

## Intake Survey Intro

Welcome back to our study!

Please read the instructions below carefully before proceeding to the next screen. **To receive compensation, you must complete the task from the computer where you have installed the study browser extension.**

**This task will take you about 40 minutes to complete.** If you do not have 40 minutes right now or you're not at your computer, please come back later.

We will first ask you some basic questions about yourself and your online shopping behavior. Then, we will ask you to create an Amazon wishlist. You will search for products on Amazon and add them to your wishlist.

When you add products to your wishlist, make sure each of them costs \$50 or less (tax+shipping included).

After completing milestone 1, you will receive \$15. You will also have a 1 in 3 chance to receive additional compensation worth \$50 that is made of two parts:

- We will pick one of the items you added to your wishlist, buy it, and ship it to the address you entered;
- We will also send you a gift card for the difference between \$50 and the price of the product you selected.

For example, if you selected a product that costs \$31.50 (tax+shipping included), we will buy that product for you and send you \$18.50 as a gift card.

Therefore, **it is best for you to be truthful in selecting which products you like the most.**

## Intake Survey

What is your race/ethnicity?

American Indian or Alaska Native

White

Hispanic or Latinx

Asian or Pacific Islander

Black or African American

Other

In what zip code do you currently live?

What was your total household income in 2022? Please include only employment income (wages, salary, bonuses, tips, and any income from your own businesses).

\$0 to \$24,999

\$25,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 to \$149,999

\$150,000 to \$200,000

\$200,000 and up

How many people live in your household?

Only myself

2 people

3 people

4 people

5 or more people

How many children under the age of 18 live in your household?

None

1 child

2 children

3 children or more

What is the highest level of school you have completed?

Some high school

High school degree

Some college

Associate's degree in college

Bachelor's degree in college (BA, AB, BS, ...)

Some graduate studies

Graduate degree (MA, MS, MBA, MD, JD, PhD, ...)

What portion of your shopping expenditures (\$) do you do online?

0% - 25%

25% - 50%

50% - 75%

75% - 100%

At which retailers did you shop **in-store** over the past year? (Select all that apply)

Sam's Club

Apple

Macy's

Target

Walmart

Walgreens

Best Buy

Costco

Kroger

Kohl's

Whole Foods

CVS

Dollar Tree

Dollar General

Other (specify below):

At which retailers did you shop **online** over the past year? (Select all that apply)

Wayfair.com

Walmart.com

Costco.com

Macys.com

Shein.com

Ebay.com

Kohls.com

Etsy.com

Amazon.com

Target.com

Samsclub.com

Walgreens.com

Apple.com

Bestbuy.com

Other (specify below):

Which of the following product categories have you shopped for **online** over the past year?

Pet Supplies

Electronics

Home, Garden, and Tools

Jewelry and Watches

Appliances

Toys

Health

Beauty

Groceries

Household Items

Furniture

Apparel (Clothing)

Shoes

Personal Care

Books

Paper Products

Sports and Outdoor

Other (specify below):

Are you the primary shopper for your household?

Yes

No

Are you an Amazon Prime member?

Yes

No

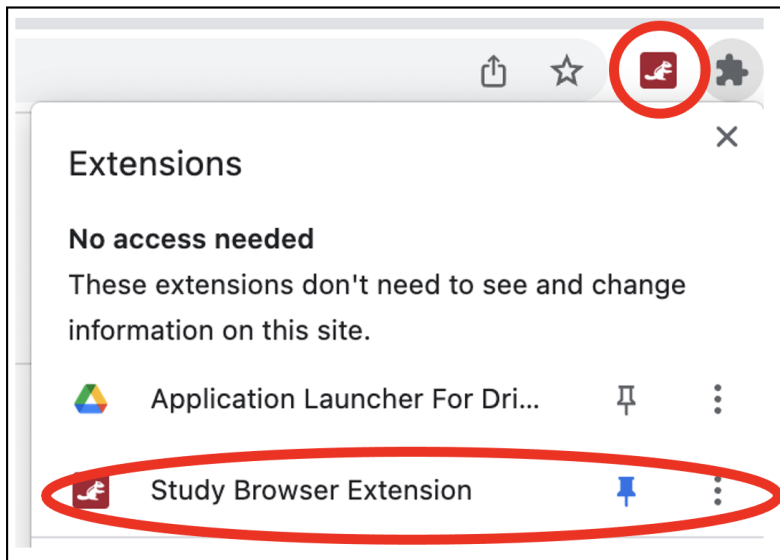
Do you use an ad blocker such as AdBlock or uOrigin?

Yes. If so, which?

No

## Install Question

Do you have the study browser extension installed on your Chrome browser? To check that, you should see the study browser extension icon on the top right corner of your browser. If you don't see the extension icon, it may be hidden under the puzzle icon, which is visible in the upper right corner of the screenshot below.



Yes, I have the study browser extension installed on my web browser.

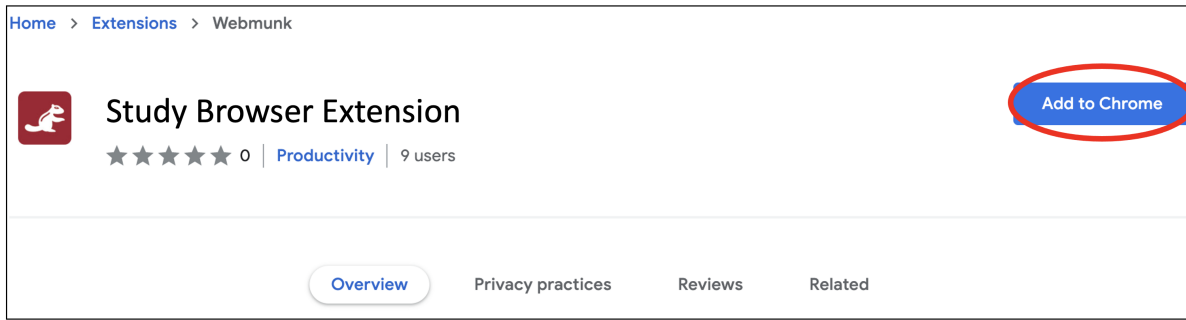
No, I do not have study browser extension installed on my web browser.

## App Installation

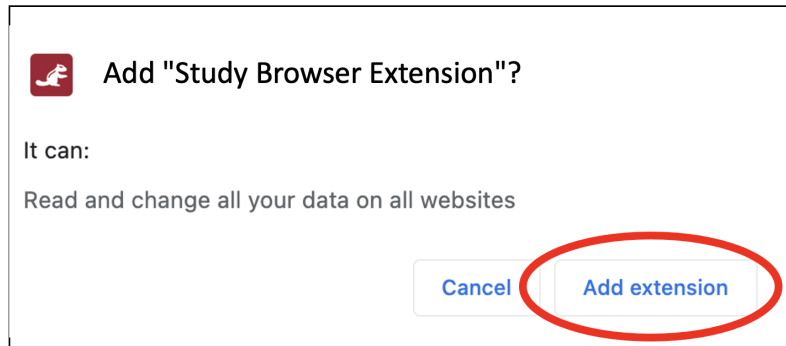
### Study Browser Extension Installation Instructions.

To install the study browser extension, please **use Chrome** on the computer (or computers) that you use for online shopping:

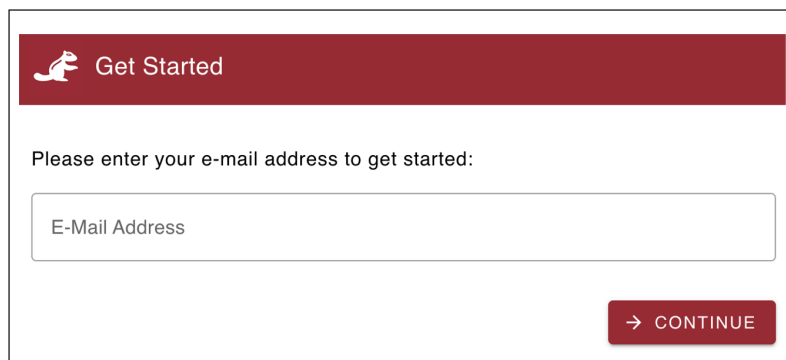
- Click [here](#).
- Click “Add to Chrome.”



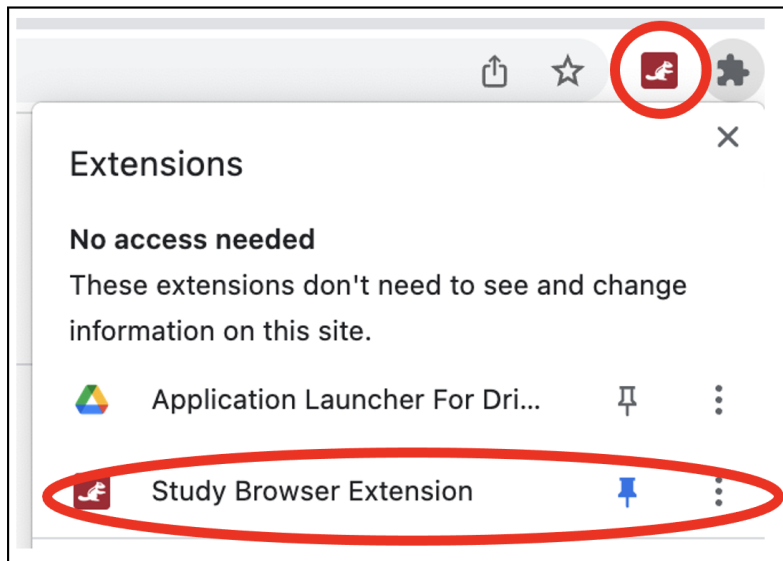
- When prompted, click “Add Extension.”



- You will be prompted to add your email address. Please use the email address that you shared with us earlier.



- You should now see the the study browser extension icon on the top right corner of your browser. If you don't see it, it may be hidden under the puzzle icon, which is visible in the upper right corner of the screenshot below.



- You are all set.

If you have trouble installing the study browser extension, please email us at [webmunk\\_study@hbs.edu](mailto:webmunk_study@hbs.edu) and we will help you with additional instructions.

Were you able to successfully install the study browser extension?

Yes

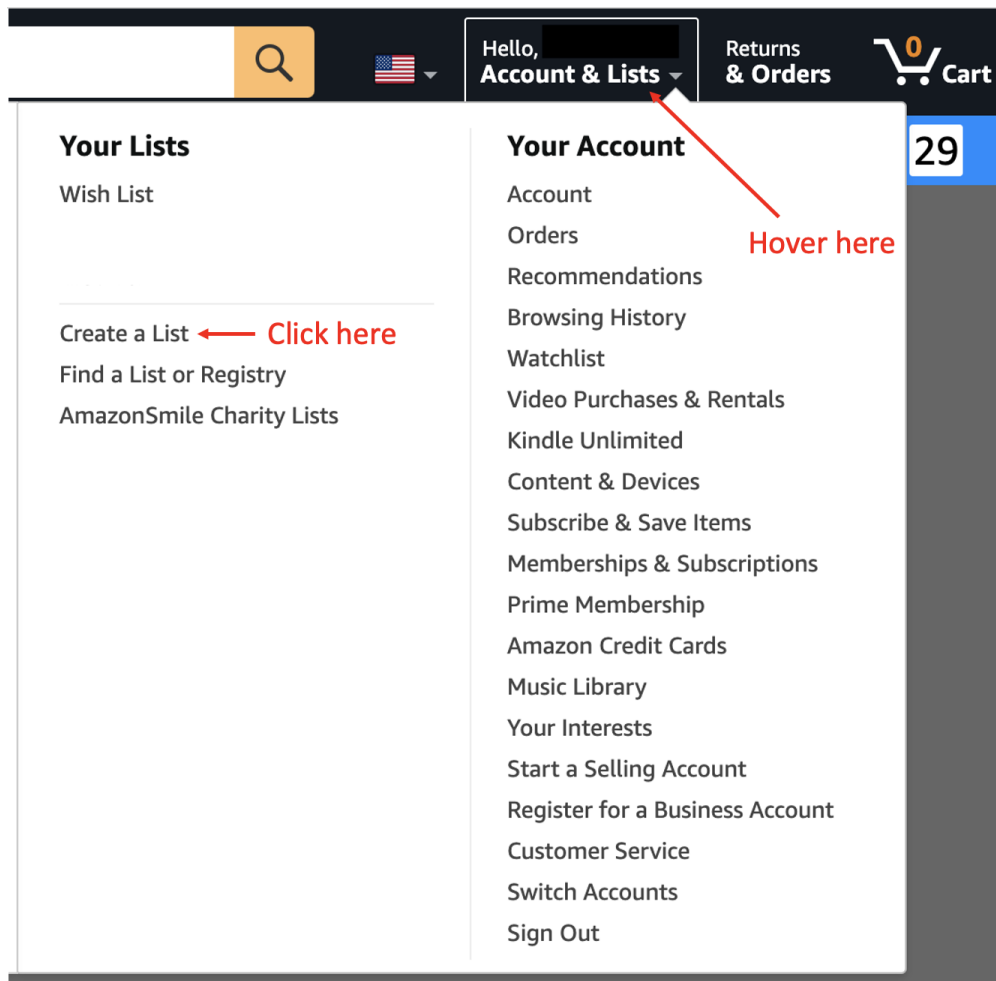
No, but I have emailed you

What difficulties have you encountered installing the extension?

## Introduction to the Wishlist Task

Below, we describe how to create an Amazon Wishlist and share it with the study researchers. Please follow these steps in order:

1. Go to [amazon.com](https://amazon.com) and log into your Amazon account.
2. On the top right side, hover on the tab titled "Account & Lists" and select "Create a List."



3. A new tab will pop up asking you to enter your list name. Please name it "Online Shopping Study Wishlist". The list will now appear empty.



**Create a new list** ×

**List name**  

Online Shopping Study Wishlist

← Rename your list

Use lists to save items for later. All lists are private unless you share them with others.

[Learn more](#) ▾

Cancel Create List

4. To add your shipping address, on the top right side of the list click on "More" and then "Manage List."

**Online Shopping Study Wishlist** Private

Send list to others More

Manage list  
Print List

Search this list Filter

5. Click on the Privacy tab and select "Public". This will allow us to see your list.

**Manage list** [X]

People who access your list will see your recipient name.

**List name** Online Shopping Study Wishlist

**Privacy** Public [v] *Select "Public"*

**Manage list with Alexa**  
[Learn more](#) v

☒ **Alexa can add items to your list**  
Anyone with access to your Alexa devices can add items, but Alexa won't read the items off your list.

☐ Alexa can add items and read your list

☐ Don't manage this list through Alexa

**List is for** You [v]

6. Scroll down to "Shipping Address" and enter the address you would like the product to be shipped to. Note, the study researchers will not be able to access your address.

**Manage list** [X]

People who access your list will see your recipient name.

**Recipient** [Text Field]

**Email** [Text Field]

**Birthday** Month [v] Day [v]

**Description** Write a little something about the recipient of this list. Tip: This information will help others find your lists [Text Area]

**Shipping Address**

None

Your name, address 1, city, state zip, United States

Your name, address 2, city, state zip, United States

Your name, address 3, city, state zip, United States

Your name, address 4, city, state zip, United States *Select your preferred shipping address*

Your name, address 5, city, state zip, United States

Your name, address 6, city, state zip, United States

Your name, address 7, city, state zip, United States

Your name, address 8, city, state zip, United States

Your name, address 9, city, state zip, United States

Your name, address 10, city, state zip, United States

Create new

## 7. Click "Save Changes".

**Manage list** ×

People who access your list will see your recipient name.

**List name**

**Privacy** Public ▼

**Manage list with Alexa** [Learn more](#) ▼

☒ **Alexa can add items to your list**  
Anyone with access to your Alexa devices can add items, but Alexa won't read the items off your list.

☐ Alexa can add items and read your list

☐ Don't manage this list through Alexa

**List is for** You ▼

**Recipient**

8. To share the list with study researchers, on the top right side of the list click on "Send list to others." It is next to the "More" button you clicked on before.

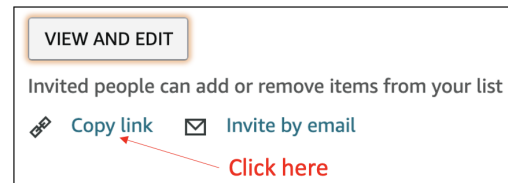
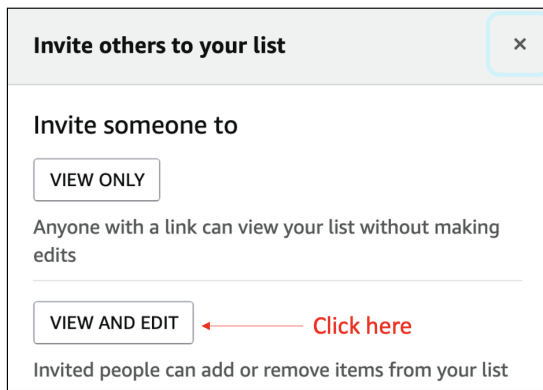
**Online Shopping Study Wishlist** Private

+ Invite

[Send list to others](#) ... More

Filter & Sort ▼

## 9. Select "VIEW AND EDIT" and "Copy link" to copy the link to your clipboard.



Please paste the link you just copied into the text form below. We will use this list to reward you for completing the study.

To paste the link, right click in the text box below and select "Paste."

### Select product categories

Please select one product that you would like to purchase in each of the following categories:

Personal Care (Select one):

Comb / brush

Deodorant

Toothpaste

Nail clippers

Electronics (Select one):

Monitor cable (HDMI, USB-c)

Extension cord

Phone charger

Batteries

Apparel (Select one):

Shorts

T-shirt

Socks

Household Items (Select one):

Laundry detergent

Hand soap

Trash bags

Umbrella

Paper Products (Select one):

Paper towels

Envelopes

Toilet paper

Notepads

Health (Select one):

Allergy medication

Pain reliever

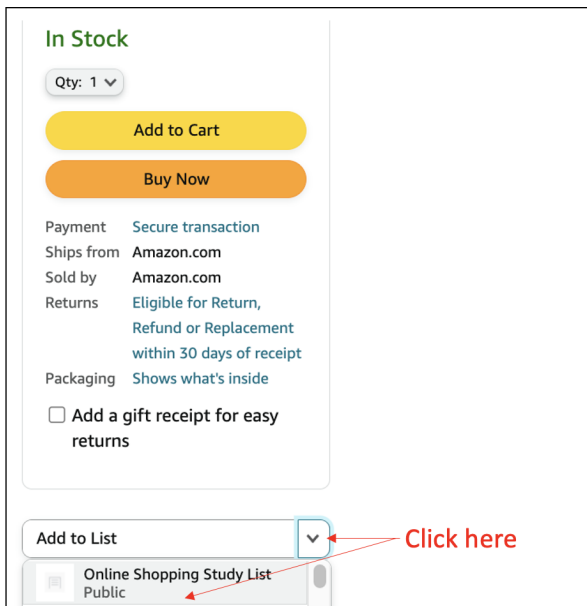
Moisturizer

Acid reducer

## Personal Care

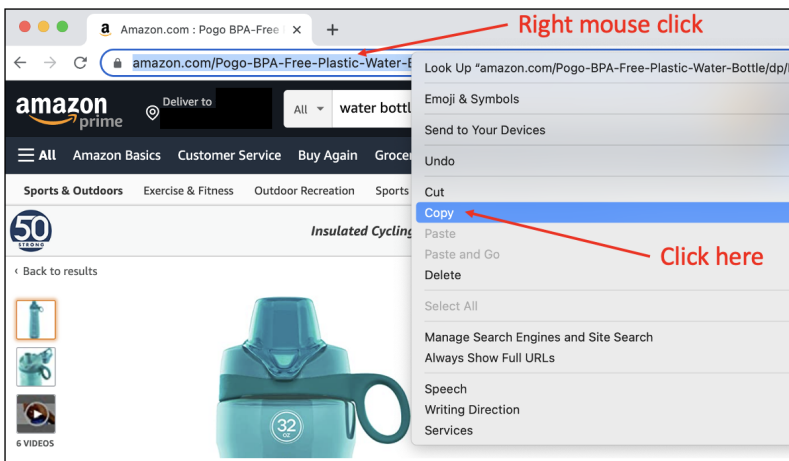
You have selected **[\\$\[q://QID47/ChoiceGroup/SelectedChoices\]](#)** in the Personal Care category. Please search on Amazon for the product you would like to purchase. Make sure the product you select costs less than \$50 (taxes+shipping included).

Once you find the product you'd like, please add it to the "Online Shopping Study List" wishlist. You can do this by clicking the arrow next to "Add to List" and select "Online Shopping Study List," as shown below. Please make sure you add the product to the "Online Shopping Study List" rather than adding it to your cart or to another list.



Please copy the URL of the product you selected and paste it below.

To copy the URL, right click with your mouse on the address bar, then select "Copy."

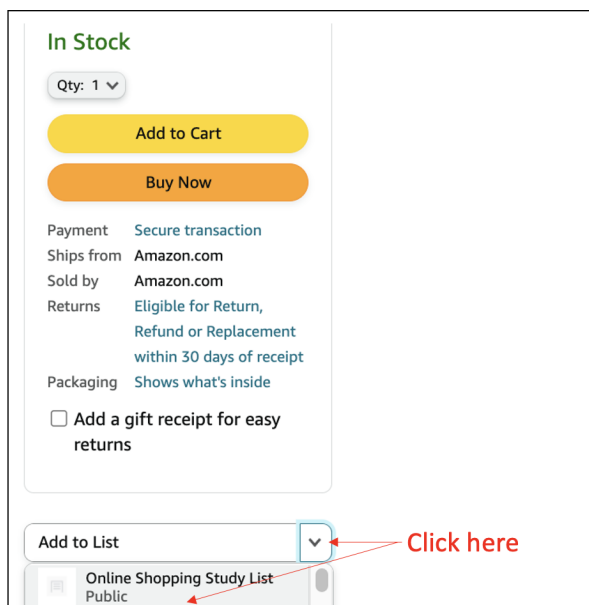


To paste the URL, right click in the text box below and select "Paste."

## Electronics

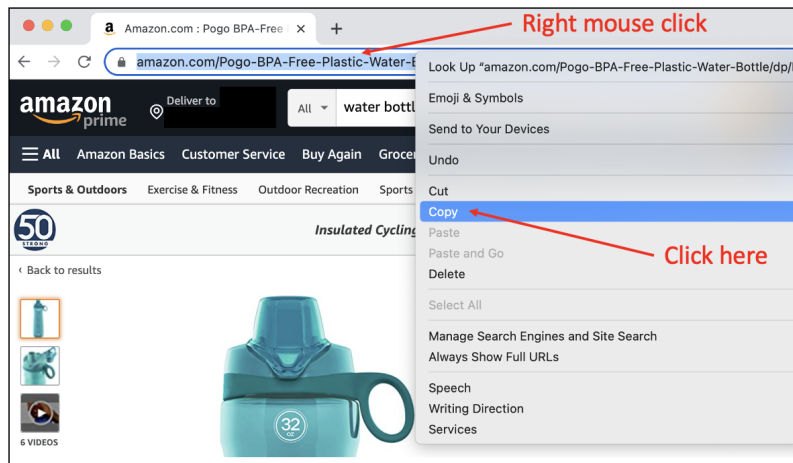
You have selected **`#{q://QID1/ChoiceGroup/SelectedChoices}`** in the Electronics category. Please search on Amazon for the product you would like to purchase. Make sure the product you select costs less than \$50 (taxes+shipping included).

Once you find the product you'd like, please add it to the "Online Shopping Study List" wishlist. You can do this by clicking the arrow next to "Add to List" and select "Online Shopping Study List," as shown below. Please make sure you add the product to the "Online Shopping Study List" rather than adding it to your cart or to another list.



Please copy the URL of the product you selected and paste it below.

To copy the URL, right click with your mouse on the address bar, then select "Copy."



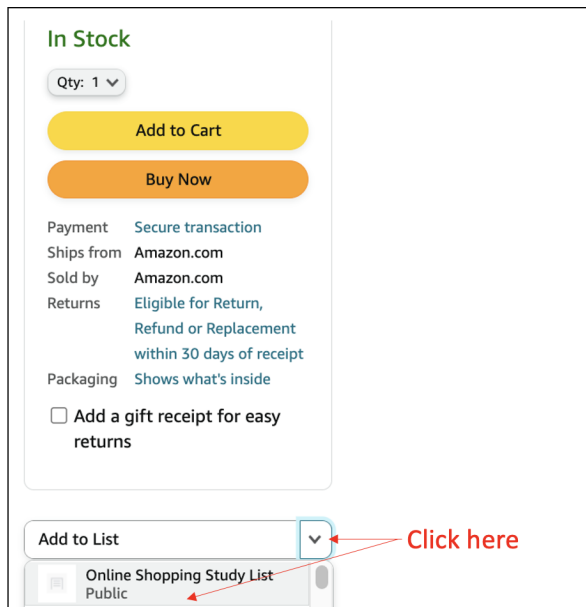
To paste the URL, right click in the text box below and select "Paste."

## Apparel

You have selected **[\\$\[q://QID3/ChoiceGroup/SelectedChoices\]](#)** in the Apparel category. Please search on Amazon for the product you would like to purchase. Make sure the product you select costs less than \$50 (taxes+shipping included).

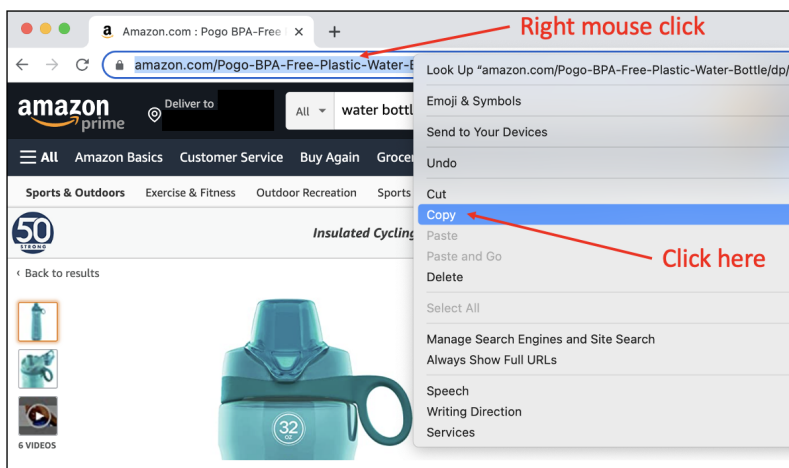
Once you find the product you'd like, please add it to the "Online Shopping Study List" wishlist. You can do this by clicking the arrow next to "Add to List" and select "Online Shopping Study List," as shown below. Please make sure you add the product to the "Online Shopping Study List" rather than adding it to your cart or to another list.





Please copy the URL of the product you selected and paste it below.

To copy the URL, right click with your mouse on the address bar, then select "Copy."

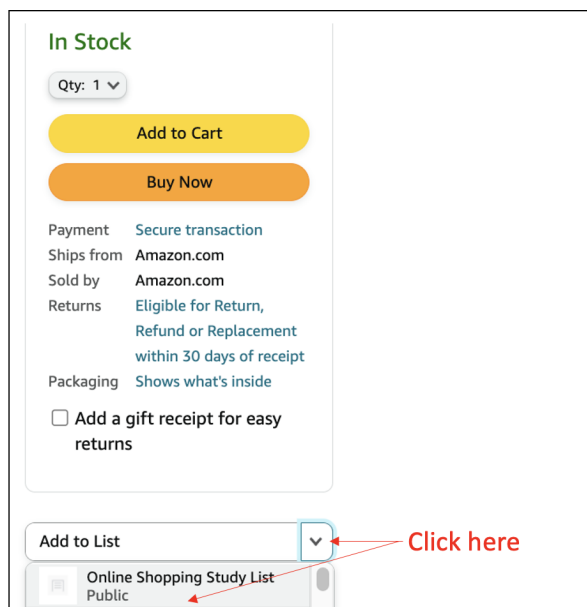


To paste the URL, right click in the text box below and select "Paste."

## Household Items

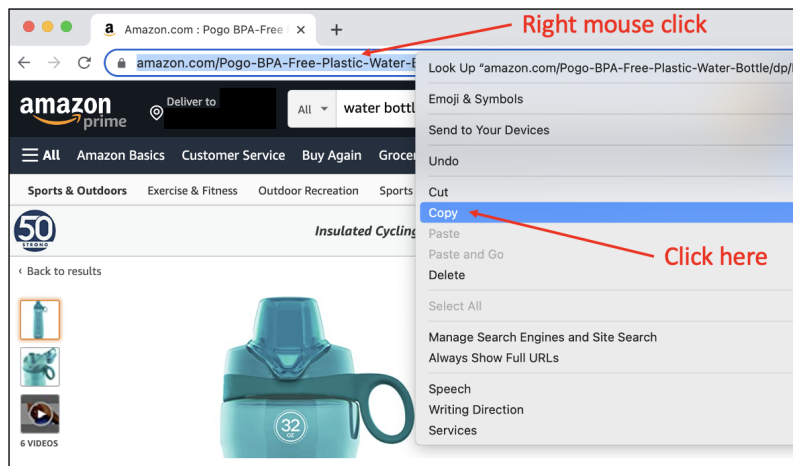
You have selected **[\\$\[q://QID4/ChoiceGroup/SelectedChoices\]](#)** in the Household Items category. Please search on Amazon for the product you would like to purchase. Make sure the product you select costs less than \$50 (taxes+shipping included).

Once you find the product you'd like, please add it to the "Online Shopping Study List" wishlist. You can do this by clicking the arrow next to "Add to List" and select "Online Shopping Study List," as shown below. Please make sure you add the product to the "Online Shopping Study List" rather than adding it to your cart or to another list.



Please copy the URL of the product you selected and paste it below.

To copy the URL, right click with your mouse on the address bar, then select "Copy."

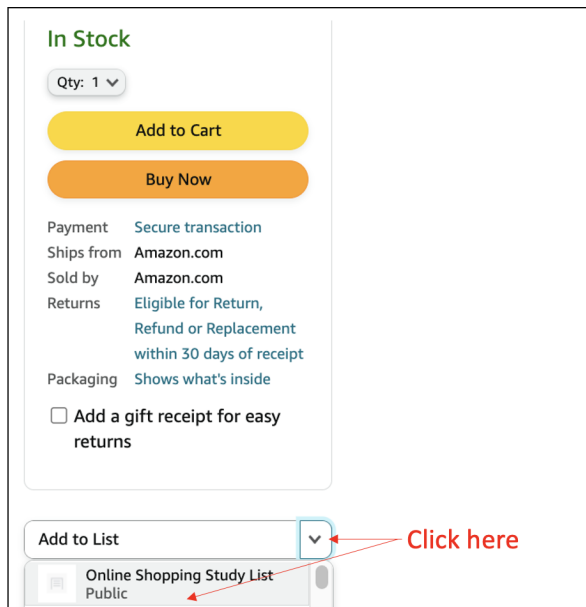


To paste the URL, right click in the text box below and select "Paste."

## Paper and Wipes

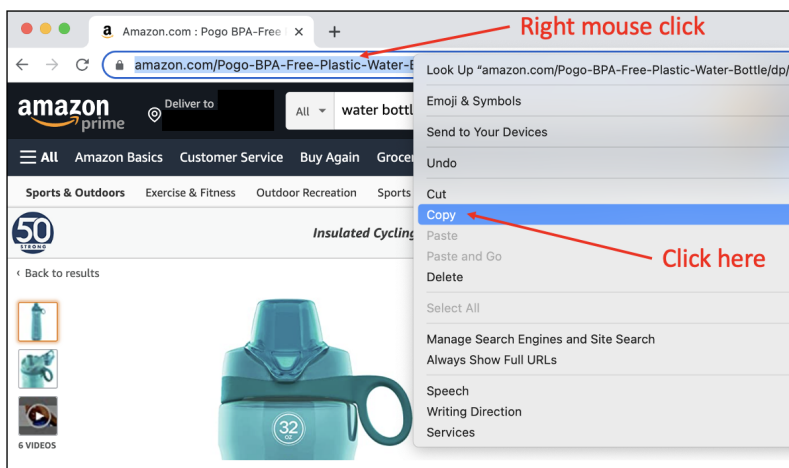
You have selected **[\\$QID5/ChoiceGroup/SelectedChoices](#)** in the Paper and Wipes category. Please search on Amazon for the product you would like to purchase. Make sure the product you select costs less than \$50 (taxes+shipping included).

Once you find the product you'd like, please add it to the "Online Shopping Study List" wishlist. You can do this by clicking the arrow next to "Add to List" and select "Online Shopping Study List," as shown below. Please make sure you add the product to the "Online Shopping Study List" rather than adding it to your cart or to another list.



Please copy the URL of the product you selected and paste it below.

To copy the URL, right click with your mouse on the address bar, then select "Copy."

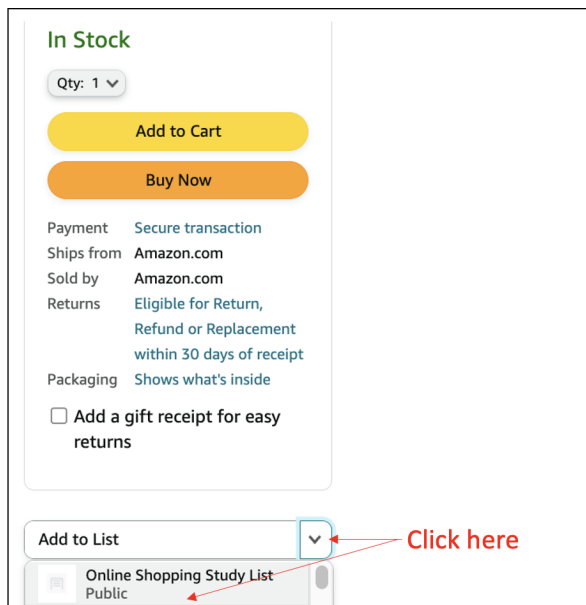


To paste the URL, right click in the text box below and select "Paste."

## Health

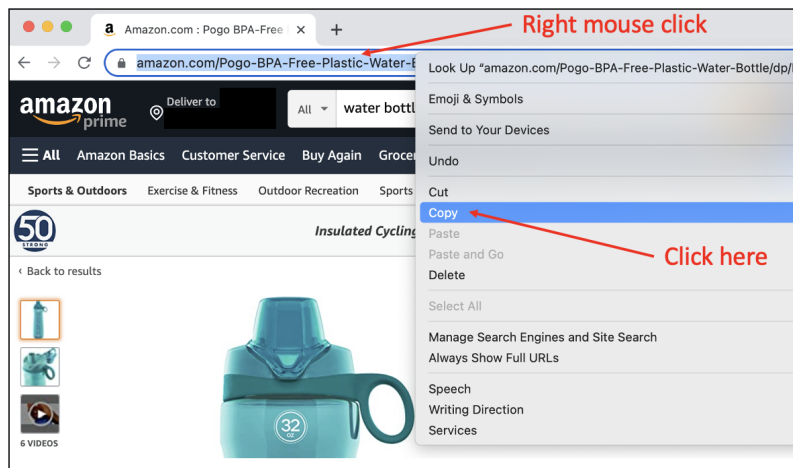
You have selected **[\\$\[q://QID6/ChoiceGroup/SelectedChoices\]](#)** in the Health category. Please search on Amazon for the product you would like to purchase. Make sure the product you select costs less than \$50 (taxes+shipping included).

Once you find the product you'd like, please add it to the "Online Shopping Study List" wishlist. You can do this by clicking the arrow next to "Add to List" and select "Online Shopping Study List," as shown below. Please make sure you add the product to the "Online Shopping Study List" rather than adding it to your cart or to another list.



Please copy the URL of the product you selected and paste it below.

To copy the URL, right click with your mouse on the address bar, then select "Copy."



To paste the URL, right click in the text box below and select "Paste."

## Upload data

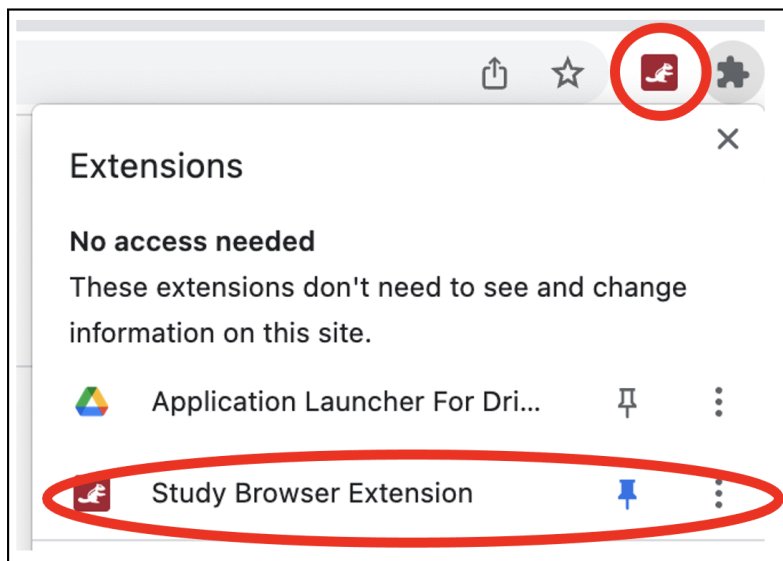
We're almost at the end of this survey.

Let's make sure you have added 6 items to your Online Shopping Study Wishlist:

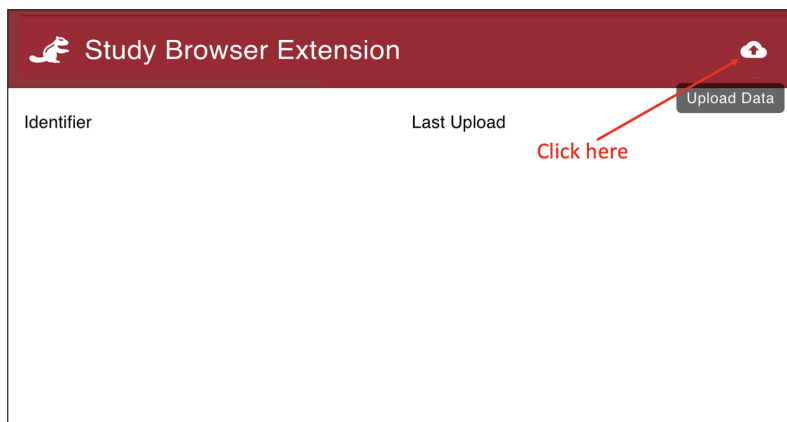
- Navigate to your wishlist. Here's the link that you shared earlier that you can copy and paste into your browser:  
[\\${q://QID1714808541/ChoiceTextEntryValue}](#)
- **Check that you have 6 items on the list**, one per category you selected. Note: you will need to have these items in the list in order to receive compensation. If you do not, please go back and add products in the remaining categories.

It is now time to upload data to the study browser extension:

- To do that, click on the extension icon on the top-right corner of your browser. If you don't see it, it may be hidden under the puzzle icon, which is visible in the upper right corner of the screenshot below.



- A pop-up window should appear. If it does not, it may be hidden behind another browser window. Click on the "Upload Data" icon, as in the screenshot below.



The data upload may take a while. Please do not close Chrome. If you need to close it, the data upload will restart automatically the next time you open Chrome.

If you encounter any trouble, please email us at [webmunk\\_study@hbs.edu](mailto:webmunk_study@hbs.edu).

In the meantime, **click below to answer the last few questions in this survey.**

## Final Questions

What were the most important factors to you when shopping for the items for your

wishlist? Select up to three factors:

- Brand

Ratings/Reviews

Easy Returns

Quality

Value for Money
- Quantity of Product

Familiarity with Seller

Delivery Speed

Price

Other Product Features

If you had to buy products in these categories again, would you shop for them again on Amazon.com?

	Definitely not on Amazon.com	Likely not	Unsure	Likely yes	Definitely yes on Amazon.com
Personal care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apparel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paper products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How satisfied are you with your online shopping experience during this survey?

Very dissatisfied

Dissatisfied

Neutral

Satisfied

Very satisfied

Now that you've completed the shopping tasks, do you have any feedback for us about the task or the survey?

You have answered all of the questions in the initial survey. Please be sure to complete other tasks remaining in the browser extension window, including uploading your



Amazon order history.

In 8 weeks, the browser extension will automatically prompt you to complete the final survey.

Please click the arrow below to complete this task.

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