

## **Consent Cover Letter**

You qualified for this HIT because you gave excellent responses on our screening survey. The purpose of this second survey is to understand the decisions individuals make.

After you enter your Mechanical Turk Worker ID, you will read a scenario and you will be asked to make a decision based on that information. There is no wrong answer to this question, so please answer it truthfully.

Because this survey is part of a research study, we need to give you a little more information about it.

### **What is the research study, and why is it being done?**

You are invited to participate in a research study on individual decision-making. You are being asked to participate in this research study because you are an online labor market participant. A total of 900 individuals will be asked to participate in the study.

### **What will you do if you participate in the study?**

You will be asked to fill out this survey.

Your participation will take approximately 2 minutes.

### **What are the possible benefits from being in the study?**

We cannot and do not guarantee or promise that you will receive any benefits from this study.

### **If you take part in this study, how will we protect your privacy?**

If you have read this form and have decided to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty or loss of benefits to which you are otherwise entitled. The alternative is not to participate. You have the right to refuse to answer particular questions. The results of this research study may be presented at scientific or professional meetings or published

in scientific journals. Your individual privacy will be maintained in all published and written data resulting from the study.

Your private information collected as part of the research, even if identifiers are removed, will not be used or distributed for future research studies.

**What are the possible risks from being in the study?**

There are no foreseeable risks to participants.

**Will you be paid to take part in the study?**

You will be paid \$0.30 to take part in this study.

**What if you have questions or concerns about the study?**

Take as much time as you like before you make a decision to participate in this study. If you have any questions or concerns about the study, whether before or after agreeing to participate, you can call the study Principal Investigator, Jason Sandvik, at 504-314-7926. You can call about any matter having to do with the study, including complaints or questions about your rights as a study participant.

If you want to speak with someone who is not directly involved in the study, you may call the Tulane University Human Research Protection Office at (504) 988-2665 or email [irbmain@tulane.edu](mailto:irbmain@tulane.edu).

**Consent**

Please print a copy of this page for your records.

By clicking next, you consent to be a part of this survey.

Please enter your Mechanical Turk Worker ID here. Please be careful. Do not make a typo or we may not be able to pay you.

**Mutual Fund Manager and Basic Info**

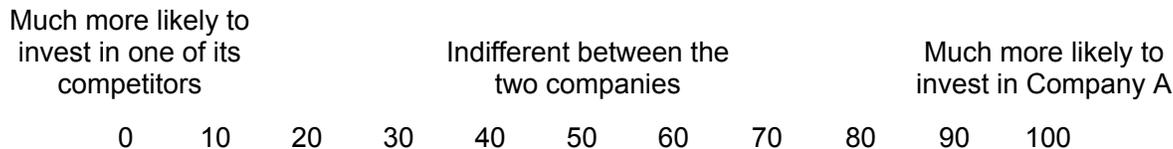
Please read the information below, and then answer the question that follows.

Assume you are a mutual fund manager, and your main job is to increase the wealth of your clients by investing their money wisely. You are deciding whether or not you want to invest your clients'

money in the stock of Company A or one of its competitors. You are given the following information about Company A.

- Over the last few years, Company A has provided its investors with an **annual return of 8%**, which is similar to the returns generated by an **average company**.

Given the information above, are you more likely to invest your clients' money in the stock of Company A or one of its competitors?



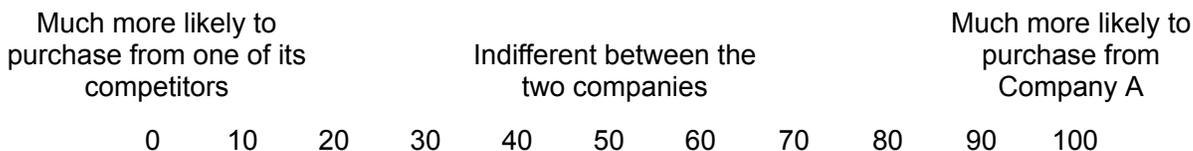
### Customer and Basic Info

Please read the information below, and then answer the question that follows.

Assume you are shopping for a new, hi-tech television. You want the television to be state-of-the-art and from a reliable company. You are deciding whether or not you want to purchase the television from Company A or one of its competitors. You are given the following information about Company A.

- Over the last few years, Company A has provided its investors with an **annual return of 8%**, which is similar to the returns generated by an **average company**.

Given the information above, are you more likely to purchase the television from Company A or one of its competitors?



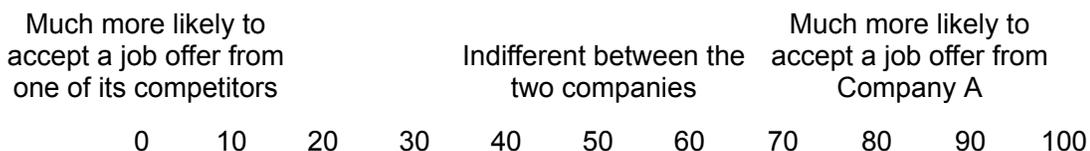
### Employee and Basic Info

Please read the information below, and then answer the question that follows.

Assume you are looking for a new job. You've received multiple job offers, and your main goal is to choose long-term employment in an environment that you enjoy. You are deciding whether or not you want to accept a job offer from Company A or one of its competitors. You are given the following information about Company A.

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## Mutual Fund Manager and CEO Activism

Please read the information below, and then answer the question that follows.

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- Over the last few years, Company A has provided its investors with an **annual return of 8%**, which is similar to the returns generated by an **average company**.
- Recently, it has become more common for business leaders to take a public stance on social issues such as 2nd Amendment rights, LGBTQ+ rights, and climate change. **The CEO of Company A regularly takes a public stance on these and other social issues.**

Given the information above, how likely are you to invest your clients' money in the stock of Company A?

Much more likely to  
invest in one of its  
competitors

Indifferent between the  
two companies

Much more likely to  
invest in Company A

0 10 20 30 40 50 60 70 80 90 100

## Customer and CEO Activism

Please read the information below, and then answer the question that follows.

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Given the information above, are you more likely to purchase the television from Company A or one of its competitors?

Much more likely to  
purchase from one of its  
competitors.

Indifferent between the  
two companies

Much more likely to  
purchase from  
Company A

0 10 20 30 40 50 60 70 80 90 100

## Employee and CEO Activism

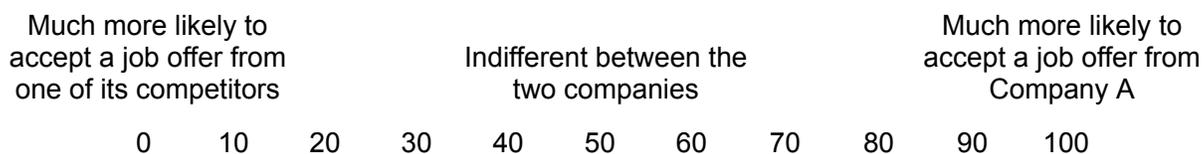
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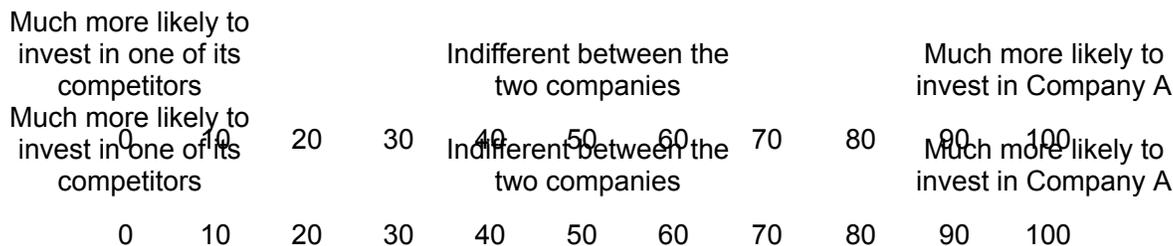
### Mutual Fund Manager and CEO (In)Activism

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Given the information above, how likely are you to invest your clients' money in the stock of Company A?



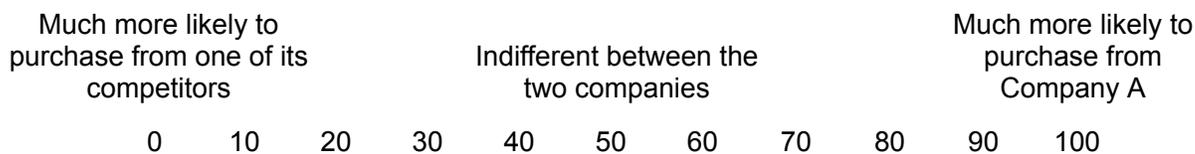
### Customer and CEO (In)Activism

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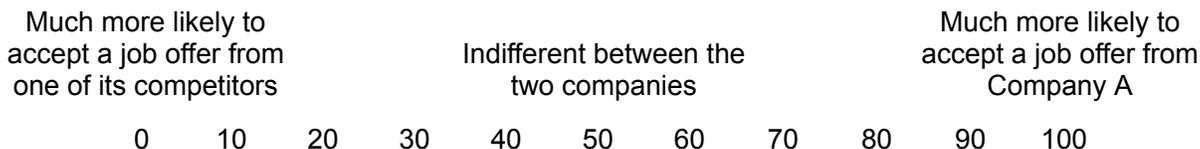
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**Block 10**

Final Questions:

Please indicate to what extent you disagree/agree with the following statements about important social issues such as 2nd amendment rights, LGBTQ+ rights, climate change, etc.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
CEOs should take a public stance on social issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is reasonable for employees to quit their jobs if their company's CEO has an opinion opposite theirs on social issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Your productivity would improve if you knew that you and your company's CEO had the same stance on social issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You would prefer to purchase a product from a company whose CEO speaks out on social issues versus a CEO who does not speak out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is reasonable for boards of directors to fire the CEO if he/she takes a public stance on social issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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