

Supplementary Material

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1) Subject Instructions

[Subjects are invited to enter the lab]

Welcome to the session. You will be asked to perform a small number of tasks and will be paid both a show-up fee (of £5) and an amount based on how you perform. Please do not talk to each other at any stage in the session. If you have any questions please raise your hands, but avoid distracting the others in the room.

You will now receive ID cards and you are asked to sit at the computer corresponding to the ID number. Everything is done anonymously – your performance will simply be recorded based on the ID card, and not your names. You will find some paper and a pen next to your computer – use them if you wish. Please do not use calculators for any of today's tasks as this will be classified as cheating. If we observe cheating it will invalidate your answers and you will be disqualified resulting in no payment being made.

First of all please maximize the file called “Intro” and complete the question as indicated. Once you have done this, please save and close the file.

[This is not timed, but typically takes 1-2 minutes]

Look away from your screens for a moment. You will next have 10 minutes to add a sequence of numbers together and enter your answers in a column labelled “answer”. You will be paid based on the number of correct answers that you produce at a rate of 25p per correct answer. When the ten minutes are up I will ask you to stop what you are doing. When asked to stop please leave the software open on your screens as we will need to visit your computers to save your work and prepare your next task. Now look at your screens. You will find that a file called “Number Additions” is open but minimized on your screen. Please now open the file by clicking on the tab. You have ten minutes!

[10 minutes]

Please stop what you are doing. We will now visit your computers and save your work. We will also place a sheet faced down next to your keyboards. Please do not turn over the sheet until I ask.

[Move to consoles, save work and distribute GMAT-style test sheets]

For the second task we would like you answer a small number of questions. You will see that the file in front of you allows you to enter a letter from “a” to “e”, corresponding to a multiple-choice answer. Your payment depends upon how many

you get correct at a rate of 50p per correct answer. Please turn over the sheets and begin. You have 5 minutes to attempt these questions.

[5 minutes]

Please stop what you are doing. We will once again visit your computers and save your work and prepare a questionnaire for you to answer.

[Move to consoles, save work and open the questionnaire]

I would now like to ask you complete the questionnaire which should be open in front of you on your allocated computer. It is vital for our research that you answer as honestly as you can, and I would like to stress to you that as with the rest of your input today, your questionnaire answers are entirely anonymous: we will only link your answers to the specific computer ID which you were randomly allocated at the start of today's proceedings. I would also like to stress that your payment does not depend upon your questionnaire answers. Completing the questionnaire is not a timed event, so please do not feel the need to rush. If you have any questions concerning the questionnaire or if anything is not clear please raise your hands and someone will come over and attempt to deal with your question. When you are done please save the questionnaire and then close Excel and wait a moment for the others to finish and to await further instructions.

[This is not timed, but typically takes 10 minutes or so]

Hopefully you have all had a chance to complete the questionnaire. If you need more time, then please raise your hand. If everyone has completed their questionnaires, please make sure it is saved and close Excel.

Now please leave the pen on your desk but bring all of the paper which was distributed with you (the test paper and the scrap paper) which we will destroy. It is essential that you bring your computer ID card when you come up for payment as it is only through this card that we can administer payment. You will also need to sign a receipt. Please now form an orderly queue to the side of the room and keep some distance from the person at the front while they are being paid.

Many thanks for taking part in today's session!

[Payments handed out and receipts signed]

2) GMAT-Style Test

[This is the second paid task, undertaken after the numerical additions]

Please answer these by inserting the multiple choice answer a, b, c, d or e into the GMAT MATH spreadsheet on your computer.

1. Harriet wants to put up fencing around three sides of her rectangular yard and leave a side of 20 feet unfenced. If the yard has an area of 680 square feet, how many feet of fencing does she need?

- a) 34
- b) 40
- c) 68
- d) 88
- e) 102

2. If $x + 5y = 16$ and $x = -3y$, then $y =$

- a) -24
- b) -8
- c) -2
- d) 2

e) 8

3. If “basis points” are defined so that 1 percent is equal to 100 basis points, then 82.5 percent is how many basis points greater than 62.5 percent?

a) .02

b) .2

c) 20

d) 200

e) 2,000

4. Which of the following best completes the passage below?

In a survey of job applicants, two-fifths admitted to being at least a little dishonest. However, the survey may underestimate the proportion of job applicants who are dishonest,

because—.

a) some dishonest people taking the survey might have claimed on the survey to be honest.

b) some generally honest people taking the survey might have claimed on the survey to be dishonest.

c) some people who claimed on the survey to be at least a little dishonest may be very dishonest.

d) some people who claimed on the survey to be dishonest may have been answering honestly.

e) some people who are not job applicants are probably at least a little dishonest.

5. People buy prestige when they buy a premium product. They want to be associated with something special. Mass-marketing techniques and price-reduction strategies should not be used because —.

a) affluent purchasers currently represent a shrinking portion of the population of all purchasers.

b) continued sales depend directly on the maintenance of an aura of exclusivity.

c) purchasers of premium products are concerned with the quality as well as with the price of the products.

d) expansion of the market niche to include a broader spectrum of consumers will increase profits.

e) manufacturing a premium brand is not necessarily more costly than manufacturing a standard brand of the same product.

3) Questionnaire

Happiness Question

[Subjects answered this question prior to undertaking any of the paid tasks]

Happiness

How would you rate your happiness at the moment? (1-7)

Note: 1 is completely sad, 2 is very sad, 3 is fairly sad, 4 is neither happy nor sad, 5 is fairly happy, 6 is very happy, 7 is completely happy

Questionnaire

[Subjects completed this at the end of the experiment, after completing the two paid tasks]

Please insert your answers into the shaded boxes to the right: please scroll down until you have reached the end of the questionnaire as indicated.

Details

What is your age?

Are you a 1st year, 2nd year, 3rd year, graduate student, or other? (1/2/3/G/O)

What is your gender? (M/F)

School Record

Have you taken GSCE or equivalent in maths? (yes/no)

IF SO:

What was the highest grade possible for this course? (A/A*/etc.)

What was your grade?

Give a percentage if you know it

Have you taken A-level or equivalent in maths? (yes/no)

IF SO:

What was the highest grade possible for this course?

What was your grade?

Give a percentage if you know it

How many school level qualifications have you taken (including GCSEs, A-

levels and equivalent)?

How many of these qualifications were at the best grade possible? (eg A* in GCSE, A is A-level, etc.)

University Record

Are you currently or have you ever been a student (yes/no)

If yes, which degree course(s)?

IF you are a second or third year student what class best describes your overall performance to date? (1/2.1/2.2/3/Fail)

IF you are a third year AND took part in the room ballot, were you allocated a room on campus?

General Questions

Life has its ups and downs. During the last 5 years, have you experienced any of the following events (yes/no).

If yes, please could you indicate how many years ago in the second column to the right.

For example, if this happened this year enter 0, for a year ago enter 1, etc. up to 5 years ago.

A bereavement in your close family? (e.g. parent/guardian, sibling)

A bereavement in your extended family? (e.g. close grandparent, close aunt/uncle, close cousin, close friend)

A parental divorce?

A serious (potentially life-changing or life-threatening) illness in your close family?

yes/no	number of years ago

Has anyone close to you had anything really good happen to them within the last 5 years? (yes/just averagely good/no)

yes/just averagely good/no	number of years ago

On a five point scale, how competitive or cooperative do you consider yourself with regard to others, where '1' is 'Predominantly competitive' and '5' is 'Predominantly cooperative'?

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How often do you think you make comparisons between yourself and others? (often/sometimes/never/don't know)

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On a five point scale, how important do you consider social status, where '1' is 'Not at all important' and '5' is 'Very important'?"

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All things considered, how satisfied are you with your life as a whole these days? where 1 means you are "completely dissatisfied" and 10 means you are "completely satisfied".

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