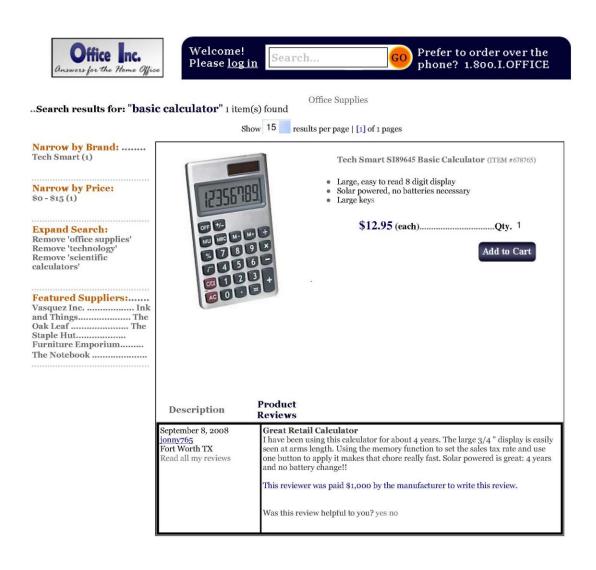
Web Appendix A. Calculator – used in Experiments 1 and 2 (condition below contains the "paid \$1,000" disclaimer)



## Site Information

Site Map Handicap Accessibility Office Inc. en Espanol Terms of Use Privacy Policy

## Customer Service

Contact Us My Account Order Tracking Shipping Information Delivery Information Refunds and Exchanges Website Feedback

## Corporate Information

About us Mission Statement Corporate Vision Employment Opportunities Investor Information Public Affairs

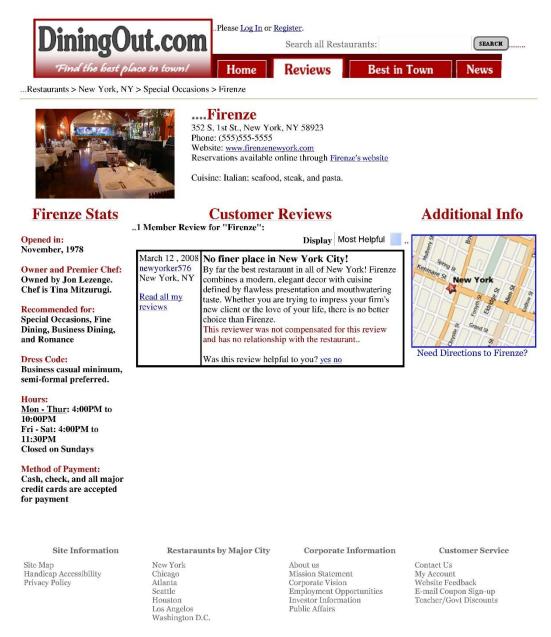
## Ways to Save You Money

Office Inc. Credit Card Rebate Center Office Rewards E-mail Coupon Sign-up Teacher/Govt Discounts

Copyright © 2009 by Office Inc. All rights reserved. Prices shown are in U.S. Dollars. At this time we do not offer international pricing via the website, you may contact us directly at 1.800. LOFFICE to discuss international rates. Prices are subject to change without notice, and all orders are subject to the Terms of Use.

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."

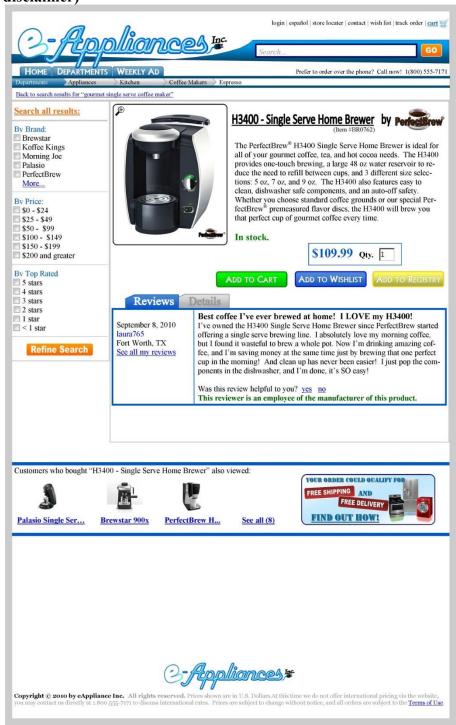
# Web Appendix B. Restaurant – used in Experiments 1, 2 and 3 (condition below contains the disclaimer of no relationship/no compensation)



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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)



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."