

Preregistered Design Features: *Screening Survey*

RCT ID: AEARCTR-0006414

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September 30, 2021

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1 Introduction

This document describes pre-registered exclusion criteria and stratification variables for the screening survey. Note that screening criteria are implemented *before* randomization. This document was uploaded to the AEA registry before data collection had begun.

2 Exclusion Criteria

Participants failing any of the following attention checks are excluded:

1. ...Does [*We pay u 100 if u sign up.*]...break any rules?
{(a) No, this message does not break any rules, (b) Yes, this message breaks Rule (4): don't repeat the message or change just a few words, (c) **Yes, this message breaks Rule (3): You shouldn't offer financial incentives.**}
2. Basic spelling and punctuation will be corrected.
{**True**, False}
3. We will make all messages UPPER CASE.
{True, **False**}
4. For this question, we would like to ask you to choose one of the following options. We have shown you the options in a random order. This time, to be eligible for a bonus, you must choose the option "No bonus". One in thirty people who select this option will receive a bonus of KSh 5. If you choose any of the other options, you will not get a bonus. A computer will randomly choose who (among those making the correct choice) receive the bonus. This is our way of testing that you are paying attention.
{(a) **No bonus**, (b) A KSh 10 bonus, (c) A KSh 20 bonus, (d) A KSh 30 bonus, (e) A KSh 40 bonus, (f) A KSh 50 bonus}

Participants with at least a secondary education who correctly answer all four questions are given a choice between (a) ending the survey and earning KSh 20, and (b) continuing the survey and earning an additional KSh 20 (KSh 40 total). Those who do not pass the 4 questions above or who choose option (a) have their survey terminated and receive the KSh 20 participation fee. Continuing participants are asked to create a persuasive message that "...will not be sent to anyone, but we would still appreciate it if you would try to create an effective message. If your message does not violate any of the rules below, you may be invited back to take a second survey which pays more. If your message violates any of the rules, you will not receive an invitation." At the end of the survey, participants who have not violated any other exclusion criteria are asked "would you like to receive another survey?"

Message Rules. The message must pass the following rules, which will be independently evaluated by research assistants. Messages:

1. shouldn't contain any false information.
2. should motivate people to sign up for updates, but shouldn't include health information/tips.
3. shouldn't offer financial incentives.
4. shouldn't be repeated; Don't change just a few words. Write a different and new message.

Messages that *partially* violate these rules are classified by research assistants as *borderline messages*. For example, the first part of the message “Avoid large indoor gatherings. Together, we can save lives.” violates Rule 2 (“Avoid large indoor gatherings.” is a health tip), but the second part (“Together, we can save lives.”) does not. Similarly, the message “Are the government efforts in battling covid working? Sign up to find out” potentially violates Rule 1, since we only provide information on covid cases, which has an ambiguous mapping to the efficacy of government programs. Borderline messages are independently reviewed by an additional research assistant. If the message is classified as *borderline* or *pass* during this review stage, the message is included. Otherwise, the message is excluded.

Repeated submissions. Participants who may have previously participated will be identified via duplicate phone numbers, email addresses, IP addresses, or Qualtrics's “ballot box stuffing” algorithm, which uses a cookie to track multiple responses from the same device. Among respondents who are suspected to be duplicates, the first response will be counted, and subsequent responses will be excluded.

3 Stratification

Randomization will be stratified on the following variables:

- **Attention.** A median split of 11 attention checks included in the screening survey (See [section 4](#) for screenshots of the attention checks).
- **Borderline messages.** Whether the respondents' message was identified as *borderline*.

4 Attention Check Screenshots

Question 1/10: Does [Do u want daily info on the number of new covid cases?] in the message below break any rules?

Want free daily info on the number of new covid cases...
[Do u want daily info on the number of new covid cases?]
...

The message:

- (1) SHOULDN'T contain any false information.
- (2) should motivate people to sign up for updates, but SHOULDN'T include health information/tips.
- (3) SHOULDN'T offer financial incentives.
- (4) SHOULDN'T be repeated; DON'T change just a few words. Write a DIFFERENT and NEW message.

- ☐ No, this message does not break any rules.
- ☐ Yes, this message breaks Rule (4): DON'T repeat the message or change just a few words.
- ☐ Yes, this message breaks Rule (3): You SHOULDN'T offer financial incentives.

Question 2/10: Does [We pay u 100 if u sign up.] in the message below break any rules?

Want free daily info on the number of new covid cases...
[We pay u 100 if u sign up.]
...

The message:

- (1) SHOULDN'T contain any false information.
- (2) should motivate people to sign up for updates, but SHOULDN'T include health information/tips.
- (3) SHOULDN'T offer financial incentives.
- (4) SHOULDN'T be repeated; DON'T change just a few words. Write a DIFFERENT and NEW message.

- ☐ No, this message does not break any rules.
- ☐ Yes, this message breaks Rule (4): DON'T repeat the message or change just a few words.
- ☐ Yes, this message breaks Rule (3): You SHOULDN'T offer financial incentives.

Question 3/10: What is the purpose of the message [YOUR MESSAGE GOES HERE] in the text below:

Want free daily info on the number of new covid cases...
[YOUR MESSAGE GOES HERE]
...

- ☐ To motivate people to sign up to get updates about coronavirus.
- ☐ To remind people to wash their hands.
- ☐ To tell people about a new medical treatment.

Question 4/10: Does [Wash your hands & wear a mask.] in the message below break any rules?

Want free daily info on the number of new covid cases...
[Wash your hands & wear a mask.]
...

The message:

- (1) SHOULDN'T contain any false information.
- (2) should motivate people to sign up for updates, but SHOULDN'T include health information/tips.
- (3) SHOULDN'T offer financial incentives.
- (4) SHOULDN'T be repeated; DON'T change just a few words. Write a DIFFERENT and NEW message.

- ☐ No, this message does not break any rules.
- ☐ Yes, this message breaks Rule (4): DON'T repeat the message or change just a few words.
- ☐ Yes, this message breaks Rule (2): Your message should motivate people to sign up for updates, but SHOULDN'T contain health information/tips.

Question 5/10: Does [Steve asks u to get covid information.] in the message below break any rules?

Want free daily info on the number of new covid cases...
[Steve asks u to get covid information.]
...

The message:

- (1) SHOULDN'T contain any false information.
- (2) should motivate people to sign up for updates, but SHOULDN'T include health information/tips.
- (3) SHOULDN'T offer financial incentives.
- (4) SHOULDN'T be repeated; DON'T change just a few words. Write a DIFFERENT and NEW message.

- ☐ Yes, this message breaks Rule (2): Your message should motivate people to sign up for updates, but SHOULDN'T contain health information/tips.
- ☐ Yes, this message breaks Rule (4): DON'T repeat the message or change just a few words.
- ☐ No, this message does not break any rules.

Question 6/10: Basic spelling and punctuation will be corrected.

☐ False

☐ True

Question 7/10: We will replace messages in ALL CAPS with correct capitalization. We won't change capitalization if only a FEW words are CAPS.

☐ False

☐ True

Question 8/10: We will make all messages UPPER CASE.

☐ False

☐ True

Question 9/10: We will ONLY send messages in Kiswahili.

☐ False

☐ True

Question 10/10: We will remove emojis (do not include emojis).

☐ False

☐ True

For this question, we would like to ask you to choose one of the following options. We have shown you the options in a random order. This time, to be eligible for a bonus, you must choose the option "No bonus". One in thirty people who select this option will receive a bonus of KSh 5. If you choose any of the other options, you will not get a bonus. A computer will randomly choose who (among those making the correct choice) receive the bonus. This is our way of testing that you are paying attention.

☐ A KSh 40 bonus

☐ A KSh 30 bonus

☐ No bonus

☐ A KSh 50 bonus

☐ A KSh 20 bonus

☐ A KSh 10 bonus