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| **Reducing Speeding in Web Surveys by Providing Immediate Feedback**  Experiment 4 Codebook |
|  |
| Version 20170315 |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
| edu3cat | Education levels | 1 | High school or less |  |
|  |  | 2 | Some college or associate degree |  |
|  |  | 3 | Bachelor’s degree or more |  |
| fred1a | Reading time screen | 1 | WARN RS TO GO SLOW: "Before you Begin it is very important that you read each question carefully and think about your answer before you give it. We rely on our respondents being thoughtful and taking this task seriously. Click the “Next” button to continue the survey." |  |
|  |  | 2 | GENERIC MESSAGE: "Before you Begin Thank you very much for participating in our study. We are grateful that you are willing to contribute to our project and hope you find it a stimulating and worthwhile experience.  Click the “Next” button to continue the survey." |  |
| SECQR | Reading time measured on the reading time screen | numeric |  |  |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
| fred1b | Customized thresholds or generic thresholds for speeding prompts | 1 | 1 Customized thresholds THESHDQ14=SECQR×0.9×27/ 42 THESHDQ15= SECQR×0.9×27/ 42 THESHDQ16= SECQR×0.9×24/ 42  THESHDQ17= SECQR×0.9×27/ 42 THESHDQ18= SECQR×0.9×14/ 42 THESHDQ19= SECQR×0.9×32/ 42 THESHDQ20= SECQR×0.9×23/ 42 |  |
|  |  | 2 | 2 Generic thresholds THESHDQ14=9.1  THESHDQ15=9.5 THESHDQ16=8.4  THESHDQ17=9.1  THESHDQ18=4.9  THESHDQ19=11.2  THESHDQ20=8.1 |  |
| s2 | When fred1a=1, Rs were presented with the statement "I commit to reading each question carefully and thinking about my answer before I give it." | 1  2 | Yes  No, but I will participate anyway |  |
| fred2a | Prompt condition | 1 | Prompt every question |  |
|  |  | 2 | No prompt |  |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
| deservedpromptq14 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedpromptq15 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedpromptq16 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedpromptq17 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedpromptq18 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedpromptq19 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedpromptq20 | If response time was less than the pre-specified threshold | 1  0 | Yes  No |  |
| deservedtotalq15q20 | Sum of deservedpromptq15 to deservedpromptq20 (i.e., excluding the first question) | numeric | 0-6 |  |
| deservedtotal | Sum of deservedpromptq14 to deservedpromptq20 | numeric | 0-7 |  |
| prompt3cat12 | 3 categories, depending on the value of deservedtotal | 1  2  3 | deservedtotal = 0  deservedtotal = 1 or 2  deservedtotal >= 3 |  |
| q14q20\_true67 | If respondents answered 6 or all 7 questions correctly across q14-q20 | 1  0 | Yes  No |  |
| sliner | If respondents straightlined on at least one of the two grid questions (i.e., q21 and q22) | 1  0 | Yes  No |  |
| breakoff | If respondents broke off during the experiment | 1  0 | Yes  No |  |
| q14\_rt | q14 response time, when Rs answered the question for the first time | numeric |  |  |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
| q15\_rt | q15 response time, when Rs answered the question for the first time | numeric |  |  |
| q16\_rt | q16 response time, when Rs answered the question for the first time | numeric |  |  |
| q17\_rt | q17 response time, when Rs answered the question for the first time | numeric |  |  |
| q18\_rt | q18 response time, when Rs answered the question for the first time | numeric |  |  |
| q19\_rt | q19 response time, when Rs answered the question for the first time | numeric |  |  |
| q20\_rt | q20 response time, when Rs answered the question for the first time | numeric |  |  |
| lastq | Last question answered by R | character string |  |  |
| q14\_r2 | Different sports vary in the risk of injury. Which of the following numbers represents the biggest risk of getting injured while playing a sport? | 1  2  3  4 | 1 in 200  1 in 10  1 in 50  1 in 100 | Final answer |
| q14f | 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 |  |
| q15\_r2 | Heart disease is the leading cause of death in the United States. If Person A’s chance of getting a particular type of heart disease is 1% in ten years, and person B’s risk is half that of A’s, what is B’s risk? | 1  2  3  4 | 2%  5%  0.2%  0.5% | Final answer |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
| q15f | 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 |  |
| q16\_r2 | Viruses cause some of the most familiar infectious diseases, such as the common cold and the flu. If the chance of getting a particular type of viral infection is .0005, about how many out of 10,000 are expected to get infected? | 1  2  3  4 | 0.5  5  50  500 | Final answer |
| q16f | 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 |  |
| q17\_r2 | Chronic diseases, such as heart disease, stroke, cancer, diabetes, and arthritis, are among the most common, costly, and preventable of all health problems in the U.S. Ifthe estimated prevalence of a particular type of chronic disease is 1 out of 1,000, what percent of people would get the disease? | 1  2  3  4 | 1%  0.1%  0.01%  0.001% | Final answer |
| q17f | 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 |  |
| q18\_r2 | If Vaccine A’s chance of causing serious side effects is 0.1%, and Vaccine B’s chance is double that of A’s, what percent of people are NOT expected to experience serious side effects after taking Vaccine B? | 1  2  3  4 | 98%  99%  99.9%  99.8% | Final answer |
| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
| q18f | 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 |  |
| q19\_r2 | Vision loss is a public health problem in the U.S. If Persons A’s chance of vision loss is 1 in 100 in twenty years, and person B’s risk is double that of A’s, what is B’s risk? | 1  2  3  4 | 2 out of 200  1 out of 200  1 out of 50  None of the above | Final answer |
| q19f | 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 |  |
| q20\_r2 | Iron deficiency is a condition resulting from too little iron in the body. If the risk of iron deficiency in a certain demographic group is 0.2%, how many people out of 1,000 in that group would be expected to have iron deficiency? | 1  2  3  4 | 0.2  2  20  200 | Final answer |
| q20f | 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 |  |
| q14q20\_true67 | if respondents answered 6 or all 7 questions correctly across q14-q20. | 1  0 | Yes  No |  |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
|  | Indicate how much you favor or oppose each of the following statements. | 1  2  3  4  5 | Strongly oppose  Somewhat oppose  Neither favor nor oppose  Somewhat favor  Strongly favor |  |
| q21a | Avoiding “fast food?” |  |  |  |
| q21b | Maintaining a healthy diet? |  |  |  |
| q21c | Monitoring cholesterol levels closely? |  |  |  |
| q21d | Emphasizing the taste of food rather than its  nutritional value? |  |  |  |
| q21e | Paying close attention to the nutritional  information on food packaging? |  |  |  |
| q21f | Limiting the amount of red meat in your diet? |  |  |  |
| q21g | Balancing one’s diet across the key food  groups? |  |  |  |

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| **Variable Name** | **Label** | **Scale** | **Value** | **Notes** |
|  | For each of the following statements, please rate to what extent it characterizes you. | 1  2  3  4  5 | Extremely uncharacteristic  Somewhat uncharacteristic  Uncertain  Somewhat characteristic  Extremely characteristic |  |
| q22a | I prefer to avoid taking extreme positions |  |  |  |
| q22b | I want to know exactly what is good and bad  about everything |  |  |  |
| q22c | If something does not affect me, I do not usually  determine if it is good or bad |  |  |  |
| q22d | There are many things for which I do not have a  preference |  |  |  |
| q22e | I like to have strong opinions even when I am  not personally involved |  |  |  |
| q22f | I would rather have a strong opinion than no  opinion at all |  |  |  |
| q22g | I only form strong opinions when I have to |  |  |  |
| q22h | I am pretty much indifferent to many important  issues |  |  |  |