

Random Utility and Limited Consideration: Experimental Instructions *

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1. Experiment Instructions

Here, we present the instructions in our experiment as they were seen by the participants. For details about the protocol refer to the main text.

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INSTRUCTIONS

You will be asked a series of questions, for which you must select (only) one alternative. For some questions an alternative will be pre-selected, this alternative will be shown highlighted. If that is not your desired alternative, you can select your preferred one by clicking on it and then it will be highlighted. The highlighted alternative will be taken as your choice once you select next (-->).

At the end of the experiment, only one question will be randomly selected, and for the selected question, you will receive a bonus according to the alternative you chose. After a series of questions you will be also asked to complete a short survey for which you will receive a reward of 6.25 tokens.

The conversion rate is 25 tokens to 1 US dollars. That is, 1 token = 4 cents.



Figure 1 – Instructions page 1

For example, if you face the following question

Select (only) one of the following alternatives. Click over the selected option and hit next [-->].

Get 5 tokens for sure.	
Prize	Probability
8 tokens	50%
2 tokens	50%

Prize	Probability
28 tokens	25%
0 tokens	75%



Figure 2 – Instructions page 2

For example, if you face the following question, you must select an answer. Imagine you have selected alternative 3.

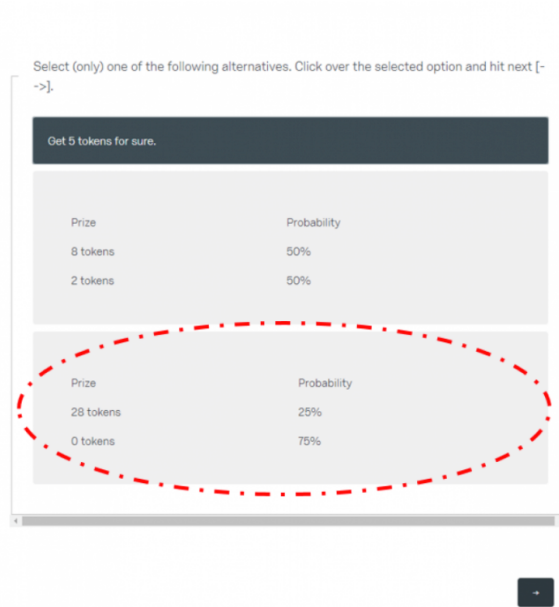


Figure 3 – Instructions page 3

For example, if you face the following question, you must select an answer. Imagine you have selected alternative 3. Then you must click on it, and it will be highlighted.

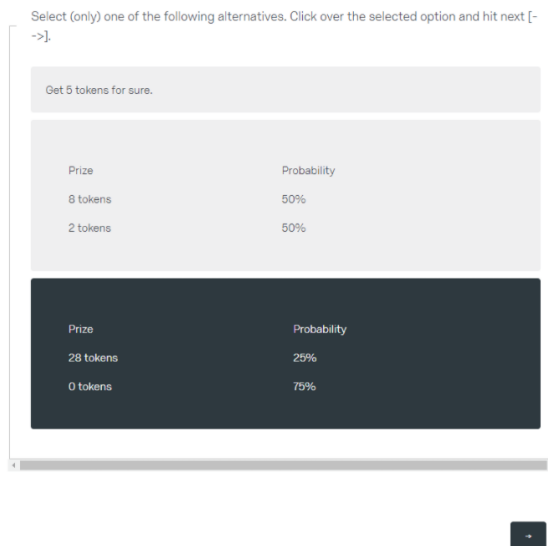


Figure 4 – Instructions page 4

For example, if you face the following question, you must select an answer. Imagine you have selected alternative 3. Then you must click on it, and it will be highlighted. Once you have chosen your desired alternative, hit next (-->)

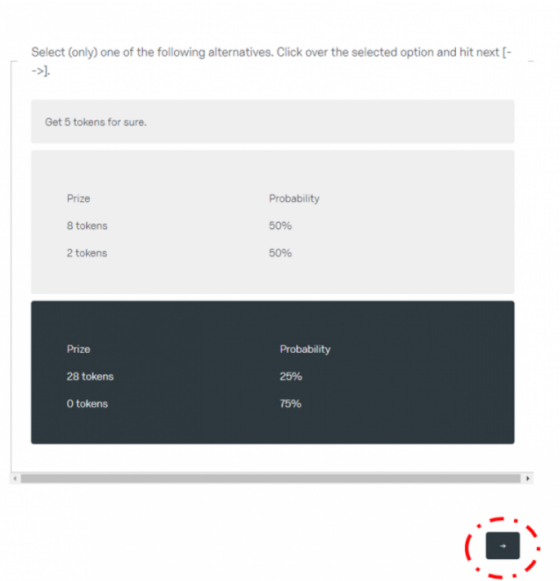


Figure 5 – Instructions page 5

You may also get questions in a slightly modified format. You must choose your preferred alternative among the ones displayed on the screen. For example:

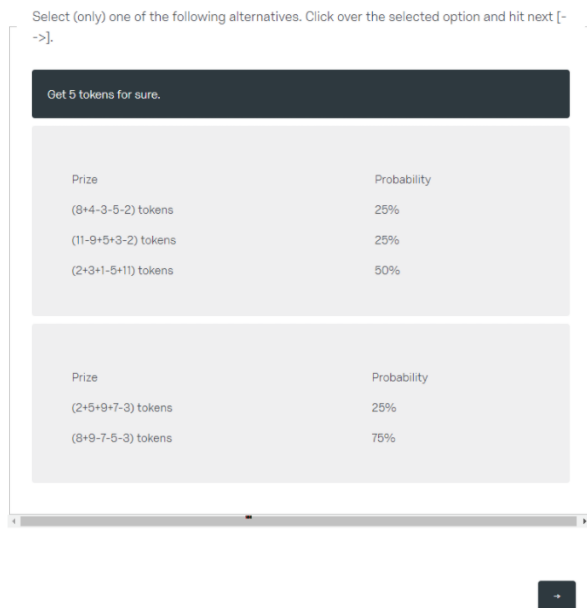


Figure 6 – Instructions page 6

INSTRUCTIONS

You will be paid your show up fee of 10 tokens and a variable amount of tokens that depends on your choices. The variable amount will be the outcome of a randomly selected question among the answered ones. Given the selected question, your chosen alternative will be executed and you will be paid accordingly.

For example, assume that you were only asked the two questions above. Namely:

QUESTION 1

Select (only) one of the following alternatives. Click over the selected option and hit next [->].

Get 5 tokens for sure.	
Prize	Probability
8 tokens	50%
2 tokens	50%

Prize	Probability
28 tokens	25%
0 tokens	75%

Figure 7 – Instructions page 7

INSTRUCTIONS

You will be paid a bonus of tokens that depends on your choices in addition to the reward of 25 cents. The bonus will be the outcome of a randomly selected question among the answered ones. Given the selected question, your chosen alternative will be executed and you will be paid accordingly.

For example, assume that you were only asked the two questions above. Namely:

QUESTION 2

Select (only) one of the following alternatives. Click over the selected option and hit next [->].

Get 5 tokens for sure.	
Prize	Probability
$(8+4-3-5-2)$ tokens	25%
$(11-9+5+3-2)$ tokens	25%
$(2+3+1-5+1)$ tokens	50%

Prize	Probability
$(2+5+9+7-3)$ tokens	25%
$(8+9-7-5-3)$ tokens	75%

Figure 8 – Instructions page 8

INSTRUCTIONS

You will be paid a bonus of tokens that depends on your choices in addition to the reward of 25 cents. The bonus will be the outcome of a randomly selected question among the answered ones. Given the selected question, your chosen alternative will be executed and you will be paid accordingly.

For example, assume that you were only asked the two questions above. Assume that these were your choices.

CHOICE IN QUESTION 1

Select (only) one of the following alternatives. Click over the selected option and hit next [->].

Get 5 tokens for sure.	
Prize	Probability
8 tokens	50%
2 tokens	50%

Prize	Probability
28 tokens	25%
0 tokens	75%

Figure 9 – Instructions page 9

INSTRUCTIONS

You will be paid a bonus of tokens that depends on your choices in addition to the reward of 25 cents. The bonus will be the outcome of a randomly selected question among the answered ones. Given the selected question, your chosen alternative will be executed and you will be paid accordingly.

For example, assume that you were only asked the two questions above. Assume that these were your choices.

CHOICE IN QUESTION 2

Select (only) one of the following alternatives. Click over the selected option and hit next [->].

Get 5 tokens for sure.	
Prize	Probability
(8+4-3-5-2) tokens	25%
(11-9+5+3-2) tokens	25%
(2+3+1-5+11) tokens	50%

Prize	Probability
(2+5+9+7-3) tokens	25%
(8+9-7-5-3) tokens	75%

Figure 10 – Instructions page 10

INSTRUCTIONS

You will be paid a bonus of tokens that depends on your choices in addition to the reward of 25 cents. The bonus will be the outcome of a random selected question among the answered ones. Given the selected question, your chosen alternative will be executed and you will be paid accordingly.

Since you answered two questions, each will be selected with probability 1/2. You can think that a coin is being flipped and if it shows heads then you will be paid according to your choice in Question 1; while if it shows tails you will be paid according to your choice in Question 2. If you were to answer 4 questions, then each of these will be selected with probability 1/4.

For the example this implies that:

With probability 1/2 you will get the outcome of Question 1. That is, with probability 1/4 you get 28 tokens, with probability 3/4 you get 0.

With probability 1/2 you will get the outcome of Question 2. That is you would get 5 tokens for sure.



Figure 11 – Instructions page 11

Before you start making your choices here is an example.

Select (only) one of the following alternatives or opt out of this decision. Click over the selected option and hit next [-->]

Get 5 tokens for sure.

Prize	Probability
8 tokens	50%
2 tokens	50%

Prize	Probability
28 tokens	25%
0 tokens	75%



Figure 12 – Instructions page 12

With probability $1/2$ you get 8 tokens, with probability $1/2$ you get 2 tokens.



Figure 13 – Instructions page 13

NOW IT'S YOUR TURN....



Figure 14 – Instructions page 14