
offered you the choice between the butterscotch and $3.50. Because your switch
point was $2.00, you decided to take the money for every value greater than $2.00.
Therefore, in this example you would receive $3.50 instead of the butterscotch.

Press the spacebar to continue.

You reported that you would be willing to pay up to:

$2.00

The amount of money offered is:

$3.50

However, suppose instead that the random question offered you the choice
between $0.50 and the butterscotch. Because your switch point is
greater than that amount, you would receive the butterscotch.

Press the spacebar to continue.

You reported that you would be willing to pay up to:

$2.00

The amount of money offered is:

$0.50

You will now be making your real food ratings. If you have any
questions at this time, please ask the experimenter for help.

Press the spacebar when you are ready to continue.

Part 2: Food Choice Task
Press the spacebar to continue

You will now be making a series of choices
between pairs of foods. Remember, one of these
choices may be used to determine your reward. Use
the left and right arrow keys to select which food
you would prefer to eat at the end of the study.

Press the spacebar to continue.

Incentivized Food-Payment Condition

In the first part of the study, we will be asking you to rate
various foods. Then, in the second part, you will be making
choices between pairs of foods. At the end of the study the
food you receive will depend on your choices from one of the
parts of the study, selected at random. It is therefore important
to try to be as accurate as possible throughout the entire study.

Press the spacebar to continue.

Part 1: Food Rating Task
Press the spacebar to continue

In this part of the study, we are asking you to rate a series of snack foods
based on how much you would like to eat them at the end of the study.

First, in order to assist you in your rating task, you will be presented
with a short slideshow of all the foods you will be rating. More instructions
on how to use the rating scale will follow the slideshow.

Please press the space bar to begin the slideshow.

You will now rate each individual food based on how much you would like
to eat that food at the end of the experiment. You will rate each food
on a scale from 0 to 4. 4 means you would really like to eat the food. 0 means
you would neither like nor dislike to eat the food. You may also click
"Would Not Eat" if you would not like to eat the food. Imagine you are going to
rate this butterscotch candy:

Please press the space bar to continue.

At the end of the study, if this rating task is selected for payment,
a random pair of these foods will be selected, and you will
receive the food that you rated higher. If there is a tie, one of the
foods will be chosen at random. If you click "Would Not Eat"
for both foods, you will not receive any food.

Please press the space bar to continue.

We will now continue this example with a practice round. Suppose for the
purpose of this example that your rating for the butterscotch is 2 out of 4.

Please press the space bar to continue.

Example
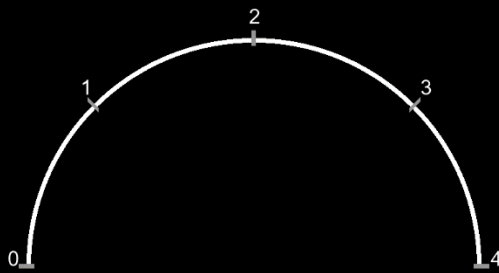First, you will see the food you are about to rate for 2 seconds.

Example
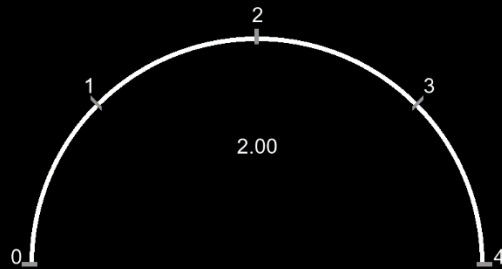Then, you will need to keep your mouse in this box until the rating scale appears.

Would Not Eat

2

1   3

0   4

Example

Then, you will report your rating on the scale. Hover over the scale
to display the current rating. Remember, in an actual decision,
you can choose any rating from 0 to 4 or "Would Not Eat." When you are ready
to continue the example, use the mouse to select "2.00."

Would Not Eat

2

1   3

2.00

0   4

You will now be making your real food ratings.
If you have any questions at this time, please ask the
experimenter for help.

When you are ready to begin, please press the spacebar.

Part 2: Food Choice Task
Press the spacebar to continue.

You will now be making a series of choices between
pairs of foods. Remember, one of these choices
may be used to determine your reward. Use the left
and right arrow keys to select which food you
would prefer to eat at the end of the study.

Press the spacebar to continue.

Experiment 2

In this study, you will be making a series of decisions about foods. At the end of the study you will receive $6 and
you may be randomly selected to receive money or a shipment of food based on one of your choices. One in ten participants will be selected.

There will be multiple parts to the study, and you will receive instructions before each new part.

Please press the spacebar to continue.

Unincentivized Rating Condition

First, you will make decisions about a series of foods one by one.
Then, in the second part of the study, you will be making choices between pairs of foods.
At the end of the study you may receive a food based on your choices from the second part of the study, selected at random.
Therefore, it is important to try to be as accurate as possible throughout the entire study.
Press the spacebar to continue.

We are asking you to rate each food based on how much you would like to receive it.

Rate each food on a scale from 0 to 4.

4 means that you would really like to eat it
0 means you would neither like nor dislike to eat it.
If you would not want to eat it, then click the "Would Not Eat" button.

Use the mouse to click on the scale to indicate your rating.
You will automatically progress to the next food.

Press the spacebar when you are ready to begin.

In this part of the study, you will see two foods on the screen.
You have to choose which food you would prefer to eat.
To select the left food, press the F key.
To select the right food, press the J key.
After each choice, stare at the white cross at the center of the screen.

When you are ready, press the spacebar to begin with a couple of practice rounds.

Now you can move on to the real choices.

Imagine that you are in a shop and you are choosing between the two foods presented to you.
Remember, the food you choose in one of the rounds may be shipped to you after the study.

Press the spacebar to continue to the choices.

Willingness-to-pay Condition

First, you will make decisions about a series of foods one by one.
Then, in the second part of the study, you will be making choices between pairs of foods. At the end of the study
you may receive a food based on one of your choices in the study, selected at random.
Therefore, it is important to try to be as accurate as possible throughout the entire study.
Press the spacebar to continue.

We are asking you to report how much you would be willing to pay to receive each food, in the form of a bid.

Indicate your bid for each food on a scale from $0 to $4, or click the 'Would Not Eat' button. If this task is randomly selected to determine
your reward, ONE of the foods will be randomly selected, along with a random price from $0 to $4 in $0.01 increments.
Press the spacebar to continue.

If your bid is greater than or equal to the random price, you will get the food for that price.
If your bid is less than the random price, you will NOT get the food, and will not have to pay anything.
These rules ensure that it is in your best interest to bid your true willingness to pay for each food,
since you cannot affect the price of the food, you can only decide what prices are acceptable to you.
To help cover this potential cost, you will receive an additional $4 if this task is selected for payment.
In that case you could earn between $6 and $10, depending on your bid and on the price.
Press the spacebar to continue.

Use the mouse to click on the scale to indicate your rating.
You will automatically progress to the next food.

Press the spacebar when you are ready to begin.

In this part of the study, you will see two foods on the screen.
You have to choose which food you would prefer to eat.
To select the left food, press the F key.
To select the right food, press the J key.
After each choice, stare at the white cross at the center of the screen.

When you are ready, press the spacebar to begin with a couple of practice rounds.

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Incentivized Food-Payment Condition

First, you will make decisions about a series of foods one by one.
Then, in the second part of the study, you will be making choices between pairs of foods.
At the end of the study you may receive a food based on one of your choices in the study, selected at random.
Therefore, it is important to try to be as accurate as possible throughout the entire study.
Press the spacebar to continue.

We are asking you to rate each food based on how much you would like to receive it.

Rate each food on a scale from 0 to 4.

4 means that you would really like to eat it
0 means you would neither like nor dislike to eat it.
If you would not want to eat it, then click the "Would Not Eat" button.

If this task is randomly selected to determine your reward, a random pair of these foods
will be selected and you will receive the food that you rated higher. If there is a tie, one
of the foods will be chosen at random. If you selected "Would Not Eat" for both foods, you will not receive any food.

Use the mouse to click on the scale to indicate your rating.
You will automatically progress to the next food.

Press the spacebar when you are ready to begin.

In this part of the study, you will see two foods on the screen.
You have to choose which food you would prefer to eat.
To select the left food, press the F key.
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