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| **Reducing Speeding in Web Surveys by Providing Immediate Feedback**  Experiment 1 and Experiment 2 Codebook |
|  |
| Version 20170315 |

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| **Variable name** | **Label** | **Scale** | **Value** |
| fred1 | Prompt condition | 1 | Prompt every question |
|  |  | 2 | Prompt only once |
|  |  | 3 | No prompt |
| deservedpromptq65 | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedpromptq66 | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedpromptq67 | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedpromptq67b | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedpromptq67c | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedpromptq68 | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedpromptq69 | If response time was less than the pre-specified threshold | 1 | Yes |
|  |  | 0 | No |
| deservedtotalq66q69 | Sum of deservedpromptq66 to deservedpromptq69 (i.e., excluding the first question) | numeric | 0-6 |
| deservedtotal | Sum of deservedpromptq65 to deservedpromptq69 | numeric | 0-7 |
| prompt3cat12 | 3 categories, depending on the value of deservedtotal | 1 | deservedtotal=0 |
|  |  | 2 | deservedtotal = 1 or 2 |
|  |  | 3 | deservedtotal >=3 |
| sliner | If respondents straightlined on at least one of the three grid questions (i.e., q70, q71, q72) | 1  0 | Yes  No |

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| **Variable name** | **Label** | **Scale** | **Value** |
| breakoff | If respondents broke off during the experiment | 1 | Yes |
|  |  | 0 | No |
| q65time\_first | q65 response time, when Rs answered the question for the first time | numeric |  |
| q66time\_first | q66 response time, when Rs answered the question for the first time | numeric |  |
| q67time\_first | q67 response time, when Rs answered the question for the first time | numeric |  |
| q67btime\_first | q67b response time, when Rs answered the question for the first time | numeric |  |
| q67ctime\_first | q67c response time, when Rs answered the question for the first time | numeric |  |
| q68time\_first | q68 response time, when Rs answered the question for the first time | numeric |  |
| q69time\_first | q69 response time, when Rs answered the question for the first time | numeric |  |
| endquestion | Last question answered by R | character string |  |
| q65 | Overall, how many overnight trips have you taken in the PAST 2 YEARS? | open-ended numeric |  |
| q65f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q66 | In the past year, about how many calories did you consume in a typical day? | open-ended numeric |  |

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| **Variable name** | **Label** | **Scale** | **Value** |
| q66f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q67 | In an average month, how much money do you spend on alcohol? (Please enter 0 if you spend nothing on alcohol) | open-ended numeric |  |
| q67f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q67b | During the last 7 days, how many drinks of any kind of alcoholic beverages did you drink? | open-ended numeric |  |
| q67bf | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q67c | During the past 30 days, how many times did you have 5 or more drinks of alcoholic beverage on one occasion? | open-ended numeric |  |
| q67cf | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
| q68 | On how many days in the past year did you stay in bed because of illness or injury? | open-ended numeric |  |
| q68f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |

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| **Variable name** | **Label** | **Scale** | **Value** |
| q69 | During the past 10 years, how many times did you get any traffic tickets, including speeding tickets and parking tickets? | open-ended numeric |  |
| q69f | You seem to have responded very quickly. Please be sure you have given the question sufficient thought to provide an accurate answer. Do you want to go back and reconsider your answer? | 1  2 | Yes  No |
|  | Indicate how much you favor or oppose each of the following statements? | 1 | Strongly oppose |
|  |  | 2 | Somewhat oppose |
|  |  | 3 | Neither favor nor oppose |
|  |  | 4 | Somewhat favor |
|  |  | 5 | Strongly favor |
| q70a | Avoiding “fast food?” |  |  |
| q70b | Maintaining a healthy diet? |  |  |
| q70c | Monitoring cholesterol levels closely? |  |  |
| q70d | Emphasizing the taste of food rather than its  nutritional value? |  |  |
| q70e | Paying close attention to the nutritional information on  food packaging? |  |  |
| q70f | Limiting the amount of red meat in your diet? |  |  |
| q70g | Balancing one’s diet across the key food groups? |  |  |

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| **Variable name** | **Label** | **Scale** | **Value** |
|  | The next few questions ask about the style or manner you use when carrying out different mental tasks. Your answers to the questions should reflect the manner in which you TYPICALLY engage in each of the tasks mentioned. There are no right or wrong answers, we only ask that you provide honest and accurate answers. | 1  2  3  4  5 | Strongly disagree  Moderately disagree  Neither agree nor disagree  Moderately agree  Strongly agree |
| q71a | I enjoy work that requires the use of words. |  |  |
| q71b | When listening to someone describing their  experiences, I try to mentally picture what was  happening. |  |  |
| q71c | I do a lot of reading. |  |  |
| q71d | I find it helps to think in terms of mental pictures when  doing many things. |  |  |
| q71e | I enjoy learning new words. |  |  |
| q71f | When I have forgotten something, I frequently try to  form a mental 'picture' to remember it. |  |  |
| q71g | I prefer activities that don't require a lot of reading. |  |  |
| q71h | I enjoy using mental pictures to help me solve  problems. |  |  |
| q71i | I spend very little time attempting to increase my  vocabulary. |  |  |
| q71j | My thinking often consists of mental 'pictures' or i  images. |  |  |

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| **Variable name** | **Label** | **Scale** | **Value** |
|  | For each of the following statements, please rate to what extent it characterizes you. | 1 | Extremely uncharacteristic |
|  |  | 2 | Somewhat uncharacteristic |
|  |  | 3 | Uncertain |
|  |  | 4 | Somewhat characteristic |
|  |  | 5 | Extremely characteristic |
| q72a | I prefer to avoid taking extreme positions |  |  |
| q72b | I want to know exactly what is good and bad about  everything |  |  |
| q72c | If something does not affect me, I do not usually  determine if it is good or bad |  |  |
| q72d | There are many things for which I do not have a  preference |  |  |
| q72e | I like to have strong opinions even when I am not  personally involved |  |  |
| q72f | I would rather have a strong opinion than no opinion at  all |  |  |
| q72g | I only form strong opinions when I have to |  |  |
| q72h | I am pretty much indifferent to many important issues |  |  |