

Intro

CONSENT

Dr. Zhiping (Kyle) Mao, Ph.D., an assistant professor at Texas State University, is conducting a research study to study how employees make decisions in an organizational setting. You are being asked to complete this survey because you registered as a potential participant for research studies like this on Prolific.

Participation is voluntary. The first part of the survey will take approximately 20 minutes or less to complete. During the first part of the survey, you will answer background and demographic questions. After completing the first part of the survey, you may be invited to participate in a second part of the study for additional compensation.

The second part of the study involves an optional work-related task. Participants who are invited to the second part may be randomly assigned to different versions of the task. These versions may differ in the instructions provided, how submitted work is evaluated, and how additional compensation is determined. Before deciding whether to participate in the second part, you will be shown the specific instructions and compensation rules for the version of the task to which you have been assigned. You may then choose whether or not to continue. A separate consent form will be presented later on if you choose to participate. If you choose not to continue to the second part, you will still receive payment for completing the first part of the survey.

If you choose to participate in the second part, the total time may vary depending on how long you participate, but the full study is expected to take approximately 20–60 minutes.

This study involves no foreseeable serious risks. We ask that you try to answer all questions; however, you may also refuse to answer any questions you do not want to answer. If you volunteer to be in this study, you may withdraw from it at any time without consequences of any kind or loss of benefits to which you are otherwise entitled. Your responses are anonymous.

Possible benefits from this study include helping accounting researchers better understand how employees make decisions. We hope you find the study to be interesting.

Please check your Prolific ID below:

Please note that this response should auto-fill with the your Prolific ID. If it is not correct, please send a direct message to the researcher with your correct ID.

$\$ \{e://Field/PROLIFIC_PID\}$

Please check the box below:

☐ I'm not a robot


reCAPTCHA
[Privacy - Terms](#)

Welcome, and thank you for participating in our survey. This survey will take approximately 20 minutes to complete. You will be asked a few questions about your background and past experiences. If you complete the survey, you will receive \$3.00, and you will have the opportunity to participate in **a second survey for additional compensation.**

Demographics

What is your age?

What is your gender?

☐ Male

- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is your race/ethnicity? (select all that apply)

- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latinx
- ☐ Middle Eastern
- ☐ Native American or Alaska Native
- ☐ Pacific Islander or Native Hawaiian
- ☐ White/Caucasian
- ☐ Other

What is your highest level of educational attainment?

Which of these best describes your college major?

Which of these best describes your current job?

▼

How many years of work experience do you have?

▼

Background

Here are a number of **personality traits** that may or may not apply to you. Please indicate the extent to which you agree or disagree with each statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

I am...

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Extroverted, enthusiastic	☐	☐	☐	☐	☐
Critical, quarrelsome	☐	☐	☐	☐	☐
Dependable, self-disciplined	☐	☐	☐	☐	☐
Anxious, easily upset	☐	☐	☐	☐	☐
Open to new experiences, complex	☐	☐	☐	☐	☐
Reserved, quiet	☐	☐	☐	☐	☐
Sympathetic, warm	☐	☐	☐	☐	☐

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Disorganized, careless	☐	☐	☐	☐	☐
Calm, emotionally stable	☐	☐	☐	☐	☐
Conventional, uncreative	☐	☐	☐	☐	☐

Please rate how often you do the following activities.

	Never	Infrequently	Between Infrequently and Often	Often	Always
Search out new technologies, processes, techniques, and/or product ideas	☐	☐	☐	☐	☐
Generate creative ideas	☐	☐	☐	☐	☐
Promote and champion ideas to others	☐	☐	☐	☐	☐
Investigate and secure funds needed to implement new ideas	☐	☐	☐	☐	☐
Develop adequate plans and schedules for the implementation of new ideas	☐	☐	☐	☐	☐
Are innovative	☐	☐	☐	☐	☐
Convince others to buy a product	☐	☐	☐	☐	☐
Write advertisements and/or promotional materials	☐	☐	☐	☐	☐

	Never	Infrequently	Between Infrequently and Often	Often	Always
Travel for pleasure	☐	☐	☐	☐	☐
Use social media	☐	☐	☐	☐	☐
Research possible travel opportunities	☐	☐	☐	☐	☐

Please read the following statements and indicate the extent to which you agree or disagree with each statement.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I believe most people are fair.	☐	☐	☐	☐	☐
I believe most people are trustworthy.	☐	☐	☐	☐	☐
I believe most people will treat me in a consistent and predictable fashion.	☐	☐	☐	☐	☐
I believe most artificial intelligence algorithms are fair.	☐	☐	☐	☐	☐
I believe most artificial intelligence algorithms are trustworthy.	☐	☐	☐	☐	☐

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

I believe most artificial intelligence algorithms will treat me in a consistent and predictable fashion.

Please read the following statements and indicate the extent to which you agree or disagree with each statement.

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

It's easy for me to imagine how a computer algorithm would evaluate my work.

I am comfortable with
A.I. evaluating my work.

I have been treated unfairly by a computer algorithm evaluating my work.

I am comfortable with technology.

It's easy for me to
imagine how artificial
intelligence can
improve society today.

The rising use of artificial intelligence in the workplace is a bad thing.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel comfortable letting computer algorithms make important decisions.	☐	☐	☐	☐	☐
Computer algorithms are less biased than people are.	☐	☐	☐	☐	☐

Please read the following statements and indicate the extent to which you agree or disagree with each statement.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
It's easy for me to imagine how a person would evaluate my work.	☐	☐	☐	☐	☐
I am comfortable with a person evaluating my work.	☐	☐	☐	☐	☐
I have been treated unfairly by a person evaluating my work.	☐	☐	☐	☐	☐
I have witnessed managers who “played favorites” and gave promotions or rewards to their friends instead of the employees who deserved them.	☐	☐	☐	☐	☐

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

Women and racial minorities are unfairly denied promotions in the workplace in the U.S.

☐ ☐ ☐ ☐ ☐

Women and racial minorities are less likely to be rewarded for their high performance in the U.S.

☐ ☐ ☐ ☐ ☐

In general, how willing or unwilling are you to **take risks**?

Please use a scale from 0 to 10, where a **0** means you are **"completely unwilling to take risks"** and a **10** means you are **"very willing to take risks."**



Your choice:

In general, how willing are you to **give up something that is beneficial for you today in order to benefit more in the future**?

Please use a scale from 0 to 10, where a **0** means you are

"completely unwilling to do so" and a **10** means you are **"very willing to do so."**



Your choice:

Have you ever been on vacation to, visited, or lived in the Western United States?

- ☐ No
- ☐ Yes

Have you ever been on vacation to a resort (i.e., vacation resort)?

- ☐ No
- ☐ Yes

Please rate how knowledgeable you are about the Western United States?

- ☐ Not knowledgeable at all
- ☐ Slightly knowledgeable
- ☐ Moderately knowledgeable
- ☐ Very knowledgeable
- ☐ Extremely knowledgeable

Please rate how knowledgeable you are about resorts (i.e., vacation resorts)?

- ☐ Not knowledgeable at all
- ☐ Slightly knowledgeable
- ☐ Moderately knowledgeable
- ☐ Very knowledgeable
- ☐ Extremely knowledgeable

Contest_AI+PieceRate

Contest Details

Thank you for answering all of the questions on the previous page. You have completed the first survey. We would now like to invite you to participate in a second survey that is **a contest where your pay depends on your performance.** This contest will take place **immediately if you choose to participate in it.** Your participation in the contest is voluntary and you will receive your \$3 payment for completing the first survey immediately after you finish, regardless of whether or not you participate in the contest.

In the contest, you will complete a marketing task. You will first watch a short video describing a hypothetical new resort for people to go to on vacation. You will then see information about

a target audience for the resort. After reviewing this information, you will be asked to write a short promotional piece, or “promo,” for a marketing campaign designed to promote the resort to that target audience. Each promo should creatively persuade members of the target audience to book a stay at the resort. The creativity of each promo will be based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort.

You will be able to submit up to ten promos. After each promo that you submit, you will be able to decide whether you would like to submit another promo or exit the contest.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

The promos you submit for the contest should encourage people to visit where?

- ☐ A hypothetical new vacation resort
- ☐ A hypothetical new amusement park

Who Will Evaluate the Promos

Once all participants have submitted their promos, **an artificial intelligence (A.I.) program commonly used in marketing** will evaluate the promos. Each promo should creatively persuade members of the target audience to book a stay at the resort. The AI evaluator will assess the creativity of each promo based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort. Based on these criteria, the AI evaluator will assign each promo an overall creativity score from 0 to 100.

The AI evaluator will be presented with all of your promos at one time. It will then score each of your promos individually, one after another, before moving on to the next participant's promos.

Comprehension Check

To ensure you understand the contest instructions, please answer

the question(s) below. You must answer all questions correctly to proceed to the next page.

How will the promos be evaluated?

- ☐ The promos will not be evaluated.
- ☐ An artificial intelligence (A.I.) program commonly used in marketing will evaluate all the promos.
- ☐ A group of college students will evaluate all the promos.

The evaluator will:

- ☐ Score the promos from all participants in a random order.
- ☐ Not score any promo.
- ☐ Be presented with all of your promos at one time and then score each of your promos individually, one after another, before moving on to the next participant's promos.

Additional Compensation for the Contest

By submitting promos, you have the opportunity to receive additional compensation. You will receive **\$0.50 (50 cents)** for each promo you submit, as long as the evaluator determines the promo meets all of the following requirements: (1) it is about the resort, (2) it is aimed at the target audience, (3) it is different from your other submissions. If a promo does not meet the

requirements, you will **not** receive additional payment for that particular promo. To increase your potential payout, you can submit up to **10 different promos**.

Thus, by entering the contest you can receive additional compensation beyond the \$3.00 you are already going to receive for having completed the first survey. In addition to possibly earning additional compensation, the creativity of your promos will be a factor in determining whether or not you are invited to participate in future tasks.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

How will additional compensation from the contest be determined?

- ☐ Each unique promo that is about the resort and that is aimed at the target audience will earn you 50 cents.
- ☐ All promos will win money, no matter what they are about.
- ☐ No additional compensation will be provided.

Immediately upon finishing this survey, you will receive \$3.00 for having completed the first survey. The compensation from the contest, if any is earned, is in addition to that \$3.00, and it will be paid out later as a Prolific bonus.

☐ False

☐ True

Contest_Human+PieceRate

Contest Details

Thank you for answering all of the questions on the previous page. You have completed the first survey. We would now like to invite you to participate in a second survey that is **a contest where your pay depends on your performance.** This contest will take place **immediately if you choose to participate in it.** Your participation in the contest is voluntary and you will receive your \$3 payment for completing the first survey immediately after you finish, regardless of whether or not you participate in the contest.

In the contest, you will complete a marketing task. You will first watch a short video describing a hypothetical new resort for people to go to on vacation. You will then see information about a target audience for the resort. After reviewing this information, you will be asked to write a short promotional piece, or “promo,” for a marketing campaign designed to promote the resort to that

target audience. Each promo should creatively persuade members of the target audience to book a stay at the resort. The creativity of each promo will be based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort.

You will be able to submit up to ten promos. After each promo that you submit, you will be able to decide whether you would like to submit another promo or exit the contest.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

The promos you submit for the contest should encourage people to visit where?

- ☐ A hypothetical new amusement park
- ☐ A hypothetical new vacation resort
- ☐ A hypothetical new airport

Who Will Evaluate the Promos

Once all participants have submitted their promos, **several people with marketing experience** will evaluate the promos. Each promo should creatively persuade members of the target audience to book a stay at the resort. The evaluators will assess the creativity of each promo based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort. Based on these criteria, the evaluators will assign each promo an overall creativity score from 0 to 100.

The evaluators will be presented with all of your promos at one time. They will then score each of your promos individually, one after another, before moving on to the next participant's promos.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

How will the promos be evaluated?

- ☐ The promos will not be evaluated.
- ☐ A group of college students will evaluate all the promos.
- ☐ Several people with marketing experience will evaluate all the promos.

The evaluators will:

- ☐ Be presented with all of your promos at one time and then score each of your promos individually, one after another, before moving on to the next participant's promos.
- ☐ Not score any promo.
- ☐ Score the promos from all participants in a random order.

Additional Compensation for the Contest

By submitting promos, you have the opportunity to receive additional compensation. You will receive **\$0.50 (50 cents)** for each promo you submit, as long as the evaluator determines the promo meets all of the following requirements: (1) it is about the resort, (2) it is aimed at the target audience, (3) it is different from your other submissions. If a promo does not meet the requirements, you will **not** receive additional payment for that particular promo. To increase your potential payout, you can submit up to **10 different promos**.

Thus, by entering the contest you can receive additional compensation beyond the \$3.00 you are already going to

receive for having completed the first survey. In addition to possibly earning additional compensation, the creativity of your promos will be a factor in determining whether or not you are invited to participate in future tasks.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

How will additional compensation from the contest be determined?

- ☐ No additional compensation will be provided.
- ☐ All promos will win money, no matter what they are about.
- ☐ Each unique promo that is about the resort and that is aimed at the target audience will earn you 50 cents.

Immediately upon finishing this survey, you will receive \$3.00 for having completed the first survey. The compensation from the contest, if any is earned, is in addition to that \$3.00, and it will be paid out later as a Prolific bonus.

- ☐ True

Contest_AI+Tournament

Contest Details

Thank you for answering all of the questions on the previous page. You have completed the first survey. We would now like to invite you to participate in a second survey that is **a contest where your pay depends on your performance.** This contest will take place **immediately if you choose to participate in it.** Your participation in the contest is voluntary and you will receive your \$3 payment for completing the first survey immediately after you finish, regardless of whether or not you participate in the contest.

In the contest, you will complete a marketing task. You will first watch a short video describing a hypothetical new resort for people to go to on vacation. You will then see information about a target audience for the resort. After reviewing this information, you will be asked to write a short promotional piece, or “promo,” for a marketing campaign designed to promote the resort to that target audience. Each promo should creatively persuade members of the target audience to book a stay at the resort. The creativity of each promo will be based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the

promo is for generating interest in the resort.

You will be able to submit up to ten promos. After each promo that you submit, you will be able to decide whether you would like to submit another promo or exit the contest.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

The promos you submit for the contest should encourage people to visit where?

- ☐ A hypothetical new vacation resort
- ☐ A hypothetical new amusement park
- ☐ A hypothetical new airport

Who Will Evaluate the Promos

Once all participants have submitted their promos, **an artificial intelligence (A.I.) program commonly used in marketing** will evaluate the promos. Each promo should creatively persuade

members of the target audience to book a stay at the resort. The AI evaluator will assess the creativity of each promo based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort. Based on these criteria, the AI evaluator will assign each promo an overall creativity score from 0 to 100.

The AI evaluator will be presented with all of your promos at one time. It will then score each of your promos individually, one after another, before moving on to the next participant's promos.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

How will the promos be evaluated?

- ☐ An artificial intelligence (A.I.) program commonly used in marketing will evaluate all the promos.
- ☐ A group of college students will evaluate all the promos.
- ☐ The promos will not be evaluated.

The evaluator will:

- ☐ Score the promos from all participants in a random order.
- ☐ Be presented with all of your promos at one time and then score each of your promos individually, one after another, before moving on to the next participant's promos.
- ☐ Not score any promo.

Additional Compensation for the Contest

By submitting promos, you have the opportunity to receive additional compensation. You will receive **\$50** for each promo you submit that is among the **10 highest-scoring promos** in the entire contest. Approximately one out of every ten participants is expected to win \$50. To increase your potential payout, you can submit up to **10 different promos**.

Thus, by entering the contest you can receive additional compensation beyond the \$3.00 you are already going to receive for having completed the first survey. In addition to possibly earning additional compensation, the creativity of your promos will be a factor in determining whether or not you are invited to participate in future tasks.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

How will additional compensation from the contest be determined?

- ☐ All promos will win money, no matter what they are about.
- ☐ The 10 highest-scoring promos in the entire contest will each earn the person who submits the promo \$50.
- ☐ No additional compensation will be provided.

Immediately upon finishing this survey, you will receive \$3.00 for having completed the first survey. The compensation from the contest, if any is earned, is in addition to that \$3.00, and it will be paid out later as a Prolific bonus.

- ☐ True
- ☐ False

Contest_Human+Tournament

Contest Details

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You will be able to submit up to ten promos. After each promo that you submit, you will be able to decide whether you would like to submit another promo or exit the contest.

Comprehension Check

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The promos you submit for the contest should encourage people to visit where?

- ☐ A hypothetical new vacation resort
- ☐ A hypothetical new amusement park
- ☐ A hypothetical new airport

Who Will Evaluate the Promos

Once all participants have submitted their promos, **several people with marketing experience** will evaluate the promos. Each promo should creatively persuade members of the target audience to book a stay at the resort. The evaluators will assess the creativity of each promo based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort. Based on these criteria, the evaluators will assign each promo an overall creativity score

from 0 to 100.

The evaluators will be presented with all of your promos at one time. They will then score each of your promos individually, one after another, before moving on to the next participant's promos.

Comprehension Check

To ensure you understand the contest instructions, please answer the question(s) below. You must answer all questions correctly to proceed to the next page.

How will the promos be evaluated?

- ☐ Several people with marketing experience will evaluate all the promos.
- ☐ The promos will not be evaluated.
- ☐ A group of college students will evaluate all the promos.

The evaluators will:

- ☐ Score the promos from all participants in a random order.
- ☐ Not score any promo.

- Be presented with all of your promos at one time and then score each of your promos individually, one after another, before moving on to the next participant's promos.

Additional Compensation for the Contest

By submitting promos, you have the opportunity to receive additional compensation. You will receive **\$50** for each promo you submit that is among the **10 highest-scoring promos** in the entire contest. Approximately one out of every ten participants is expected to win \$50. To increase your potential payout, you can submit up to **10 different promos**.

Thus, by entering the contest you can receive additional compensation beyond the \$3.00 you are already going to receive for having completed the first survey. In addition to possibly earning additional compensation, the creativity of your promos will be a factor in determining whether or not you are invited to participate in future tasks.

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How will additional compensation from the contest be determined?

- ☐ No additional compensation will be provided.
- ☐ The 10 highest-scoring promos in the entire contest will each earn the person who submits the promo \$50.
- ☐ All promos will win money, no matter what they are about.

Immediately upon finishing this survey, you will receive \$3.00 for having completed the first survey. The compensation from the contest, if any is earned, is in addition to that \$3.00, and it will be paid out later as a Prolific bonus.

- ☐ False
- ☐ True

Decision

Your Decision

Recall:

- **If you choose to enter the contest**, you may submit up to 10 different promos, but you must do so **before the timer for this Prolific task expires**. Feel free to work at your own pace. Once you are done submitting promos or once the time is up

—whichever comes first—you will be given a completion code and redirected to Prolific to receive **\$3.00** for completing the first survey. The additional compensation—if any is earned through the contest—will be provided as a Prolific bonus once all promos have been evaluated.

- **If you choose not to enter the contest**, you will be given a completion code immediately and redirected to Prolific to receive **\$3.00** for completing the first survey. No additional compensation will be awarded to you.

Additional Consent to Participate

Thank you for completing the first part of the survey. You are now invited to participate in an optional second part of the study for additional compensation.

In this part of the study, you will complete a work-related writing task. You will write short promotional pieces, or “promos,” based on the instructions shown in the study. If you choose to continue, you must submit at least 1 promo. You may submit up to 10 promos total.

You will have up to 60 minutes to complete the first part and this second part of the study. After each promo, you may decide whether to submit another promo or exit the second part of the study. The second part will stop after 60 minutes, even if you have not submitted all 10 possible promos. Only promos fully submitted before the time limit expires will be counted.

Additional Consent to Participate

Thank you for completing the first part of the survey. You are now invited to participate in an optional second part of the study for additional compensation.

In this part of the study, you will complete a work-related writing task. You will write short promotional pieces, or “promos,” based on the instructions shown in the study. If you choose to continue, you must submit at least 1 promo. You may submit up to 10 promos total.

You will have up to 60 minutes to complete the first part and this second part of the study. After each promo, you may decide whether to submit another promo or exit the second part of the study. The second part will stop after 60 minutes, even if you have not submitted all 10 possible promos. Only promos fully submitted before the time limit expires will be counted.

Do you wish to submit promos to earn additional compensation?

- ☐ **YES**, I want to submit promos and have the opportunity to **earn additional compensation**.
- ☐ **NO**, I do not want to submit any promos and am willing to **forfeit the additional compensation**.

Contest

The Contest

Thank you for participating in this contest.

Before you begin, we would like to briefly remind you of the contest details.

In this contest, you will be asked to write short promotional pieces, “promos,” to promote a hypothetical new vacation resort to a target audience. Each promo should creatively persuade members of the target audience to book a stay at the resort. The

creativity of each promo will be based on two criteria: novelty and usefulness. Novelty refers to how new and unique the promo is relative to other submissions and existing marketing campaigns. Usefulness refers to how realistic and relevant the promo is for generating interest in the resort.

After you submit each promo, you will decide whether you would like to continue submitting promos or exit the contest. If you continue, you will be shown a different target audience for the **same resort**. Please note that the target audience will differ for each promo. You may submit up to 10 promos in total.

After all participants have submitted their promos, **an artificial intelligence (A.I.) program commonly used in marketing will evaluate the promos**. The A.I. evaluator will assign each promo a 0–100 score based on its overall creativity, which will be determined by its novelty and usefulness. The AI evaluator will be presented with all of **your** promos **at one time**. It will then score each of your promos individually, one after another, before moving on to the next participant's promos.

After all participants have submitted their promos, **several people with marketing experience will evaluate the promos**. The evaluators will assign each promo a 0–100 score based on its overall creativity, which will be determined by its novelty and

usefulness. The evaluators will be presented with all of **your** promos **at one time**. They will then score each of your promos individually, one after another, before moving on to the next participant's promos.

You will receive **\$0.50** for each promo you submit, as long as the promo meets all of the following requirements: (1) it is about the resort; (2) it is aimed at the target audience; and (3) it is different from your other submissions. If a promo does not meet these requirements, you will not receive additional payment for that particular promo.

You will receive **\$50** for each promo you submit that is among the **10 highest-scoring promos in the entire contest**. Approximately one out of every ten participants is expected to win \$50.

The Resort

You will now watch a short video describing the hypothetical new vacation resort that you will be promoting in the contest.

Please watch the video carefully, as the information in the video

will help you write promos for the resort. Later, when you are writing your promos, the video will be available for you to rewatch if you would like to review the resort information again. After watching the video, please click the button below to continue.

0:00 / 1:23



Promo 1

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▶ **Click to Watch the Resort Video Again**

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 2

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▶ **Click to View the Study Details Again**

▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 3

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 4

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▶ **Click to View the Study Details Again**

▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 5

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 6

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 7

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 8

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Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 9

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

Promo 10

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▶ **Click to Watch the Resort Video Again**

Target Audience



Please enter your promo for the target audience above (no more than 300 characters):

Please answer the following questions:

Approximately how long did you spend thinking about or working on this promo?

- ☐ Less than 1 minute
- ☐ 1-3 minutes

- ☐ 3-5 minutes
- ☐ 5-10 minutes
- ☐ More than 10 minutes

How difficult or easy was it for you to think of this promo?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Extremely easy

Would you like to submit another promo?

- ☐ **Yes**, I would like to submit another promo.
- ☐ **No**, I am finished submitting promos, and I would like to exit the contest.

PEQ

Think about your decision to either participate or not participate in the contest, and then indicate the extent to which you agree or disagree with each statement.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I am not worried about being personally judged based on my promos.	☐	☐	☐	☐	☐
I am anxious about having my promos evaluated by the assigned evaluator.	☐	☐	☐	☐	☐
The task did not require too much effort.	☐	☐	☐	☐	☐
I understood the instructions.	☐	☐	☐	☐	☐
I know a lot about vacation resorts.	☐	☐	☐	☐	☐
I am creative enough to do the task well.	☐	☐	☐	☐	☐
I feel the contest payments are fair.	☐	☐	☐	☐	☐
I did not mind waiting for a few weeks to receive bonus pay from the contest.	☐	☐	☐	☐	☐
I am pretty certain I know what promos the evaluator will score as highly creative.	☐	☐	☐	☐	☐

Please indicate the extent to which you agree or disagree with statement below.

Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

I was concerned that submitting a bad promo would reflect poorly on the other good ones I submitted.

☐ ☐ ☐ ☐ ☐

Please select the option that best describes your use of AI in creating promos during today's study:

Note:
Your answers to these statements will NOT be shared with your assigned evaluator and will NOT affect how your promos will be evaluated by your assigned evaluator.

- ☐ AI and I had an equal contribution to coming up with the promos.
- ☐ I did not use AI at all.
- ☐ I copy and pasted my promos directly from an AI with no edits
- ☐ I did most of the work coming up with the promos, but AI proofread them.
- ☐ AI did most of the work coming up with the promos, but I proofread them.

To ensure the payment is sent to the correct Prolific participant, please input your Prolific ID below:

End of Survey Message

Thank you for participating in this study!

Please click the button below to return to Prolific and register your submission.

Thank you for participating in this study!

Please note that the evaluation process will likely take around **one month** due to the large number of promos that need to be evaluated. If you earn any additional compensation from the promo(s) you submitted, it will be sent to you as a Prolific bonus once the evaluation is complete. Please click the button below to return to Prolific and register your submission.

Note: If your Prolific session timed out and you were unable to enter the completion code, please send a direct message to the researcher on Prolific for assistance. We will manually approve your work after verifying that you completed the study.

Additional Disclaimer

Thank you for participating in this study. Earlier in the study, you were given the instructions and compensation rules for the version of the task to which you were assigned.

There were two possible compensation structures in this study. Some participants were assigned to a per-submission compensation condition, in which they could receive \$0.50 for each qualifying promo submitted. Other participants were assigned to a contest-based

compensation condition, in which they could receive \$50 for each promo that was among the 10 highest-scoring promos in their contest group.

Participants were told only about the compensation structure for their assigned version before deciding whether to continue to the second

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