

Additional details regarding the field experiment on social distance

AEARCTR-0008692

January 26, 2022

Five products have been chosen to be used for this study. They were selected from a list of six potentially suitable products recommended by the product operations manager, Fangfang, from the firm.

The products were chosen based on three clear criteria:

1. Review availability. There are at least 20 positive customer reviews (with face photos) available for the given product.
2. Duration. The product will remain on the (online) shelf for the foreseeable future so that a sufficient sample size could be ensured for analytical power.
3. Popularity. The chosen products need to be relatively popular and be able to attract a large sample of potential customers.