

Web Appendix A. Calculator – used in Experiments 1 and 2 (condition below contains the “paid \$1,000” disclaimer)



Welcome!
Please [log in](#)



Prefer to order over the phone? 1.800.I.OFFICE

..Search results for: "basic calculator" 1 item(s) found

Office Supplies

Show 15 results per page | [1] of 1 pages

Narrow by Brand:
Tech Smart (1)

Narrow by Price:
\$0 - \$15 (1)

Expand Search:
Remove 'office supplies'
Remove 'technology'
Remove 'scientific calculators'

Featured Suppliers:.....
Vasquez Inc. Ink and Things..... The Oak Leaf The Staple Hut..... Furniture Emporium..... The Notebook



Tech Smart SI89645 Basic Calculator (ITEM #678765)

- Large, easy to read 8 digit display
- Solar powered, no batteries necessary
- Large keys

\$12.95 (each).....Qty. 1

[Add to Cart](#)

Description	Product Reviews
<p>September 8, 2008 jonny765 Fort Worth TX Read all my reviews</p>	<p>Great Retail Calculator I have been using this calculator for about 4 years. The large 3/4 " display is easily seen at arms length. Using the memory function to set the sales tax rate and use one button to apply it makes that chore really fast. Solar powered is great: 4 years and no battery change!!</p> <p>This reviewer was paid \$1,000 by the manufacturer to write this review.</p> <p>Was this review helpful to you? yes no</p>

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Participants were instructed to, “Imagine you have just enrolled in a college course for which you **need to purchase a simple calculator**. You have decided to shop online and have found yourself looking at the office supply retailer’s (Office Inc.) webpage pictured on the following page. Please examine the details of the webpage and answer the questions that follow.”

Web Appendix B. Restaurant – used in Experiments 1, 2 and 3 (condition below contains the disclaimer of no relationship/no compensation)



Find the best place in town!

..Please [Log In](#) or [Register](#).

Search all Restaurants: SEARCH


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...Restaurants > New York, NY > Special Occasions > Firenze



.... Firenze
 352 S. 1st St., New York, NY 58923
 Phone: (555)555-5555
 Website: www.firenzenewyork.com
 Reservations available online through [Firenze's website](#)

Cuisine: Italian; seafood, steak, and pasta.

Firenze Stats

Opened in:
November, 1978

Owner and Premier Chef:
Owned by Jon Lezenge.
Chef is Tina Mitzurugi.

Recommended for:
Special Occasions, Fine Dining, Business Dining, and Romance

Dress Code:
Business casual minimum, semi-formal preferred.

Hours:
Mon - Thur: 4:00PM to 10:00PM
Fri - Sat: 4:00PM to 11:30PM
Closed on Sundays

Method of Payment:
Cash, check, and all major credit cards are accepted for payment

Customer Reviews

..1 Member Review for "Firenze":

Display Most Helpful


March 12 , 2008
newyorker576
New York, NY

[Read all my reviews](#)

No finer place in New York City!
 By far the best restaurant in all of New York! Firenze combines a modern, elegant decor with cuisine defined by flawless presentation and mouthwatering taste. Whether you are trying to impress your firm's new client or the love of your life, there is no better choice than Firenze.
 This reviewer was not compensated for this review and has no relationship with the restaurant.

Was this review helpful to you? [yes](#) [no](#)

Additional Info



[Need Directions to Firenze?](#)

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Participants were asked to, “Imagine you have just moved to New York City and are **looking for a restaurant at which to entertain some important guests**. You have decided to do some research through an online restaurant guide (DiningOut.com) and have found yourself looking at the webpage pictured on the following page. Please examine the details of the webpage and answer the questions that follow.”

Web Appendix C. Brewer – used in Experiment 3 (condition below contains the “employee” disclaimer)

The screenshot shows the e-Appliances Inc. website interface. At the top, there is a search bar and navigation links for 'HOME', 'DEPARTMENTS', and 'WEEKLY AD'. The breadcrumb trail indicates the path: Departments > Appliances > Kitchen > Coffee Makers > Espresso. The main product is the 'H3400 - Single Serve Home Brewer by PerfectBrew' (Item #BR0762), priced at \$109.99. A customer review from 'laura765' dated September 8, 2010, is displayed, along with a disclaimer: 'This reviewer is an employee of the manufacturer of this product.' Below the product, there are recommendations for other coffee makers and a promotional banner for free shipping and delivery.

Participants were asked to, “Imagine you have just decided to purchase a single-serve brewer for making hot beverages. You have decided to shop online and have found yourself looking at the online retailer’s (Kitchen Inc.) webpage pictured on the following page. Please examine the details of the webpage and answer the questions that follow.”