

**Methods Reporting for: “I Should Have Known Better: Development of a Self-Report
Measure of Gullibility”**

Gullibility Item Pool (for Study 1)

Please complete the following questionnaire on your beliefs and behaviours. Do not think too long about your responses. Read each carefully and indicate how true these statements are of you on a scale of 1 (*Strongly Disagree*) to 7 (*Strongly Agree*).

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

1. I guess I am more gullible than the average person
2. If anyone is likely to fall for a scam, it's me
3. I have been tricked by someone, even though my friends or family warned me ^a
4. I have been taken in repeatedly by a person's lies ^a
5. I'm easily persuaded to buy things I don't need ^a
6. Please answer 2 to this question
7. I have invested money in ventures that seemed too good to be true
8. I have been persuaded to make donations to charities when I couldn't really afford it ^a
9. I have supplied my bank account details to a stranger ^a
10. I am often put in a situation where I have to pay for others
11. I usually offer to pay for others, even when I don't have much money
12. People often take advantage of my generosity
13. I have been persuaded to subscribe to unwanted books/magazines/periodicals ^a
14. I often end up doing other people's work
15. It makes me angry to know that I have been tricked or made a fool of* ^a
16. When someone takes advantage of me, I just try to put it behind me and move on ^a
17. I feel stupid when I think about occasions where I was tricked or duped* ^a
18. I'm pretty good at working out when someone is trying to fool me*
19. People almost always say what they mean ^a
20. I'm not that good at reading the signs that someone is trying to manipulate me
21. If you are reading this question, please answer 7
22. I am often surprised when people are untrustworthy
23. I'm pretty poor at working out if someone is tricking me

24. I rarely suspect people of trying to manipulate me ^a
25. I often feel it is difficult to understand why others are trying to dupe me ^a
26. I begin by assuming that all people have dishonest intentions* ^a
27. I usually think about a person's possible hidden motivations before deciding to believe them* ^a
28. I rarely take a person at face value* ^a
29. It usually takes me a while to 'catch on' when someone is deceiving me
30. I often fall for things when I should know better.
31. If my best friends told me that my partner was cheating, I would believe them over my partner ^a
32. I'm usually quick to notice when someone is trying to cheat me*
33. I often take people too literally ^a
34. I quickly realise when someone is pulling my leg*
35. I am probably a little too quick to believe others
36. I believe things that most others think are untrue ^a
37. In general, the news is reported objectively in the media ^a
38. I am pretty good at working out if a story/rumour is actually an urban myth* ^a
39. Answer this question with a 1
40. If something sounds too good to be true, it probably isn't true* ^a
41. My friends think I'm easily fooled
42. My family think I am an easy target for scammers
43. My friends often play tricks on me ^a
44. My work colleagues think I tend to make foolish decisions ^a
45. My friends think I'm too trusting
46. My family think I'm overly cynical about people* ^a
47. People say I'm overly optimistic ^a
48. People think I'm a little naïve
49. My family thinks I am easily led
50. People say I will agree to anything
51. I trust what people say
52. I believe most people are honest
53. I assume others will have my best intentions at heart ^a
54. When dealing with strangers, it is better to wait until they have proved themselves trustworthy* ^a

- 55. Most people only look out for themselves*
- 56. If you are not careful, people will try to take advantage of you*
- 57. People are usually honest the various aspects of their lives ^a
- 58. I believe most people can be relied upon to keep their word
- 59. Most people have good intentions
- 60. Most people are kind ^a
- 61. Completely trusting someone is asking for trouble*
- 62. Usually people don't try to take advantage of others
- 63. When people compliment me, it is because they want something from me*
- 64. Overall, I'm pretty easily manipulated
- 65. I believe people are sincere when they flatter me
- 66. If you are reading this question, please answer 4
- 67. People often use me to get what they want
- 68. When debating an idea, I am easily convinced of another person's point of view
- 69. I believe salespeople are generally truthful* ^a
- 70. My opinions don't change easily* ^a

* Denotes a reverse-scored item, ^a item removed during initial EFA

General Trust Question (used in Study 1)

Please rate your opinion on the following scale:

In general, most people can be trusted 1 2 3 4 5 6 7 You can't be too careful in dealing with people.

Marlowe and Crowne Social Desirability Scale (used in Study 1)

Listed below are a number of statements concerning personal attitudes and traits. Read each item and decide whether the statement is **true** or **false** as it pertains to you personally.

1. Before voting I thoroughly investigate the qualifications of all the candidates. (T)
2. I never hesitate to go out of my way to help someone in trouble. (T)
3. It is sometimes hard for me to go on with my work if I am not encouraged. (F)
4. I have never intensely disliked anyone. (T)
5. On occasion I have had doubts about my ability to succeed in life. (F)
6. I sometimes feel resentful when I don't get my way. (F)
7. I am always careful about my manner of dress. (T)
8. My table manners at home are as good as when I eat out in a restaurant. (T)
9. If I could get into a movie without paying and be sure I was not seen I would probably do it. (F)
10. On a few occasions, I have given up doing something because I thought too little of my ability. (F)
11. I like to gossip at times. (F)
12. There have been times when I felt like rebelling against people in authority even though I knew they were right. (F) ,
13. No matter who I'm talking to, I'm always a good listener. (T)
14. I can remember "playing sick" to get out of something. (F)
15. There have been occasions when I took advantage of someone. (F)
16. I'm always willing to admit it when I make a mistake. (T)
17. I always try to practice what I preach. (T)
18. I don't find it particularly difficult to get along with loud mouthed, obnoxious people. (T)
19. I sometimes try to get even rather than forgive and forget. (F)
20. When I don't know something I don't at all mind admitting it. (T)
21. I am always courteous, even to people who are disagreeable. (T)
22. At times I have really insisted on having things my own way. (F)
23. There have been occasions when I felt like smashing things. (F)
24. I would never think of letting someone else be punished for my wrong- doings. (T)
25. I never resent being asked to return a favour. (T)

26. I have never been irked when people expressed ideas very different from my own. (T)
27. I never make a long trip without checking the safety of my car. (T)
28. There have been times when I was quite jealous of the good fortune of others. (F)
29. I have almost never felt the urge to tell someone off. (T)
30. I am sometimes irritated by people who ask favours of me. (F)
31. I have never felt that I was punished without cause. (T)
32. I sometimes think when people have a misfortune they only got what they deserved.
(F)
33. I have never deliberately said something that hurt someone's feelings. (T)

Demographic Questions (used in Study 1 and 2)

1. What is your age?
2. What is your gender?
 - Male
 - Female
3. What country were you born in? _____
4. What is your ethnicity? _____
5. What country do you currently reside in? _____ (for non-student sample)

Questions for Australian respondents only (using skip logic)

6. What is your postcode? _____
7. Do you know your Grade Point Average (GPA)?
 - Yes
 - No
8. What is your GPA?
9. Do you know your Australian Tertiary Admission Rank (ATAR)/University Admittance Index (UAI)?
 - Yes
 - No
10. What was your ATAR/UAI?

All respondents complete these remaining demographic questions

11. What is your occupation?
 - Blue collar /service
 - Clerical
 - Self-employed
 - Professional or managerial
 - Other (e.g., student, homemaker, unemployed) _____
12. What is the highest level of education you have completed?
 - Primary school
 - High school
 - Trade qualification or Certificate (e.g., carpentry, hairdressing)
 - Diploma
 - Some university

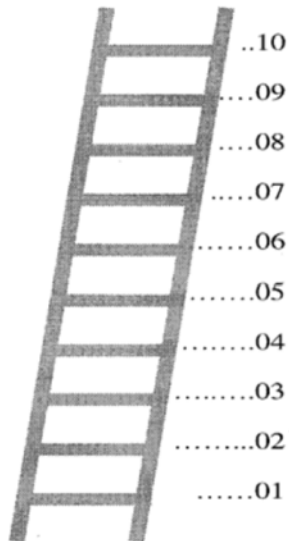
- Bachelor degree
- Postgraduate degree

13. What is your total household income (before tax is taken out)?

- Under 50,000
- 50,001 – 80,000
- 80,001 – 110,000
- 110,001 - 140,000
- 140,001 – 170,000
- Over 170,000

14. Think of this ladder as representing where people stand in our society. At the top of the ladder are the people who are the best off; those who have the most money, the most education and the most respected jobs. At the bottom are the people who are the worst off: those who have the least money, least education, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to the people at the very top. The lower you are, the closer you are to the people at the very bottom.

Where would you place yourself on the ladder?



Demographic Questions (used in Study 3 and 5)

1. What is your age?
2. What is your gender?
 - Male
 - Female
3. What country do you currently reside in? _____ (for non-student sample)
4. What is the highest level of education you have completed?
 - Primary school
 - High school
 - Trade qualification or Certificate (e.g., carpentry, hairdressing)
 - Diploma
 - Some university
 - Bachelor degree
 - Postgraduate degree

Gullibility Scale (used in Studies 2, 3, 4, and 5)¹

Please complete the following questionnaire on your beliefs and behaviours. Do not think too long about your responses. Read each question carefully and indicate how true these statements are of you on a scale of 1 (*Strongly Disagree*) to 7 (*Strongly Agree*).

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

1. I guess I am more gullible than the average person
2. If anyone is likely to fall for a scam, it's me
3. I have been persuaded to make donations to charities when I couldn't really afford it
4. I am often put in a situation where I have to pay for others
5. I usually offer to pay for others, even when I don't have much money
6. People often take advantage of my generosity
7. I often end up doing other people's work
8. Please answer 2 to this question
9. I'm pretty good at working out when someone is trying to fool me*
10. I'm not that good at reading the signs that someone is trying to manipulate me
11. I am often surprised when people are untrustworthy
12. I'm pretty poor at working out if someone is tricking me
13. It usually takes me a while to 'catch on' when someone is deceiving me
14. I often fall for things when I should know better
15. I'm usually quick to notice when someone is trying to cheat me*
16. If you are reading this question, please answer 6
17. I quickly realise when someone is pulling my leg*
18. I am probably a little too quick to believe others
19. My friends think I'm easily fooled
20. My family think I am an easy target for scammers
21. My friends think I'm too trusting
22. People think I'm a little naïve
23. My family thinks I am easily led
24. Answer this question with a 3

¹ This is the 4-factor version of the Gullibility Scale found at the end of Study 1. In subsequent studies, various factors and their associated items were removed based on the analysis but the instructions remained identical.

- 25. People say I will agree to anything
- 26. I trust what people say
- 27. I believe most people are honest
- 28. Most people only look out for themselves*
- 29. If you are not careful, people will try to take advantage of you*
- 30. People are usually honest in all aspects of their lives
- 31. I believe most people can be relied upon to keep their word
- 32. If you are reading this question, please answer 5
- 33. Completely trusting someone is asking for trouble*
- 34. Usually people don't try to take advantage of others
- 35. When people compliment me, it is because they want something from me*
- 36. Overall, I'm pretty easily manipulated
- 37. I believe people are sincere when they flatter me
- 38. People often use me to get what they want
- 39. When debating an idea, I am easily convinced of another person's point of view

* Denotes a reverse-scored item

Interpersonal Trust Scale (used in Study 2)

Directions: Indicate the degree to which you agree or disagree with each statement by using the following scale:

- 1= strongly agree
- 2 = mildly agree
- 3 = agree and disagree equally
- 4 = mildly disagree
- 5 = strongly disagree

Strongly Agree 1 2 3 4 5 Strongly Disagree

1. Hypocrisy is on the increase in our society*
2. In dealing with strangers one is better off to be cautious until they have provided evidence that they are trustworthy*
3. This country has a dark future unless we can attract better people into politics*
4. Fear and social disgrace or punishment rather than conscience prevents most people from breaking the law*
5. Using the honour system of not having a teacher present exams would probably result in increased cheating*
6. Parents usually can be relied on to keep their promises
7. The United Nations will never be an effective force in keeping world peace*
8. The judiciary is a place where we can all bet unbiased treatment
9. Most people would be horrified if they know how much news that the public hear and sees is distorted*
10. It is safe to believe that in spite of what people say most people are primarily interested in their own welfare*
11. Even though we have reports in newspapers, radio, and T.V., it is hard to get objective accounts of public events*
12. The future seems very promising
13. If we really knew what was going on in international politics, the public would have reason to be more frightened than they now seem to be*
14. Most elected officials are really sincere in their campaign promises
15. Many major national sports contests are fixed in one way or another*

16. Most experts can be relied upon to tell the truth about the limits of their knowledge
17. Most parents can be relied upon to carry out their threats of punishments
18. Most people can be counted on to do what they saw they will do
19. In these competitive times one has to be alert or someone is likely to take advantage of you*
20. Most idealists are sincere and usually practice what they preach
21. Most salesmen are honest in describing their products
22. Most students in school would *not* cheat even if they were sure of getting away with it
23. Most repairmen will not overcharge even if they think you are ignorant of their speciality
24. A large share of accident claims filed against insurance companies are phony*
25. Most people answer public opinion polls honestly

* Denotes a reverse-scored item

Agreeableness Scale (used in Study 2)

Please complete the following questionnaire. Do not think too long about your responses.

Read each question carefully and indicate how true these statements are of you on a scale of 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

Strongly Disagree 1 2 3 4 5 Strongly Agree

1. Have a good word for everyone
2. Believe that others have good intentions
3. Respect others
4. Accept people as they are
5. Make people feel at ease
6. Have a sharp tongue*
7. Cut others to pieces*
8. Suspect hidden motives in others*
9. Get back at others*
10. Insult people*

* Denotes a reverse-scored item

Social Intelligence Scale (used in Study 2 and 3)

Please complete the following questionnaire. Do not think too long about your responses.

Read each question carefully and indicate how true these statements are of you on a scale of 1 (*Describes me poorly*) to 7 (*Describes me well*).

Describes me poorly 1 2 3 4 5 6 7 Describes me well

1. I can predict other peoples' behaviour
2. I often feel that it is difficult to understand others' choices
3. I know how my actions will make others feel
4. I often feel uncertain around new people who I don't know
5. People often surprise me with the things they do
6. I understand other peoples' feelings
7. I fit in easily in social situations
8. Other people become angry with me without me being able to explain why
9. I understand others wishes
10. I am good at entering new situations and meeting people for the first time
11. It seems as though people are often angry or irritated with me when I say what I think
12. I have a hard time getting along with other people
13. I find people unpredictable
14. I can often understand what others are trying to accomplish without the need for them to say anything
15. It takes a long time for me to get to know others well
16. I have often hurt others without realizing it
17. I can predict how others will react to my behaviour
18. I am good at getting on good terms with new people
19. I can often understand what others really mean through their expression, body language etc.
20. I frequently have problems finding good conversation topics
21. I am often surprised by others' reactions to what I do

Machiavellianism Scale (used in Study 2)

Please complete the following questionnaire. Do not think too long about your responses.

Read each question carefully and indicate how true these statements are of you on a scale of 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

Strongly Disagree 1 2 3 4 5 Strongly Agree

1. I am willing to be unethical if I believe it will help me succeed
2. I am willing to sabotage the efforts of other people if they threaten my own goals
3. I would cheat if there was a low chance of getting caught
4. I believe that lying is necessary to maintain a competitive advantage over others
5. The only good reason to talk to others is to get information that I can use to my benefit
6. I like to give the orders in interpersonal situations
7. I enjoy being able to control the situation
8. I enjoy having control over other people
9. Status is a good sign of success in life
10. Accumulating wealth is an important goal for me
11. I want to be rich and powerful someday
12. People are only motivated by personal gain
13. I dislike committing to groups because I don't trust others
14. Team members backstab each other all the time to get ahead
15. If I show any weakness at work, other people will take advantage of it
16. Other people are always planning ways to take advantage of the situation at my expense

Revised Paranormal Belief Scale (used in Study 3)

Please indicate how much you agree or disagree with each item. Use the numbers as indicated below. There are no right or wrong answers. This is a sample of your own beliefs and attitudes. Thank you.

- | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------------|------------------------|----------------------|-----------|-------------------|---------------------|-------------------|
| Strongly
Disagree | Moderately
Disagree | Slightly
Disagree | Uncertain | Slightly
Agree | Moderately
Agree | Strongly
Agree |
1. The soul continues to exist though the body may die.
 2. Some individuals are able to levitate (lift) objects through mental forces.
 3. Black magic really exists.
 4. Black cats can bring bad luck.
 5. Your mind or soul can leave your body and travel (astral projection).
 6. The abominable snowman of Tibet exists.
 7. Astrology is a way to accurately predict the future.
 8. There is a devil.
 9. Psychokinesis, the movement of objects through psychic powers, does exist.
 10. Witches do exist.
 11. If you break a mirror, you will have bad luck.
 12. During altered states, such as sleep or trances, the spirit can leave the body.
 13. The Loch Ness monster of Scotland exists.
 14. The horoscope accurately tells a person's future.
 15. I believe in God
 16. A person's thoughts can influence the movement of a physical object.
 17. Through the use of formulas and incantations, it is possible to cast spells on persons.
 18. The number "13" is unlucky.
 19. Reincarnation does occur.
 20. There is life on other planets.
 21. Some psychics can accurately predict the future.
 22. There is a heaven and a hell.
 23. Mind reading is not possible.
 24. There are actual cases of witchcraft.
 25. It is possible to communicate with the dead.
 26. Some people have an unexplained ability to predict the future.

Social Vulnerability Scale (used in Study 3)

Please complete the following questionnaire on your beliefs and behaviours. Do not think too long about your responses. Read each question carefully and indicate how true these statements are of you on a scale of 0 (*Never*) to 4 (*Always*).

Never	Rarely	Sometimes	Often	Always
0	1	2	3	4
1. I have been persuaded to purchase unneeded items				
2. I have paid for items that never arrived				
3. I have signed up for dubious investments				
4. I have been persuaded to make large donations				
5. I have been taken in by postal scams				
6. I have supplied my bank account details to a stranger				
7. I have been tricked into paying others' bills				
8. I have been persuaded to subscribe to unwanted books				
9. I unquestioningly believe what I am told				
10. I believe things that are clearly untrue				
11. I believe everything I read				
12. I have been repeatedly deceived				
13. I have been taken in by repeated lies				
14. I am easily fooled				
15. I believe rumors unquestioningly				

Demographic and Scam Questions (used in Study 4)

1. What is your age?
2. What is your gender?
 - Male
 - Female
 - I do not wish to say
3. What country do you currently reside in? _____
4. What is the highest level of education you have **completed**?
 - Primary/Elementary school
 - High school
 - Trade qualification or Certificate (e.g., carpentry, hairdressing)
 - Diploma
 - Some university
 - Bachelor degree
 - Postgraduate degree

Question for the Skeptic Sample only:

5. Do you consider yourself a Skeptic? (e.g., you subscribe to *The Skeptic* magazine or you are sympathetic to the views of the Skeptics) (Yes/No)

The next section contains a few questions about scams. We want to remind you that all your responses are **completely anonymous** and will not be linked to you in any way. If you feel distressed by any of the questions, the last page will list places you can contact to help you with your distress. There will be, at most, only 4 brief questions.

6. Have you ever been the victim of a scam? (*Yes/No*)

A scam is a fraudulent or dishonest scheme intended to con a person out of money, valuables, or personal details
7. How many times have you been scammed?
 - a. If response is **1**
 - i. Please briefly describe the scam:
 - b. If response is **2 or more**:
 - i. Please briefly describe the **most recent** time you were scammed

8. How long has it been since the scam took place?

/How long has it been since the **most recent** scam took place?

9. Which category would you place the scam in?

/Which category would you place the **most recent** scam in?

a. Advance Fee Fraud

(It includes any scam where a scammer requests fees upfront or personal information in return for goods, services, money or rewards that they never supply.)

b. Lottery, Sweepstakes and Competition Scam

(You were tricked into giving money upfront or your personal details in order to receive a prize from a lottery, sweepstake or competition that you never entered.)

c. Dating and Romance Scam

(e.g. common dating and romance scams involve scammers creating fake profiles on legitimate dating websites.)

d. Computer Hacking

(e.g. Phishing emails wherein you were tricked you into giving a scammer access to your computer. Or Social networking scams which was initiated via a phishing email that asked you to enter your account password on a fake copy of the networking site's login page)

e. Online Shopping, Classifieds and Auction scam

(e.g., A scammer will sell a product and send a faulty or inferior quality item, or nothing at all. They may also pretend to sell a product just to gather your credit card or bank account details.)

f. Banking, Credit Card and Online Account Scam

(e.g., Card skimming is the copying of information from the magnetic strip of a credit card or ATM card or Card-not-present fraud is where scammers use your credit card number and details to pay for a product or service without them physically having your card.)

g. Small Business Scam

(e.g., a false billing scam or an office supply scam when you received and were charged for products that you did not order.)

h. Job and Employment Scam

(You received offers to work from home or set up and invest in a 'business

opportunity'. Scammers promised a job, high salary or large investment return following initial upfront payments.)

i. Golden Opportunity and Gambling Scam

(e.g., Investment Opportunity scam or a Pyramid scheme)

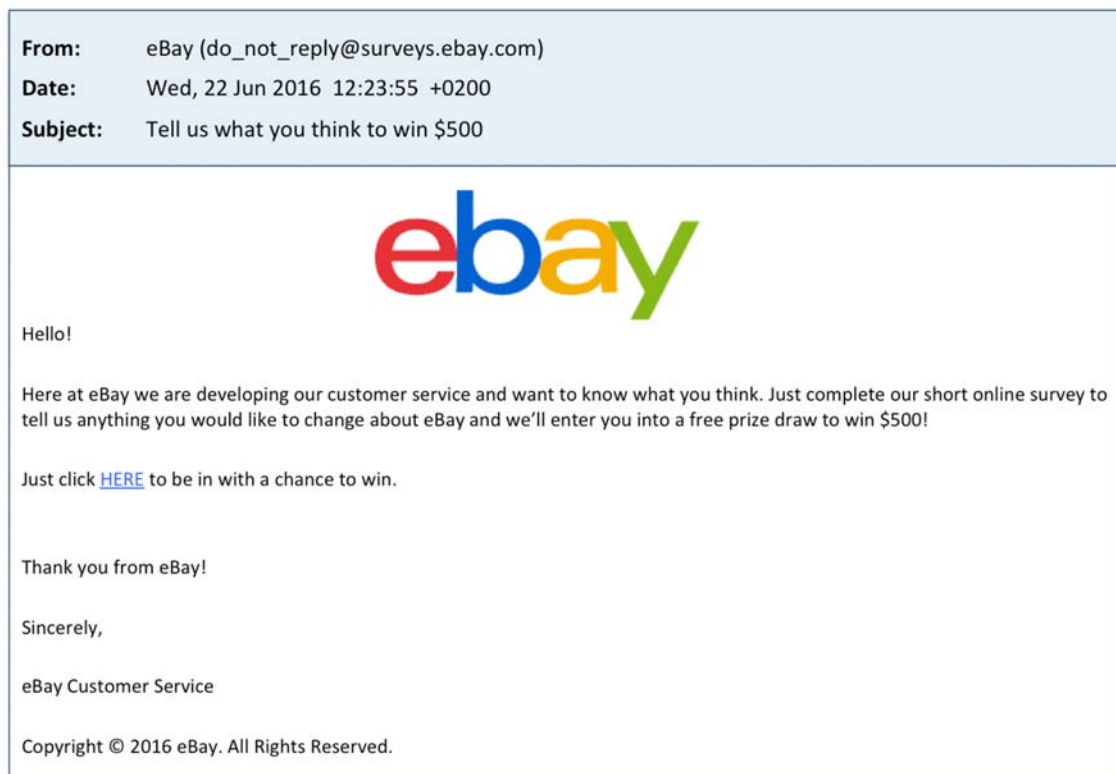
j. Charity and Medical Scam

(e.g., Charity scams involve scammers collecting money by pretending to work for a legitimate cause or charity, or a fictitious one they have created. Or Miracle cure/Weight loss scams offer a range of products and services that can appear to be legitimate alternative medicines, usually promising quick and effective remedies for serious medical conditions or obesity. The treatments are often promoted using false testimonies from people who have been 'cured'.)

Unsolicited Email Stimuli (used in Study 5)

In the first part of the experiment we will be presenting you with several emails. Your task is to read each email and then to rate it on the three questions below it.

[Here is one example of the stimuli used by Williams and Polage (2018) that we used.]



How likely is it that you would respond?

Very Unlikely			Neutral			Very Likely
1	2	3	4	5	6	7

How trustworthy is this email?

Very Untrust-worthy			Neutral			Very Trust-worthy
1	2	3	4	5	6	7

How persuasive is this email?

Not persuasive at all			Neutral			Extremely persuasive
1	2	3	4	5	6	7

Cognitive Reflection Test (used in Study 5)

In this section of the study we will be asking you complete measures of thinking style.

1. A bat and a ball cost \$1.10 in total. The bat costs a dollar more than the ball. How much does the ball cost? ____ cents
2. If it takes 5 machines 5 minutes to make 5 widgets, how long would it take 100 machines to make 100 widgets? ____ minutes
3. In a lake, there is a patch of lily pads. Every day, the patch doubles in size. If it takes 48 days for the patch to cover the entire lake, how long would it take for the patch to cover half of the lake? ____ days
4. If three elves can wrap three toys in hour, how many elves are needed to wrap six toys in 2 hours?
5. Jerry received both the 15th highest and the 15th lowest mark in the class. How many students are there in the class?
6. In an athletics team, tall members are three times more likely to win a medal than short members. This year the team has won 60 medals so far. How many of these have been won by short athletes?

Ravens Advanced Progressive Matrices (used in Study 5)

[This is a copyrighted test.]

Arthur and Day (1994) and Raven (1989) have argued that this test is one of the purest measures of analytical or fluid intelligence.

Arthur, W., & Day, D. V. (1994). Development of a short form for the Raven Advanced Progressive Matrices Test. *Educational and Psychological Measurement*, 54(2), 394–403. <https://doi.org/10.1177/0013164494054002013>

Raven, J. (1989). The Raven Progressive Matrices: A review of national norming studies and ethnic and socioeconomic variation within the United States. *Journal of Educational Measurement*, 26(1), 1–16. <https://doi.org/10.1111/j.1745-3984.1989.tb00314.x>

Bullshit Receptivity Scale (used in Study 5)

We are interested in how people experience the profound. Below are a series of statements taken from relevant websites. Please read each statement and take a moment to think about what it might mean. Then please rate how “profound” you think it is. Profound means “of deep meaning; of great and broadly inclusive significance.

Not at all profound	Somewhat profound	Fairly profound	Definitely profound	Very profound
1	2	3	4	5

1. Hidden meaning transforms unparalleled abstract beauty.
2. Good health imparts reality to subtle creativity.
3. Wholeness quiets infinite phenomena.
4. Please answer 2 to this question
5. The future explains irrational facts.
6. Imagination is inside exponential space time events.
7. We are in the midst of a self-aware blossoming of being that will align us with the nexus itself.
8. Consciousness consists of frequencies of quantum energy. “Quantum” means an unveiling of the unrestricted.
9. If you are reading this question, please answer 6
10. Consciousness is the growth of coherence, and of us.
11. We are in the midst of a high-frequency blossoming of interconnectedness that will give us access to the quantum soup itself.
12. Today, science tells us that the essence of nature is joy.