

Module 3

Decision Making

Preload needed: 2 Random Variables:

X506_Random1_2=(1,2)

Codeframe for this module:

1. Sunk Cost
2. Inaction Inertia

X514_Random1_3=(1,2,3)

Codeframe for this module:

1. Expansive
2. Restrictive
3. Control

Other section variables needed: none

Fills: New fill {FL_EXP-RES-CON} constructed as follows:

IF X514_Random1-3 = 1 then FL_EXP-RESTRICT=" Imagine that last week you found out from your doctor about a new medical advance that ensures that you will enjoy many more years beyond the age you expected to live in reasonably good health."

ELSE IF X514_Random1-3 = 2 then FL_EXP-RESTRICT=" Imagine that because of a critical illness you have not much longer to live."

ELSE IF X514_Random1-3 = 3 then FL_EXP-RESTRICT=""

New fill {FL_SUNK-INERT} constructed as follows:

IF X506_Random1_2=1 then FL_SUNK-INERT="eating the dessert"

ELSE IF X506_Random1_2=2 then FL_SUNK-INERT="buying the couch"

Variables in this module: V101-V112

IF THIS IS A PROXY INTERVIEW (A009={2 or 3}), GO TO END OF MODULE 1

[SELF-INTERVIEWS ONLY]

V101_Intro

INTRODUCTION

This next section is about how people make decisions. We will be asking what choices you would make in a variety of situations. There are no right or wrong answers. Just tell us what you think.

- 1. Continue

V102 BRANCHPOINT: IF X506_Random1_2 =2 (Inaction Inertia) GO TO V106 ELSE ASK V102 (Sunk Cost condition)

{Sunk-Cost Condition}

V102_PD-DESSERT
R PAID FOR DESSERT

Please imagine the following situation:

FL_EXP-RES-CON{Long life ahead, or Not much time to live, or Blank}

(Now) imagine that you order your favorite frozen dessert for \$12.95 after a large meal at a restaurant. After a few bites, you find you are full and you would rather not eat any more of it.

Would you be more likely to continue eating the dessert or to stop eating the dessert? Please use a number **between 1 and 6, with 1 meaning that you would definitely stop eating and 6 meaning that you would definitely continue eating.**

Iwer: If R indicates that the situation does not apply to them, say “Imagine that you do find yourself in this situation.”

1 Definitely stop eating	2	3	4	5	6 Definitely continue eating
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V103_PDPROMPT
PAID DESSERT PROMPT USED

Iwer: Did you use the prompt at the previous question?

- 1. Yes
- 5. No
- 8. DK
- 9. RF

V104_FREEDESSERT
FREE DESSERT SERVED

Please imagine this similar situation:

FL_EXP-RES-CON {Long life ahead, or Not much time to live, or Blank}

Now imagine you order your favorite frozen dessert after a large meal at a restaurant. Your waiter tells you the dessert is free because it is the restaurant's one year anniversary. After a few bites, you find you are full and you would rather not eat any more of it.

Would you be more likely to continue eating the dessert or to stop eating the dessert? Please use a number **between 1 and 6, with 1 meaning that you would definitely stop eating and 6 meaning that you would definitely continue eating.**

Iwer: If R indicates that the situation does not apply to them, say "Imagine that you do find yourself in this situation."

1 Definitely stop eating	2	3	4	5	6 Definitely continue eating
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V105_FREEPROMPT
FREE DESSERT PROMPT USED

Iwer: Did you use the prompt at the previous question?

1. Yes
5. No

GO TO V110

{Inaction Inertia Condition}

V106_50PCTCOUCH COUCH 50PCT OFF SALE OVER

Please imagine the following situation:

FL_EXP-RES-CON {Long life ahead, or Not much time to live, or Blank}

Now imagine that you would like to have a couch in your room. You saw some nice couches that had a 50% discount. Although you were interested, you did not buy the couch right away. When you do go to buy the couch, you find out that you are too late. The 50% discount does not apply anymore. But, there will be a 20% discount on the couch next week.

How likely would you be to wait to buy the couch using the 20% discount next week? Please use a number **between 1 and 6, with 1 meaning that you would be very unlikely to wait to buy the couch and 6 meaning that you would be very likely to wait to buy the couch.**

Iwer: If R indicates that the situation does not apply to them, say “Imagine that you do find yourself in this situation.”

1 Very unlikely to wait to buy the couch	2	3	4	5	6 Very likely to wait to buy the couch
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V107_50PCTPROMPT COUCH 50PCT OFF SALE PROMPT

Iwer: Did you use the prompt at the previous question?

1. Yes
5. No

V108_20PCTCOUCH
COUCH 20PCT OFF NEXT WEEK

Please imagine this similar situation:

(FL_EXP-RES-CON) fill would appear in parentheses – same fill as in v106

(Now) imagine that you would like to have a couch in your room. You saw some nice couches. When you go to buy the couch, you find out there will be a 20% discount on the couch coming up next week.

How likely would you be to wait to buy a couch using the 20% discount next week? Please use a number **between 1 and 6, with 1 meaning that you would be very unlikely to wait to buy the couch and 6 meaning that you would be very likely to wait to buy the couch.**

Iwer: If R indicates that the situation does not apply to them, say “Imagine that you do find yourself in this situation.”

1	2	3	4	5	6
Very unlikely to wait to buy the couch					Very likely to wait to buy the couch

V109_50PCTPROMPT
COUCH 20PCT OFF NEXT WEEK PROMPT

Iwer: Did you use the prompt at the previous question?

1. Yes
5. No

Iwer: Read slowly.

Now, here are some statements about how you thought about the future when making decisions about FL_SUNK-INERT. Please use a number between 1 and 6 that represents how true the statement was for you when you were making the decisions about FL_SUNK-INERT, with **1 meaning that the statement was very untrue for you, and 6 meaning that the statement was very true.**

1. Continue

V111_SUNK-LIMIT LIMITED TIME LEFT	I have limited time left to live my life.	1. Very untrue	2	3	4	5	6. Very true
V112_SUNK-RNOUT TIME IS RUNNING OUT	I have a sense that time is running out.	1. Very untrue	2	3	4	5	6. Very true
V113_SUNK-OLDER EXPERIENCE TIME AS LIMITED	As I get older, I begin to experience time as limited.	1. Very untrue	2	3	4	5	6. Very true

----- **END OF MODULE** -----