

Web Appendix

Study 1b: Basic Restaurant Choice Study without Star Ratings or Review Count

Participants. Of the 708 participants, 46% were male ($n = 326$), the average age was 36.34 years old (min = 18, max = 77), 37% ($n = 263$) had a bachelor's degree, 31% ($n = 218$) had income in the range \$20,000 - \$50,000 per year (which is the median and the mode).

Results. Table W1 presents ordered probit and OLS analyses of the data from study 1b. From the standardized effects, reported in column 7 of Table W1, and figure W1, we can see that participants treated missing information represented as a dash as somewhere between an A and B

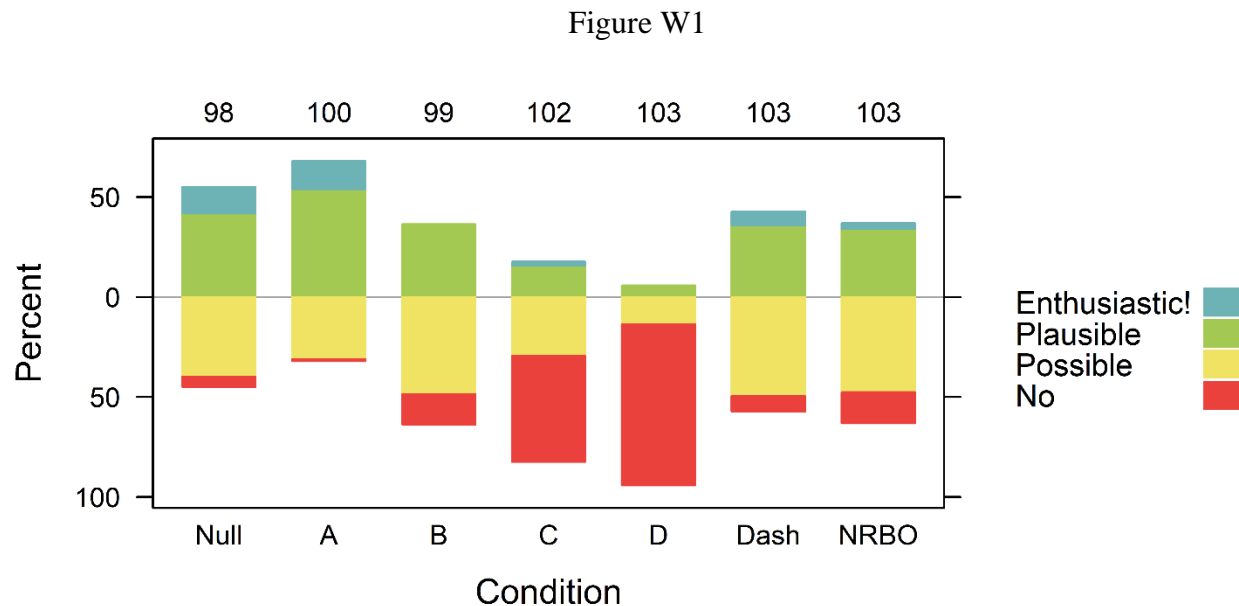


Figure W1. 100% bar graph of the distribution of responses to the dependent variable question in study 1, “What do you think about going to this restaurant?” The number of participants in each condition is listed at the top side of the figure.

rating, similar to study 1a participants. They also, like study 1a participants, treated the NRBO missing information condition very similar to the B condition.

Table W1

BASIC RESTAURANT CHOICE STUDY—No Star or Rating Counts				
Ranked <i>Ordered Probit</i>		Ranked <i>OLS</i>		Standardized Effects
(1a)	(2a)	(1b)	(2b)	(3)

A	0.250 (0.155)	0.323** (0.157)	0.177* (0.102)	0.222** (0.101)	0.160***
B	-0.602*** (0.156)	-0.532** (0.159)	-0.421*** (0.102)	-0.361*** (0.102)	-0.139***
C	-1.424*** (0.162)	-1.463*** (0.165)	-0.966*** (0.101)	-0.949*** (0.100)	-0.446***
D	-2.287*** (0.181)	-2.258*** (0.186)	-1.380*** (0.101)	-1.304*** (0.101)	-0.723***
Dash	-0.307** (0.153)	-0.469*** (0.158)	-0.215** (0.101)	-0.314*** (0.101)	-0.143***
NRBO	-0.555*** (0.154)	-0.522*** (0.158)	-0.390*** (0.101)	-0.356*** (0.100)	-0.177***
Recall SIG		-0.645*** (0.157)		-0.443*** (0.071)	
Age		✓		✓	
Male		✓		✓	
Ed. Dummy		✓		✓	
Income		✓		✓	
Cuts:					
1 2	-1.520*** (0.124)	-2.306*** (0.237)			
2 3	-0.233** (0.113)	-0.955*** (0.224)			
3 4	1.240*** (0.126)	0.546** (0.229)			
Constant			2.633*** (0.072)	3.103*** (0.139)	
Observations	708	701	708	701	
AIC	1479.432	1440.967			
R ²			0.335	0.377	
Adjusted R ²			0.329	0.364	
Residual Std. Error			0.717 (df = 701)	0.701 (df = 685)	
F Statistic			58.782*** (df = 6; 701)	27.691*** (df = 15; 685)	
Note:				*p<0.1; **p<0.05; ***p<0.01	

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG plus exogenous variables age, male, and bachelor's degree or higher in the model. Note that 7 participants did not complete all the demographics questions and are not included in these models.
3. Standardized effect for column 2 which is Treatment/(Cut 3-Cut 1); p-values are based on 10000 bootstrap iterations

Notes: Standard errors are in parentheses. Cuts (intercepts) of the ordered probit models are measured at the null condition (no indication of SIG whatsoever) and divide the standard normal density function into 4 regions, one for each outcome option. The probability that a participant responded "Enthusiastic!" to a stimulus is computed as: $\Pr(y = \text{Enthusiastic!}) = \Pr(\text{cut } 3 \mid 4 < X\beta + \epsilon)$ (note that there is no intercept on the right side of the inequality). A ✓ indicates that the exogenous variable is included in a model. Age is measured in years. Male is an indicator variable that takes 1 if respondent is male. Education dummy is an indicator variable for bachelor's degree or higher. The Brant test was used to test the parallel regressions assumption of each ordered model. They fail the omnibus test. Most the individual coefficients pass, but the *D* and the *Recalled SIG* do not. Generalized order probit models can be used to obtain better fit, but they do not offer additional

insight and come with the cost of being much more difficult to interpret. Since we are not interested in estimating exact effects, but rather gaining insight into general behavior, we report the simpler models.

Study W1: A Subtle Nudge to Appropriately Weight NRBO

Studies 1a, 1b, and 2 demonstrated that the unraveling prediction does not hold in the restaurant SIG consumer scenario. In this study, we tested if the failure of the NRBO stimulus to produce unraveling is robust in the face of a subtle nudge intended to help participants behave normatively. Specifically, this study tests whether a subtle reminder about the health risk of dining out produces the skepticism needed for unraveling logic. This study followed the same basic design as studies 1a and 2 in which participants indicated their willingness to dine at the restaurant, but instead of having multiple treatment arms with unique SIG stimuli, this study included only two conditions. Unlike the previous studies, all participants in this study first answered a series of six questions related to their dining out experiences. The treatment condition included an additional question, “*Have you ever become ill from dining out?*”, which served as our subtle reminder of risk. Using the same scale and under the same hypothetical scenario as studies 1a, 1b, and 2, participants then indicated their willingness to dine at the restaurant depicted by the NRBO stimulus (see figure 1).

Participants. Of the 201 participants, 65% were male ($n = 130$) and the average age was 33.07 years old (min = 18, max = 74). The population differed from previous studies; 39% ($n = 110$) had a bachelor’s degree and 34% ($n = 69$) had income less than \$25,000 per year (which is the mode). Importantly, of 105 participants in the treatment condition 43% ($n = 45$) reported previously becoming ill from dining out. [Insert table W2 and figure W2 about here.]

Results. Regression analyses are presented in table W2 below. As can be seen in figure W2 and the regression table, the treatment did not yield a significant effect. These results suggest

that, even in a familiar domain, subtle nudges may not be enough to help consumers produce the skepticism needed to unravel.

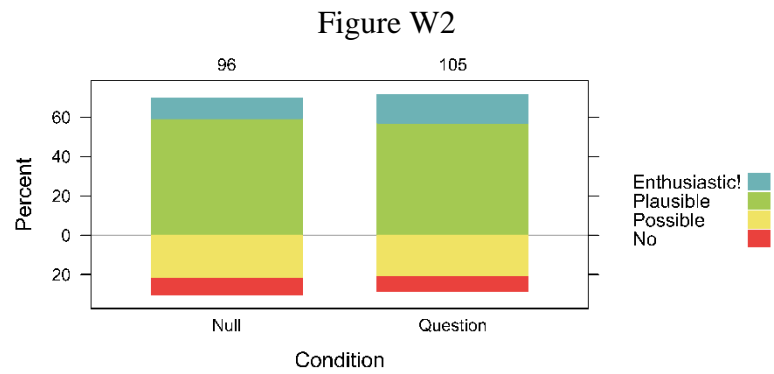


Figure W2. 100% bar graph of the distribution of responses to the dependent variable question, "What do you think about going to this restaurant?" The number of participants in each condition is listed at the top side of the figure.

Table W2

	QUESTION INTERVENTION				
	Ranked <i>Ordered Probit</i>		Ranked <i>OLS</i>		Standardized Effect
	(1a)	(2a)	(1b)	(2b)	(3)
Treatment	0.097 (0.155)	0.189 (0.161)	0.062 (0.109)	0.119 (0.104)	0.063**
Recall SIG		-0.368** (0.163)		-0.236** (0.105)	
Age		✓		✓	
Male		✓		✓	
Ed. Dummy		✓		✓	
Income1		✓		✓	
1 2	-1.358*** (0.151)	-7.143*** (0.255)			
2 3	-0.493*** (0.123)	-6.137*** (0.227)			
3 4	1.206*** (0.141)	-4.292*** (0.0226)			
Constant			2.719*** (0.079)	3.772 (2.493)	
Observations	201	201	201	201	
AIC	452.059	436.844			
R ²			0.002	0.174	
Adjusted R ²			-0.003	0.126	
Residual Std. Error			0.774 (df = 199)	0.723 (df = 189)	
F Statistic			0.323 (df = 1; 199)	3.631*** (df = 11; 189)	
<i>Note:</i>					*p<0.1; **p<0.05; ***p<0.01

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG plus exogenous variables age, male, and bachelor's degree or higher in the model
3. Standardized effect for column 2 which is Treatment/(Cut 3-Cut 1); p-values are based on 10000 bootstrap iterations

Notes: Standard errors are in parentheses. Cuts (intercepts) of the ordered probit models are measured at the null condition (no indication of SIG whatsoever) and divide the standard normal density function into 4 regions, one for each outcome option. The probability that a participant responded "Enthusiastic!" to a stimulus is computed as: $\Pr(y = \text{Enthusiastic!}) = \Pr(\text{cut } 3 | 4 < X\beta + \epsilon)$ (note that there is no intercept on the right side of the inequality). A ✓ indicates that the exogenous variable is included in a model. Age is measured in years. Male is an indicator variable that takes 1 if respondent is male. Education dummy is an indicator variable for bachelor's degree or higher.

Study 4b: Replicating Contrasting Information of Evaluation with Explicit SIG Scale

Participants. Of the 612 participants, 51% were male ($n = 310$), the average age was 35.88 years old (min = 20, max = 92), 37% ($n = 228$) had a bachelor's degree, 33% ($n = 199$) had income in the range \$25,000 - \$50,000 per year (which is the median and the mode).

Results. Table W3 presents ordered probit and OLS analyses of the data from study 4b. Figure W3 presents the results with the original stimuli on the left (Dash|Dash|Dash, A|B|Dash, and A|B|NRBO) and the three new stimuli, in which the SIG scale was added, on the right. In short, the results presented below suggest that making the SIG scale levels explicit did not have a significant effect on participants' tendency to unravel cases of missing information.

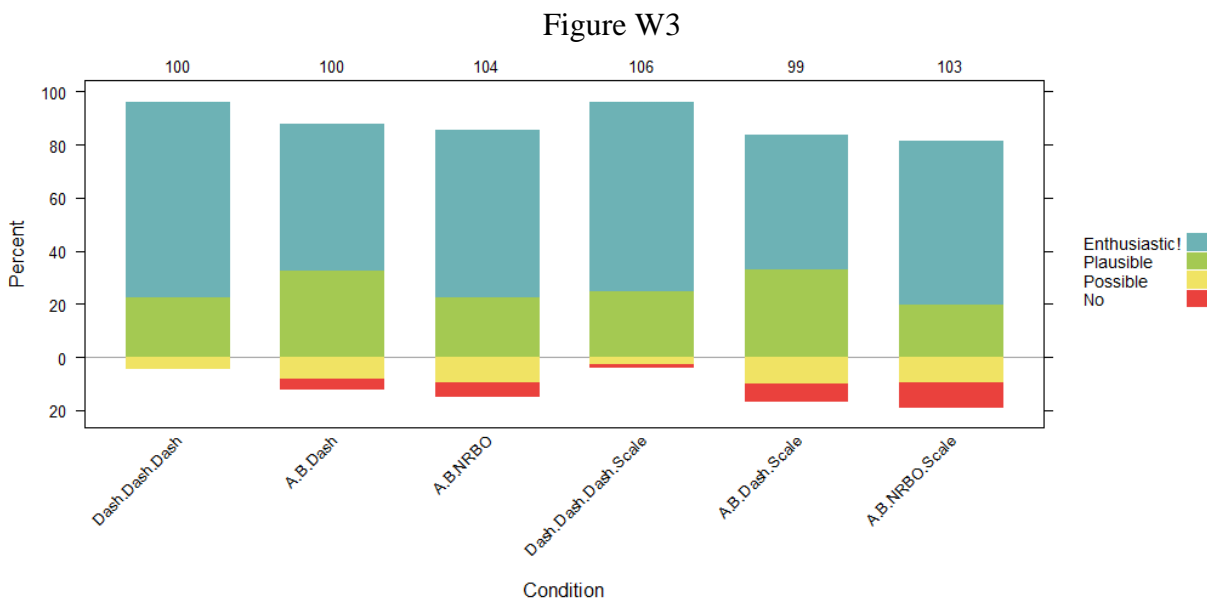


Figure W3. 100% bar graph of the distribution of responses to the dependent variable question, “What do you think about going to this restaurant?” The number of participants in each condition is listed at the top side of the figure.

Table W3

INCREASING EVALUABILITY WITH CONTEXT--EXPLICIT SCALE					
	Ranked <i>Ordered Probit</i>		Ranked <i>OLS</i>		Standardized Effect
	(1a)	(2a)	(1b)	(2b)	(3)
A B Dash	-0.495*** (0.174)	-0.467** (0.177)	-0.300*** (0.112)	-0.275** (0.110)	-0.288**
A B NRBO	-0.394** (0.174)	-0.356** (0.179)	-0.257** (0.111)	-0.227** (0.110)	-0.220*
Dash Dash Dash - Scale	-0.062 (0.179)	-0.051 (0.182)	-0.030 (0.110)	-0.017 (0.109)	-0.057
A B Dash - Scale	-0.629*** (0.173)	-0.612*** (0.176)	-0.407*** (0.112)	-0.375*** (0.111)	-0.382***
A B NRBO - Scale	-0.500*** (0.174)	-0.464** (0.178)	-0.350*** (0.111)	-0.315*** (0.110)	-0.273**
Recall SIG		-0.184* (0.104)		-0.132** (0.065)	
Age		✓		✓	
Male		✓		✓	
Ed. Dummy		✓		✓	
Income		✓		✓	
Cuts:					
1 2	-2.137*** (0.156)	-2.681*** (0.257)			
2 3	-1.579*** (0.140)	-2.091*** (0.244)			
3 4	-0.663*** (0.130)	-1.143*** (0.236)			
Constant			3.690*** (0.079)	4.034*** (0.149)	
Observations	612	612	612	612	
AIC	1179.733	1165.609			
R ²			0.037	0.085	
Adjusted R ²			0.029	0.070	
Residual Std. Error			0.789 (df = 606)	0.773 (df = 601)	
F Statistic			4.710*** (df = 5; 606)	5.566*** (df = 10; 601)	

Note:

*p<0.1; **p<0.05; ***p<0.01

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG plus exogenous variables age, male, and bachelor's degree or higher in the model
3. Standardized effect for column 2 which is Treatment/(Cut 3-Cut 1); p-values are based on 10000 bootstrap iterations

Notes: Standard errors are in parentheses. Cuts (intercepts) of the ordered probit models are measured at the null condition (no indication of SIG whatsoever) and divide the standard normal density function into 4 regions, one for each outcome option. The probability that a participant responded "Enthusiastic!" to a stimulus is computed as: $\Pr(y = \text{Enthusiastic!}) = \Pr(\text{cut } 3 | 4 < X\beta + \epsilon)$ (note that there is no intercept on the right side of the inequality). A ✓ indicates that the exogenous

variable is included in a model. Age is measured in years. Male is an indicator variable that takes 1 if respondent is male. Education dummy is an indicator variable for bachelor's degree or higher. The Brant test was used to test the parallel regressions assumption of each ordered model. They fail the omnibus test. Most the individual coefficients pass, but the *D* and the *Recalled SIG* do not. Generalized order probit models can be used to obtain better fit, but they do not offer additional insight and come with the cost of being much more difficult to interpret. Since we are not interested in estimating exact effects, but rather gaining insight into general behavior, we report the simpler models.

Table W4

<i>Study 1a Perception of SIG Performance</i>	
Rated Performance OLS (5 pt. Very Bad to Very Good)	
A	0.992*** (0.162)
B	-0.227 (0.158)
C	-1.067*** (0.161)
D	-1.529*** (0.165)
Dash	-0.023 (0.165)
NRBO	-0.409** (0.162)
Constant	3.541*** (0.120)
Observations	621
R ²	0.347
Adjusted R ²	0.340
Residual Std. Error	1.036 (df = 614)
F Statistic	54.303*** (df = 6; 614)
<i>Note:</i>	*p<0.1; **p<0.05; ***p<0.01

Explanation of Specifications

1. Estimated effect of *stimulus* on *rated SIG performance*, a 1 – 5 scale of anchored at *very bad* and *very good*.

Note that this model drops all participants who reported not recalling how the restaurant performed on its SIG.

Table W5

<i>Study 1a SIG Importance</i>	
Rated Importance OLS (5 pt. Very Bad to Very Good)	
A	0.221 (0.139)
B	0.257* (0.136)
C	0.298** (0.136)
D	0.510*** (0.139)
Dash	-0.109 (0.137)
NRBO	-0.194 (0.136)
Constant	4.000*** (0.096)
Observations	708
R ²	0.053
Adjusted R ²	0.045
Residual Std. Error	0.981 (df = 701)
F Statistic	6.522*** (df = 6; 701)
<i>Note:</i> *p<0.1; **p<0.05; ***p<0.01	

Explanation of Specifications

1. Estimated effect of *stimulus* on *rated SIG importance*, a 1 – 5 scale of anchored at *very bad* and *very good*.

Table W6

<i>INCREASING EVALUABILITY WITH CONTEXT</i>	
	Recall SIG
A B Dash	0.011 (0.066)
A B A	0.148** (0.066)
A B B	0.187*** (0.065)
A B C	0.133** (0.066)
A B NRBO	0.170** (0.067)
Constant	0.553*** (0.046)
Observations	598
R ²	0.025
Adjusted R ²	0.017
Residual Std. Error	0.470 (df = 592)
F Statistic	3.061*** (df = 5; 592)
<i>Note:</i> *p<0.1; **p<0.05; ***p<0.01	

Explanation of Specifications

1. Estimated effect of *stimulus* on *SIG Recall* with no other explanatory variables

Figure W4

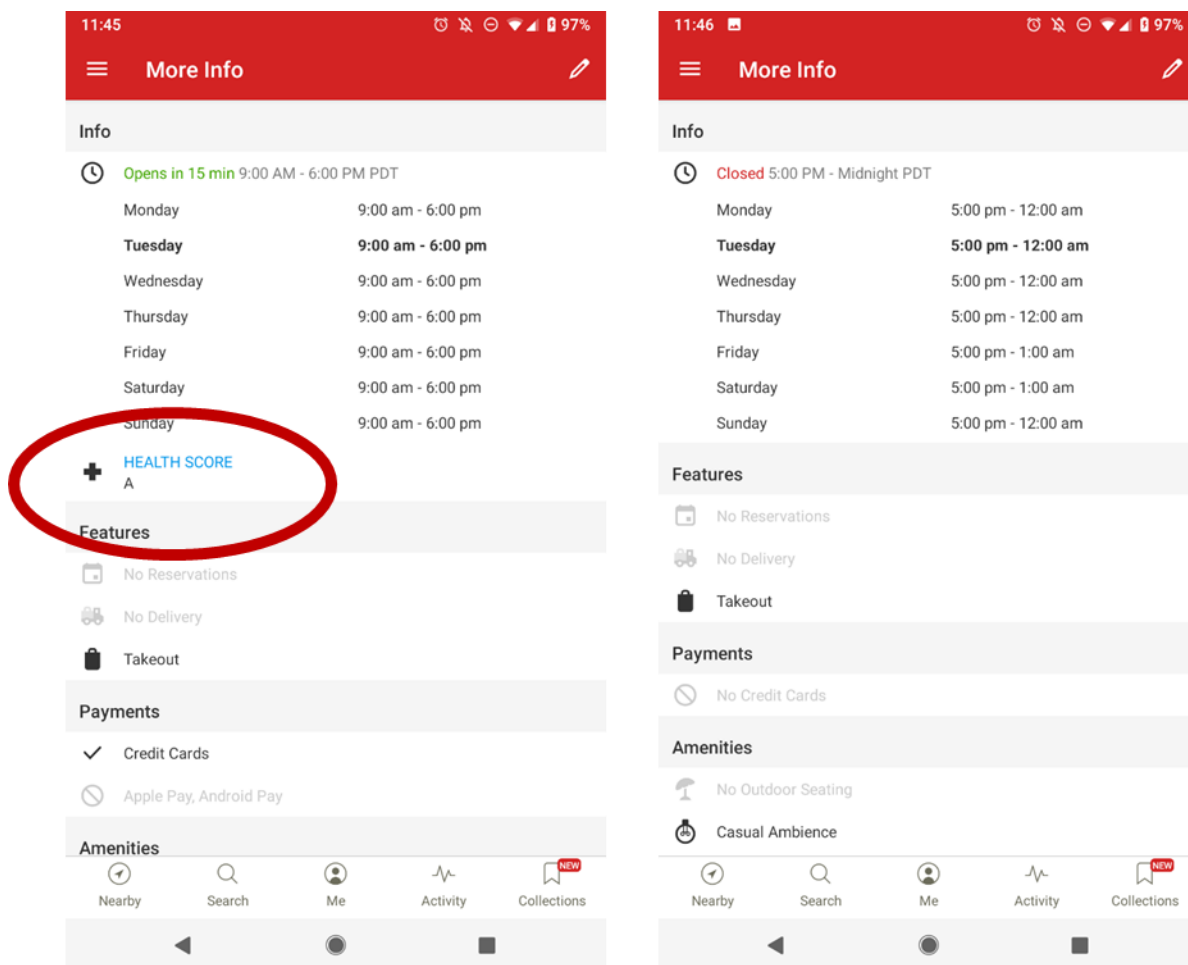


Figure W4. Note that the SIG, here called a health score, is conspicuously missing in the image on the right. No indication of SIG information is given whatsoever in the app for the restaurant on the right.

Marginal Effects Tables and Graphics for Ordered Probit Models

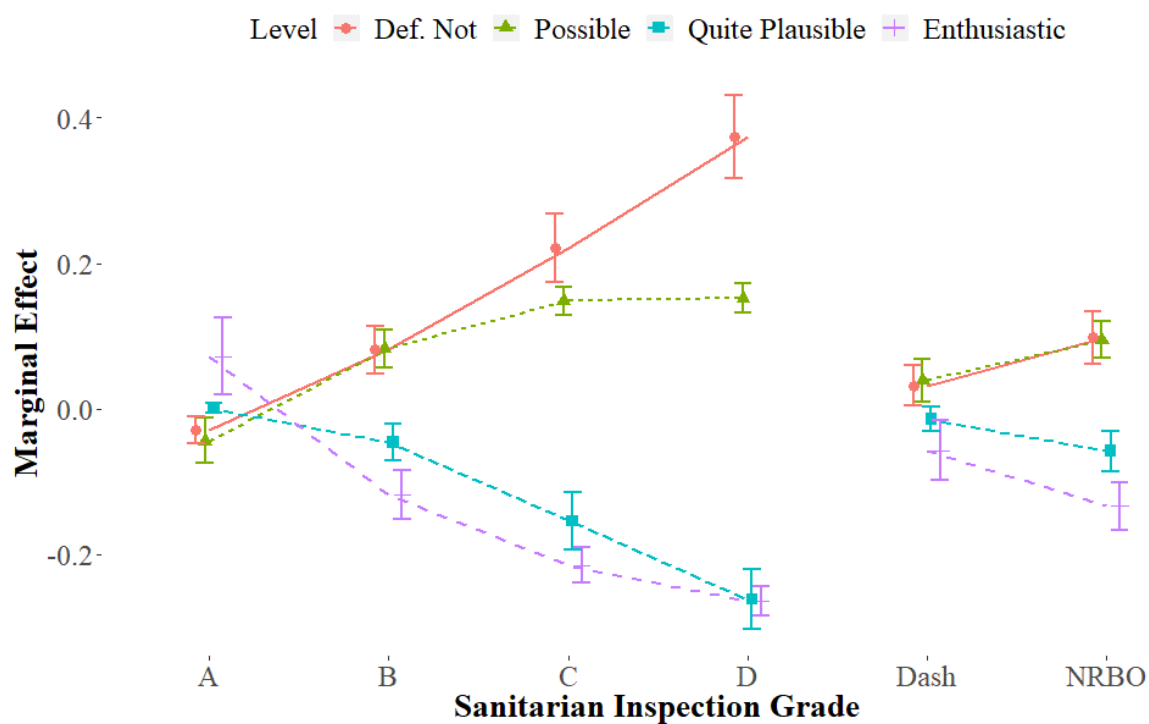
We estimated marginal effects for all applicable models to facilitate interpretation of our results by anyone more comfortable with marginal effects than standardized effects.

Corresponding models are noted in each title.

Study 1 Marginal Effects (Table 1, Model 1a)					
Marginal Effects on Pr(Outcome==1)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.029	0.018	-1.595	0.111	
B	0.081	0.033	2.438	0.015	*
C	0.221	0.047	4.692	0.000	***
D	0.374	0.057	6.592	0.000	***
Dash	0.032	0.027	1.182	0.237	
NRBO	0.098	0.036	2.745	0.006	**
Marginal Effects on Pr(Outcome==2)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.044	0.031	-1.436	0.151	
B	0.083	0.026	3.187	0.001	**
C	0.148	0.019	7.801	0.000	***
D	0.152	0.020	7.754	0.000	***
Dash	0.039	0.029	1.325	0.185	
NRBO	0.095	0.025	3.755	0.000	***
Marginal Effects on Pr(Outcome==3)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	0.001	0.006	0.173	0.863	
B	-0.046	0.025	-1.827	0.068	.
C	-0.154	0.039	-3.996	0.000	***
D	-0.262	0.041	-6.437	0.000	***
Dash	-0.014	0.016	-0.898	0.369	
NRBO	-0.058	0.028	-2.083	0.037	*
Marginal Effects on Pr(Outcome==4)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	0.072	0.053	1.348	0.178	
B	-0.118	0.034	-3.458	0.001	***
C	-0.215	0.024	-8.947	0.000	***
D	-0.264	0.020	-13.128	0.000	***
Dash	-0.057	0.041	-1.386	0.166	
NRBO	-0.134	0.033	-4.107	0.000	***

Notes: 0'***' 0.001'***' 0.01'*' 0.05'.'

Marginal Effects Plot Table 1, Model 1a



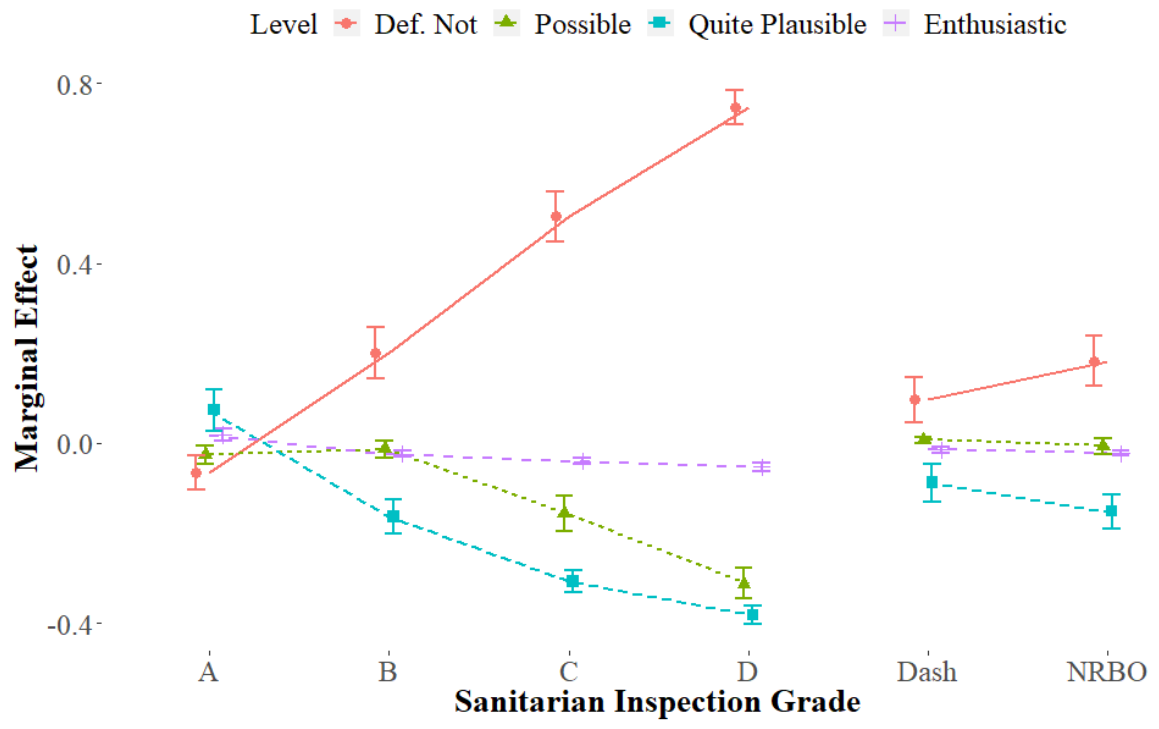
Adjusted Predictions Table Study 1a, Model 1a

Stimulus		1	2	3	4
1	Control	0.028	0.119	0.461	0.392
2	A	0.017	0.085	0.418	0.481
3	B	0.073	0.203	0.491	0.234
4	C	0.179	0.296	0.421	0.104
5	D	0.319	0.331	0.306	0.044
6	Dash	0.044	0.154	0.484	0.317
7	NRBO	0.084	0.217	0.487	0.212

Study 1b Marginal Effects (Table W1, Model 1a)					
Marginal Effects on Pr(Outcome==1)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.067	0.038	-1.755	0.079	.
B	0.200	0.057	3.502	0.000	***
C	0.504	0.056	9.013	0.000	***
D	0.747	0.038	19.898	0.000	***
Dash	0.096	0.051	1.869	0.062	.
NRBO	0.182	0.056	3.279	0.001	**
Marginal Effects on Pr(Outcome==2)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.026	0.021	-1.190	0.234	
B	-0.013	0.019	-0.652	0.514	
C	-0.157	0.040	-3.949	0.000	***
D	-0.313	0.034	-9.164	0.000	***
Dash	0.007	0.007	1.067	0.286	
NRBO	-0.007	0.017	-0.428	0.669	
Marginal Effects on Pr(Outcome==3)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	0.074	0.046	1.616	0.106	
B	-0.163	0.038	-4.339	0.000	***
C	-0.308	0.025	-12.532	0.000	***
D	-0.382	0.021	-17.942	0.000	***
Dash	-0.088	0.042	-2.086	0.037	*
NRBO	-0.152	0.038	-3.992	0.000	***
Marginal Effects on Pr(Outcome==4)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	0.018	0.013	1.351	0.177	
B	-0.024	0.006	-4.242	0.000	***
C	-0.040	0.007	-5.372	0.000	***
D	-0.053	0.009	-5.734	0.000	***
Dash	-0.015	0.006	-2.328	0.020	*
NRBO	-0.023	0.006	-4.008	0.000	***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.'

Marginal Effects Plot Table W1, Model 1a

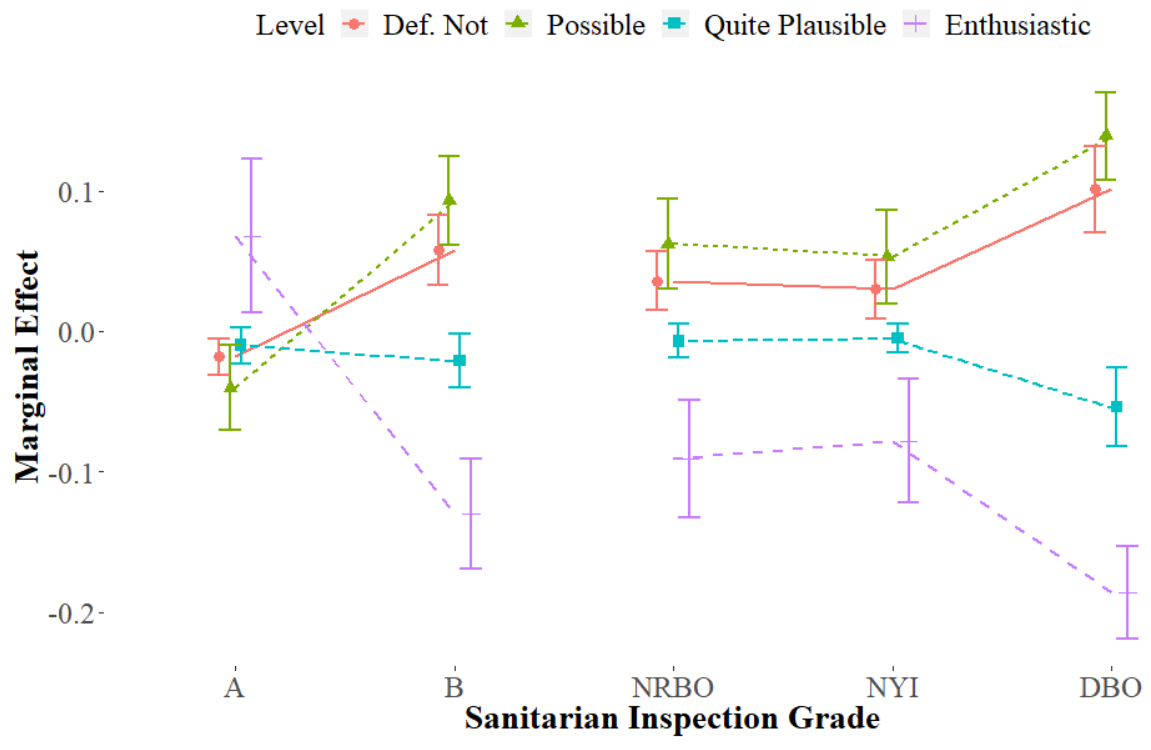


Adjusted Predictions Table Study 1b, Model 1a

Stimulus		1	2	3	4
-----+-----					
1	Control	0.065	0.341	0.486	0.107
2	A	0.038	0.271	0.527	0.164
3	B	0.181	0.461	0.325	0.033
4	C	0.463	0.418	0.114	0.004
5	D	0.777	0.202	0.021	0.000
6	Dash	0.112	0.412	0.414	0.062
7	NRBO	0.168	0.455	0.340	0.037

Study 2 Marginal Effects (Table 2, Model 1a)					
Marginal Effects on Pr(Outcome==1)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.01788	0.012751	-1.4025	0.160758	
B	0.058225	0.025138	2.3162	0.020547	*
NRBO	0.035511	0.021191	1.6758	0.093779	.
NYI	0.029624	0.020904	1.4171	0.15644	
DBO	0.101126	0.031464	3.2141	0.001309	**
Marginal Effects on Pr(Outcome==2)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.03977	0.03046	-1.3058	0.191625	
B	0.09326	0.031906	2.923	0.003467	**
NRBO	0.062315	0.031848	1.9566	0.050393	.
NYI	0.052952	0.032715	1.6186	0.105538	
DBO	0.138801	0.030608	4.5348	5.77E-06	***
Marginal Effects on Pr(Outcome==3)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	-0.00988	0.01311	9 -0.7535	0.45114	
B	-0.02103	0.018942	8 -1.1101	0.26694	
NRBO	-0.00726	0.011768	9 -0.6173	0.53706	
NYI	-0.005	0.010376	6 -0.4821	0.62975	
DBO	-0.05388	0.02838	9 -1.8986	0.05762	.
Marginal Effects on Pr(Outcome==4)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A	0.067537	0.05532	1.2208	0.222147	
B	-0.13046	0.038773	-3.3646	0.000767	***
NRBO	-0.09056	0.0422	-2.146	0.031872	*
NYI	-0.07757	0.044083	-1.7597	0.078453	.
DBO	-0.18604	0.033456	-5.5609	2.68E-08	***
Signif. codes: 0'***' 0.001'**' 0.01*' 0.05'.'					

Marginal Effects Plot Table 2, Model 1a

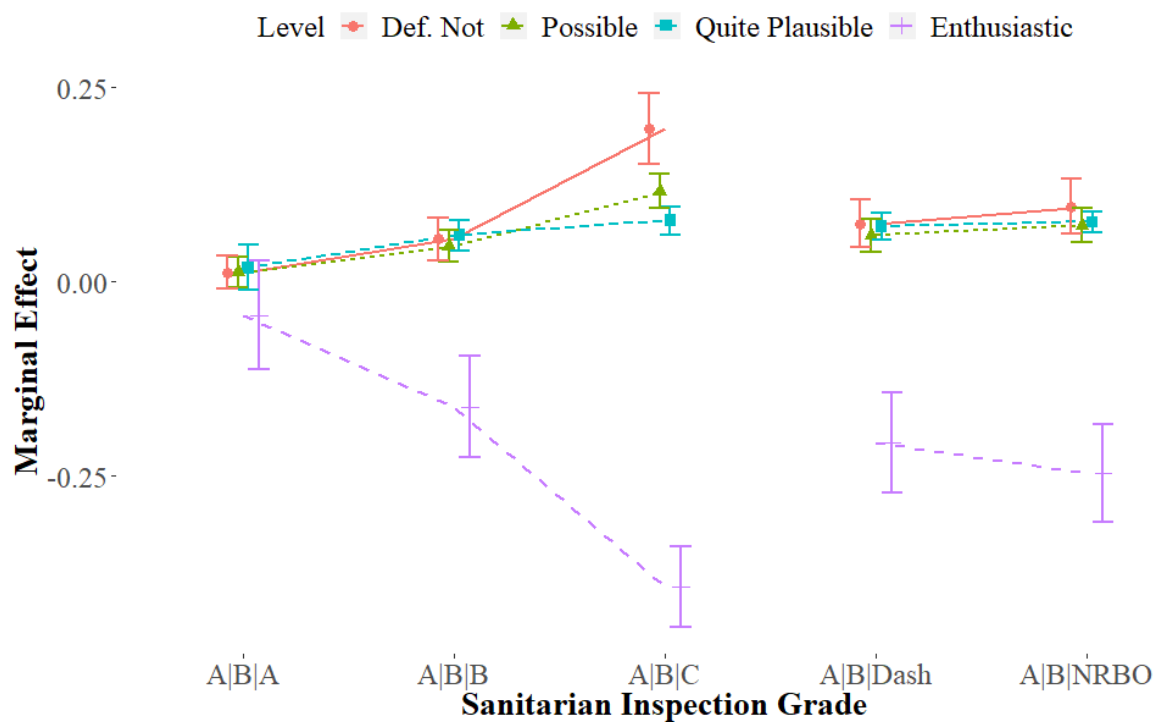


Adjusted Predictions Table Study 2, Model 1a

Stimulus		1	2	3	4
-----+-----					
1	Control	0.027	0.129	0.501	0.343
2	A	0.017	0.096	0.468	0.420
3	B	0.071	0.220	0.515	0.194
4	NYI	0.052	0.188	0.521	0.239
5	NRBO	0.047	0.179	0.520	0.254
6	DBO	0.109	0.268	0.487	0.135

Study 4a Marginal Effects (Table 4 Model 1a)					
Marginal Effects on Pr(Outcome==1)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A B A	0.075	0.031	2.423	0.015	*
A B B	0.012	0.021	0.574	0.566	
A B C	0.055	0.028	1.974	0.048	*
A B Dash	0.197	0.046	4.285	0.000	***
A B NRBO	0.097	0.035	2.750	0.006	**
Marginal Effects on Pr(Outcome==2)					
	Marg. Eff.	SE	t-value	Pr(> t))
A B A	0.060	0.021	2.863	0.004	**
A B B	0.012	0.020	0.595	0.552	
A B C	0.046	0.020	2.268	0.023	*
A B Dash	0.117	0.022	5.350	0.000	***
A B NRBO	0.073	0.022	3.343	0.001	***
Marginal Effects on Pr(Outcome==3)					
	Marg. Eff.	SE	t-value	Pr(> t))
A B A	0.071	0.017	4.268	0.000	***
A B B	0.018	0.029	0.636	0.525	
A B C	0.060	0.020	3.035	0.002	**
A B Dash	0.079	0.018	4.528	0.000	***
A B NRBO	0.077	0.014	5.505	0.000	***
Marginal Effects on Pr(Outcome==4)					
	Marg. Eff.	SE	t-value	Pr(> t))
A B A	-0.207	0.064	-3.239	0.001	**
A B B	-0.043	0.070	-0.607	0.544	
A B C	-0.161	0.065	-2.471	0.013	*
A B Dash	-0.393	0.052	-7.590	0.000	***
A B NRBO	-0.247	0.063	-3.930	0.000	***
Signif. codes: 0'***' 0.001'**' 0.01'*' 0.05'.'					

Marginal Effects Plot Study 4a, Model 1a



Adjusted Predictions Table Study 4a, Model 1a

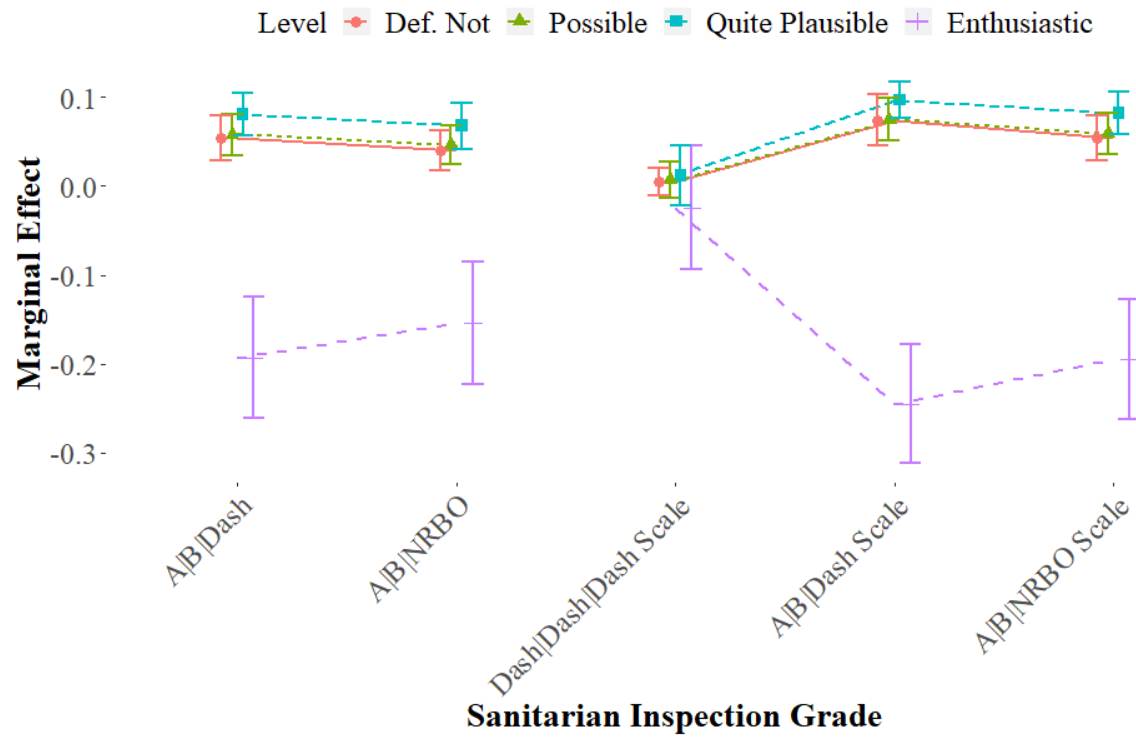
Stimulus		1	2	3	4
1	Control	0.019	0.040	0.231	0.710
2	A B Dash	0.062	0.089	0.338	0.511
3	A B A	0.025	0.048	0.254	0.672
4	A B B	0.049	0.076	0.317	0.558
5	A B C	0.158	0.153	0.384	0.305
6	A B NRBO	0.076	0.102	0.354	0.468

Study 4b Marginal Effects (Table W3, Model 1a)

Marginal Effects on Pr(Outcome==1)					
	Marg. Eff.	SE	t-value	Pr(> t)	
A B Dash	0.054	0.025	2.131	0.033	*
A B NRBO	0.040	0.022	1.795	0.073	.
Dash Dash Dash Scale	0.005	0.015	0.333	0.739	
A B Dash Scale	0.074	0.029	2.560	0.010	*
A B NRBO Scale	0.054	0.025	2.163	0.031	*
Marginal Effects on Pr(Outcome==2)					
	Marg. Eff.	SE	t-value	Pr(> t))
A B Dash	0.058	0.023	2.529	0.011	*
A B NRBO	0.046	0.022	2.045	0.041	*
Dash Dash Dash Scale	0.007	0.020	0.340	0.734	
A B Dash Scale	0.075	0.024	3.147	0.002	***
A B NRBO Scale	0.059	0.023	2.529	0.011	*
Marginal Effects on Pr(Outcome==3)					
	Marg. Eff.	SE	t-value	Pr(> t))
A B Dash	0.081	0.024	3.432	0.001	***
A B NRBO	0.068	0.026	2.576	0.010	**
Dash Dash Dash Scale	0.012	0.034	0.350	0.726	
A B Dash Scale	0.097	0.020	4.733	0.000	***
A B NRBO Scale	0.082	0.024	3.462	0.001	***
Marginal Effects on Pr(Outcome==4)					
	Marg. Eff.	SE	t-value	Pr(> t))
A B Dash	-0.193	0.068	-2.834	0.005	**
A B NRBO	-0.154	0.069	-2.236	0.025	*
Dash Dash Dash Scale	-0.024	0.069	-0.344	0.731	
A B Dash Scale	-0.245	0.067	-3.676	0.000	***
A B NRBO Scale	-0.195	0.068	-2.860	0.004	**

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.'

Marginal Effects Plot Study 4b, Model 1a



Adjusted Predictions Table Study 4b, Model 1a

Stimulus		1	2	3	4
1	Control	0.016	0.041	0.196	0.746
2	A B Dash	0.050	0.089	0.294	0.567
3	A B NRBO	0.041	0.077	0.276	0.606
4	All_Dash_Scale	0.019	0.046	0.209	0.726
5	A B Dash_Scale	0.066	0.105	0.315	0.514
6	A B Dash_Scale	0.051	0.089	0.295	0.565

Generalized Ordered Probit Results

Study 1a Generalized Ordered Probit		
	Model 1	Model 2
	b/se	b/se
1		
sig_a	-3.125 (106.42)	0.330* (0.16)
sig_b	-3.659 (106.42)	-0.420** (0.15)
sig_c	-4.562 (106.42)	-1.132*** (0.16)
sig_d	-5.275 (106.42)	-2.023*** (0.20)
sig_dash	-3.677 (106.42)	-0.125 (0.16)
sig_nrbo	-3.773 (106.42)	-0.550*** (0.15)
RecallSIG		-0.651*** (0.10)
Age		-0.010* (0.00)
Male		0.150 (0.09)
EdDummy		0.162 (0.09)
Income		0.009 (0.03)
constant	5.432 (106.42)	2.776*** (0.23)
2		
sig_a	0.179 (0.24)	0.330* (0.16)
sig_b	-0.575** (0.21)	-0.420** (0.15)
sig_c	-1.198*** (0.20)	-1.132*** (0.16)
sig_d	-1.572*** (0.21)	-1.584*** (0.18)
sig_dash	-0.276 (0.22)	-0.125 (0.16)
sig_nrbo	-0.704*** (0.21)	-0.550*** (0.15)
RecallSIG		-0.651*** (0.10)
Age		-0.010* (0.00)
Male		0.150 (0.09)
EdDummy		0.162 (0.09)
Income		0.009 (0.03)
constant	1.198*** (0.16)	1.705*** (0.21)
3		
sig_a	0.303 (0.18)	0.330* (0.16)
sig_b	-0.446* (0.19)	-0.420** (0.15)
sig_c	-0.709*** (0.20)	-1.132*** (0.16)

sig_d	-0.659**	-0.929***
	(0.20)	(0.21)
sig_dash	-0.137	-0.125
	(0.18)	(0.16)
sig_nrbo	-0.467*	-0.550***
	(0.19)	(0.15)
RecallSIG		-0.651***
		(0.10)
ImportantSIG		-0.010*
		(0.00)
Age		0.150
		(0.09)
Male		0.162
		(0.09)
EdDummy		0.009
		(0.03)
Income		0.232
		(0.20)
constant	-0.396**	0.330*
	(0.13)	(0.16)
Pseudo R2	0.106	0.137

* p<0.05, ** p<0.01, *** p<0.001

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG and exogenous variables age, male, and bachelor's degree or higher in the model

Study 1b Generalized Ordered Probit		
	Model 1	Model 2
	b/se	b/se
1		
sig_a	0.688 (0.43)	0.335* (0.16)
sig_b	-0.605* (0.26)	-0.561*** (0.16)
sig_c	-1.709*** (0.25)	-1.738*** (0.19)
sig_d	-2.491*** (0.26)	-2.460*** (0.20)
sig_dash	-0.235 (0.28)	-0.462** (0.16)
sig_nrbo	-0.628* (0.26)	-0.541*** (0.16)
RecallSIG		-0.629*** (0.11)
Age		-0.006 (0.00)
Male		0.013 (0.09)
EdDummy		0.069 (0.09)
Income		-0.030 (0.03)
constant	1.635*** (0.21)	2.431*** (0.24)
2		
sig_a	0.359* (0.18)	0.335* (0.16)
sig_b	-0.477** (0.18)	-0.561*** (0.16)
sig_c	-1.057*** (0.19)	-1.200*** (0.19)
sig_d	-1.693*** (0.24)	-1.763*** (0.24)
sig_dash	-0.294 (0.18)	-0.462** (0.16)
sig_nrbo	-0.453* (0.18)	-0.541*** (0.16)
RecallSIG		-0.629*** (0.11)
Age		-0.006 (0.00)
Male		0.013 (0.09)
EdDummy		0.069 (0.09)
Income		-0.030 (0.03)
constant	0.128 (0.13)	0.928*** (0.22)
3		
sig_a	0.040 (0.22)	0.335* (0.16)
sig_b	-4.519 (186.78)	-0.561*** (0.16)
sig_c	-0.948** (0.33)	-0.982** (0.34)
sig_d	-4.824 (434.06)	-4.522 (121.38)

sig_dash	-0.357 (0.25)	-0.462** (0.16)
sig_nrbo	-0.776** (0.30)	-0.541*** (0.16)
RecallSIG		-0.629*** (0.11)
Age		-0.006 (0.00)
Male		0.013 (0.09)
EdDummy		0.069 (0.09)
Income		-0.030 (0.03)
constant	-1.114*** (0.16)	-0.567* (0.22)
Pseudo R2	0.188	0.201

* p<0.05, ** p<0.01, *** p<0.001

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG and exogenous variables age, male, and bachelor's degree or higher in the model

Study 2 Generalized Ordered Probit		
	Model 1	Model 2
	b/se	b/se
1		
sig_a	2.963 (75.46)	0.312 (0.17)
sig_b	-0.902* (0.42)	-0.547* (0.25)
sig_nyi	-0.541 (0.44)	-0.297 (0.16)
sig_nrbo	-0.783 (0.42)	-0.210 (0.16)
sig_dbo	-1.267** (0.40)	-0.942*** (0.24)
RecallSIG		-0.266** (0.10)
Age		-0.005 (0.00)
Male		0.223* (0.09)
EdDummy		0.238 (0.18)
Income		0.106** (0.03)
constant	2.323*** (0.37)	1.876*** (0.26)
2		
sig_a	0.103 (0.24)	0.312 (0.17)
sig_b	-0.781*** (0.21)	-0.529** (0.19)
sig_nyi	-0.463* (0.21)	-0.297 (0.16)
sig_nrbo	-0.401 (0.22)	-0.210 (0.16)
sig_dbo	-1.037*** (0.21)	-0.864*** (0.18)
RecallSIG		-0.266** (0.10)
Age		-0.005 (0.00)
Male		0.223* (0.09)
EdDummy		-0.217 (0.12)
Income		0.106** (0.03)
constant	1.221*** (0.17)	1.100*** (0.23)
3		
sig_a	0.270 (0.19)	0.312 (0.17)
sig_b	-0.184 (0.19)	-0.073 (0.19)
sig_nyi	-0.244 (0.19)	-0.297 (0.16)
sig_nrbo	-0.138 (0.19)	-0.210 (0.16)
sig_dbo	-0.283 (0.19)	-0.275 (0.19)
RecallSIG		-0.266** (0.10)

Age		-0.005 (0.00)
Male		0.223* (0.09)
EdDummy		-0.181 (0.11)
Income		0.106** (0.03)
constant	-0.545*** (0.13)	-0.565* (0.22)
r ² _p	0.044	0.064
* p<0.05, ** p<0.01, *** p<0.001		

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG and exogenous variables age, male, and bachelor's degree or higher in the model

Study 4a Generalized Ordered Probit		
	Model 1	Model 2
	b/se	b/se
1		
sig_a_b_dash	-3.540 (75.06)	-0.575*** (0.17)
sig_a_b_a	-2.980 (75.06)	-0.129 (0.18)
sig_a_b_b	-3.225 (75.06)	-0.412* (0.17)
sig_a_b_c	-4.461 (75.06)	-1.780*** (0.25)
sig_a_b_nrbo	-4.158 (75.06)	-1.400*** (0.26)
RecallSIG		-0.069 (0.10)
Age		-0.018* (0.01)
Male		-0.034 (0.19)
EdDummy		0.314 (0.17)
Income		0.026 (0.04)
constant	5.295 (75.06)	3.070*** (0.41)
2		
sig_a_b_dash	-0.842** (0.27)	-0.575*** (0.17)
sig_a_b_a	-0.376 (0.29)	-0.129 (0.18)
sig_a_b_b	-0.402 (0.29)	-0.412* (0.17)
sig_a_b_c	-1.306*** (0.26)	-1.152*** (0.20)
sig_a_b_nrbo	-0.852** (0.27)	-0.678** (0.21)
RecallSIG		-0.069 (0.10)
Age		-0.001 (0.01)
Male		0.267 (0.14)
EdDummy		0.047 (0.14)
Income		0.026 (0.04)
constant	1.765*** (0.23)	1.478*** (0.29)
3		
sig_a_b_dash	-0.457* (0.18)	-0.575*** (0.17)
sig_a_b_a	-0.054 (0.18)	-0.129 (0.18)
sig_a_b_b	-0.446* (0.18)	-0.412* (0.17)
sig_a_b_c	-0.897*** (0.18)	-0.917*** (0.18)
sig_a_b_nrbo	-0.494** (0.18)	-0.543** (0.18)
RecallSIG		-0.069 (0.10)

Age		-0.001
		(0.00)
Male		-0.109
		(0.11)
EdDummy		-0.145
		(0.11)
Income		0.026
		(0.04)
constant	0.494***	0.664**
	(0.13)	(0.25)
r ² _p	0.060	0.071
* p<0.05, ** p<0.01, *** p<0.001		

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG and exogenous variables age, male, and bachelor's degree or higher in the model

Study 4b Generalized Ordered Probit		
	Model 1	Model 2
	b/se	b/se
1		
sig_a_b_dash	-3.539 (75.19)	-0.481** (0.18)
sig_a_b_a	-3.626 (75.19)	-0.371* (0.18)
sig_a_b_b	-2.942 (75.19)	-0.052 (0.18)
sig_a_b_c	-3.740 (75.19)	-0.632*** (0.18)
sig_a_b_nrbo	-3.933 (75.18)	-0.867*** (0.25)
RecallSIG		-0.180 (0.10)
Age		-0.015*** (0.00)
Male		-0.021 (0.10)
EdDummy		0.249* (0.10)
Income		0.015 (0.04)
constant	5.290 (75.18)	2.806*** (0.27)
2		
sig_a_b_dash	-0.576* (0.28)	-0.481** (0.18)
sig_a_b_a	-0.689* (0.27)	-0.371* (0.18)
sig_a_b_b	0.027 (0.32)	-0.052 (0.18)
sig_a_b_c	-0.763** (0.27)	-0.632*** (0.18)
sig_a_b_nrbo	-0.852** (0.27)	-0.710*** (0.21)
RecallSIG		-0.180 (0.10)
Age		-0.015*** (0.00)
Male		-0.021 (0.10)
EdDummy		0.249* (0.10)
Income		0.015 (0.04)
constant	1.751*** (0.23)	2.164*** (0.25)
3		
sig_a_b_dash	-0.487** (0.18)	-0.481** (0.18)
sig_a_b_a	-0.294 (0.18)	-0.371* (0.18)
sig_a_b_b	-0.067 (0.19)	-0.052 (0.18)
sig_a_b_c	-0.600** (0.18)	-0.632*** (0.18)
sig_a_b_nrbo	-0.329 (0.18)	-0.327 (0.18)
RecallSIG		-0.180 (0.10)

Age		-0.015***
		(0.00)
Male		-0.021
		(0.10)
EdDummy		0.249*
		(0.10)
Income		0.015
		(0.04)
constant	0.613***	1.139***
	(0.13)	(0.24)
Pseudo r2	0.031	0.045
* p<0.05, ** p<0.01, *** p<0.001		

Explanation of Specifications

1. Estimated effect of *stimulus* on *ranking* with no other explanatory variables
2. Including indicator variables for whether a participant correctly recalled the SIG and exogenous variables age, male, and bachelor's degree or higher in the model

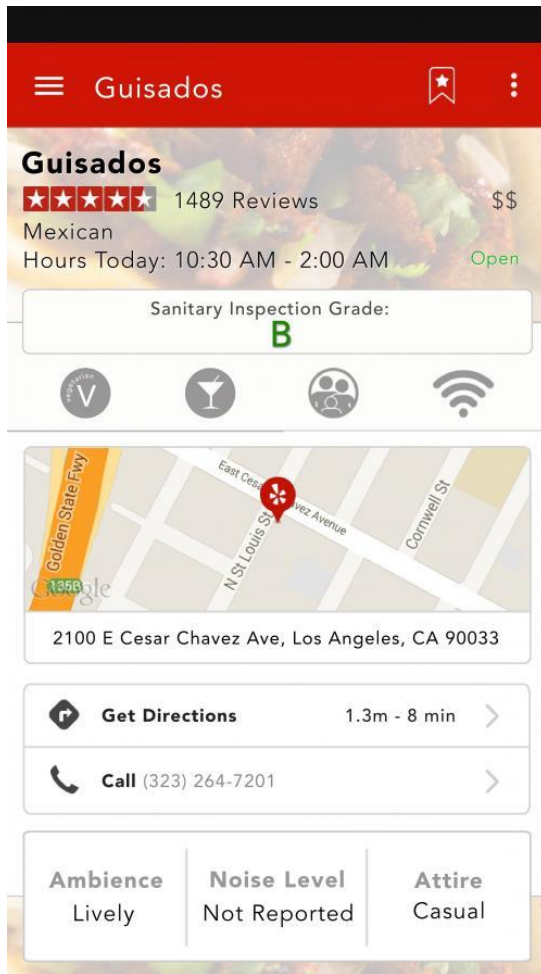
Study examples and explanations

In what follows we present basic examples for each study. We do not include all the research stimuli, but the basic manipulations should be obvious from the information provided. In short, the key information that we varied across conditions was the indicated sanitation inspection grade (SIG). In one study, study 3, we experimented with different domains of disclosure (we added written critical reviews of restaurants and IMDb ratings for movies), but the format remained the same.

Studies 1a, 1b, and 2

Participants first read an IRB statement and introduction to the study, after which they completed the following. Note that the field “Sanitary Inspection Grade” took different values depending on the condition (A, B, C, Not Reported by Owner, a dash, and no indication in which case there was simply a small Yelp star where the grade is reported). Here is an example survey progression:

Imagine that you are on a trip with friends to Los Angeles. Your group has decided to go out for Mexican cuisine tonight and are voting on possible restaurants. Using an app on her phone, your friend finds this restaurant:



Each member of your group will vote on each restaurant, as they are proposed, using the following scale. Please give your own response to the group.

What do you think about going to this restaurant?

- ☐ Definitely not
- ☐ Possible, if nothing better comes up
- ☐ Seems quite plausible
- ☐ Enthusiastic!

Please describe in your own words why you gave the restaurant this vote. [Open response]

[Page Break]

How important was each of the following in rating the restaurant?

	Not at all Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Extremely Important
Price of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Ratings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of Operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sanitary Inspection Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarian Menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Family Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise Level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Appropriate Attire Style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WiFi Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

To the best of your recollection, how did Guisados, the restaurant above, do in each of the items below?

	I Can't Remember	Very Bad	Bad	Neither Good nor Bad	Good	Very Good
Price of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Ratings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of Operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sanitary Inspection Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Vegetarian Menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise Level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate Attire Style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WiFi Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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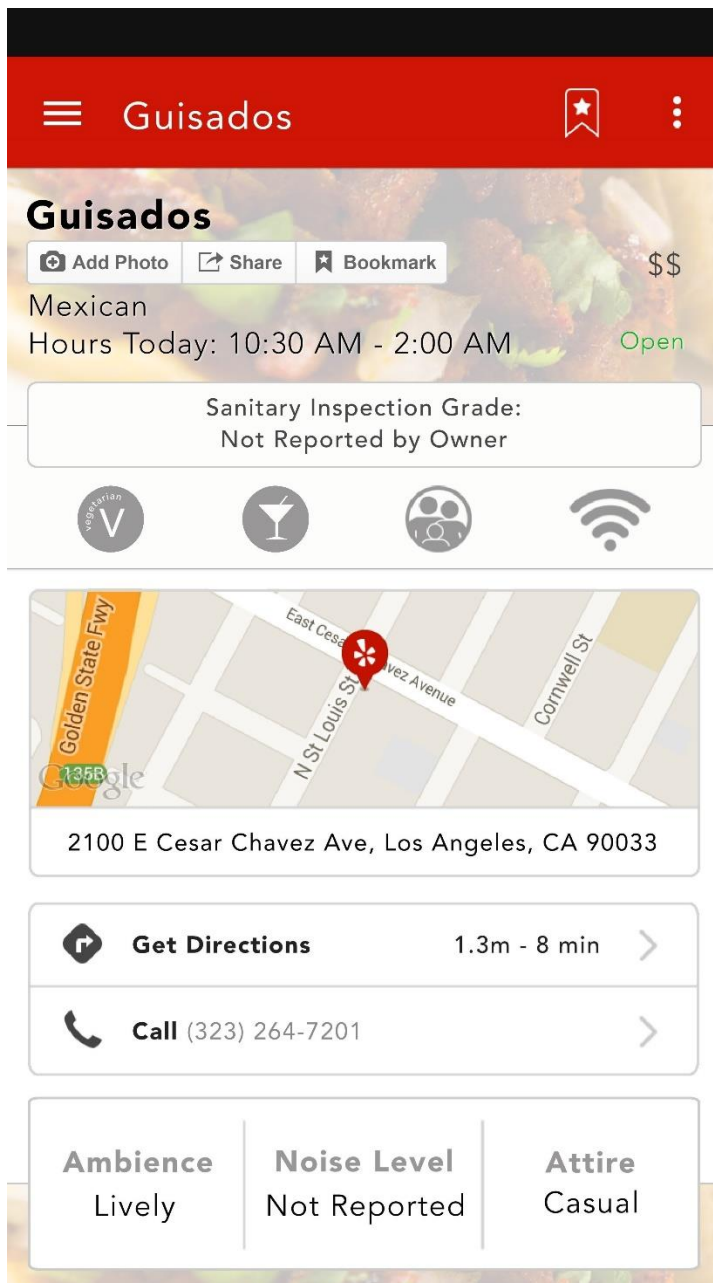
To the best of your recollection, what was the restaurant Guisados' sanitation inspection grade?

- ☐ A
☐ B
☐ C
☐ D
☐ Not Reported by Restaurant

[Page Break followed by the demographic and attention check questions.]

[End of study]

Participants in study 1b saw slightly different stimuli which did not have an indication of consumer reviews. Here is an example stimulus from study 1b:

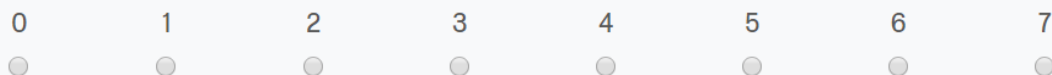


Also, instead of having the second set of matrix questions about the stimulus content like study 1a, study 1b (as well as studies 2 and 4) broke the second set of matrix questions out into individual questions with actual answers (instead of opinion answers) which we could also use as attention check questions.

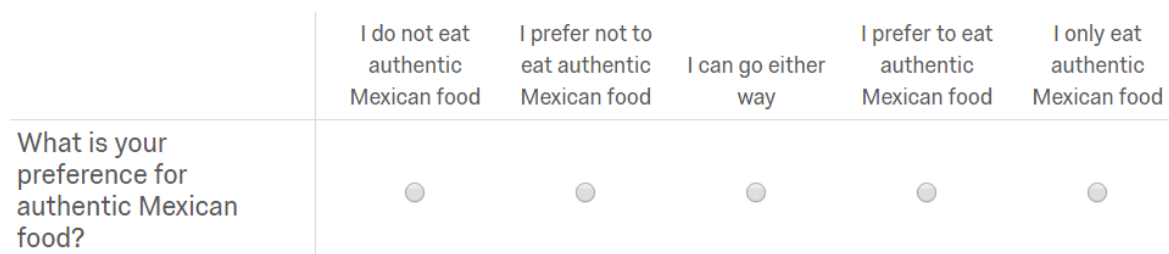
Study W1

We first asked participants to provide information about previous dining experiences. In the control condition, participants responded to these six questions:

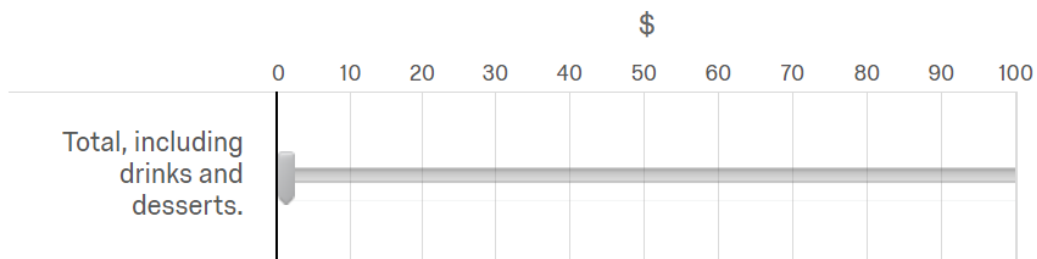
On average, how many nights a week do you eat out?



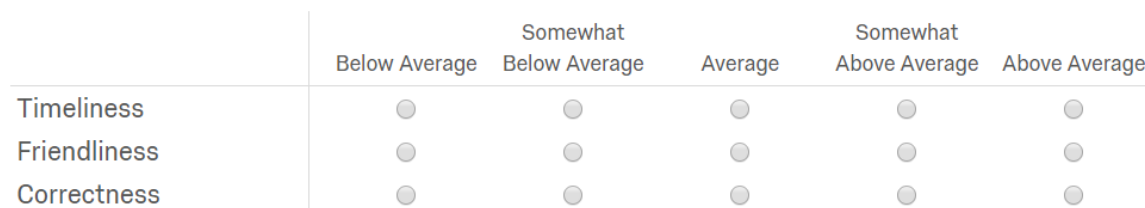
Please indicate your preference for eating authentic Mexican food.



Given your previous experience, how much is reasonable to spend per person on a meal at a Mexican restaurant?



In your experience, what has been the quality of service provided by Mexican restaurants in these 3 areas:



Thinking of previous experiences dining out, have you had any of these plates that you thought were exceptionally good:

- | | |
|---|--|
| <input type="checkbox"/> Carne Asada | <input type="checkbox"/> Mole Poblano |
| <input type="checkbox"/> Empanadas | <input type="checkbox"/> Fritadas de Camaron |
| <input type="checkbox"/> Menudo | <input type="checkbox"/> Chile Relleno |
| <input type="checkbox"/> Huevos Rancheros | <input type="checkbox"/> Rajas con Crema |
| <input type="checkbox"/> Tamales | <input type="checkbox"/> Tacos |
-

Thinking back on dining out experiences in general, which type of environments have you most enjoyed?

- ☐ Casual
- ☐ Business casual
- ☐ Semi-formal
- ☐ Formal
- ☐ Black tie

The treatment condition included the following question:

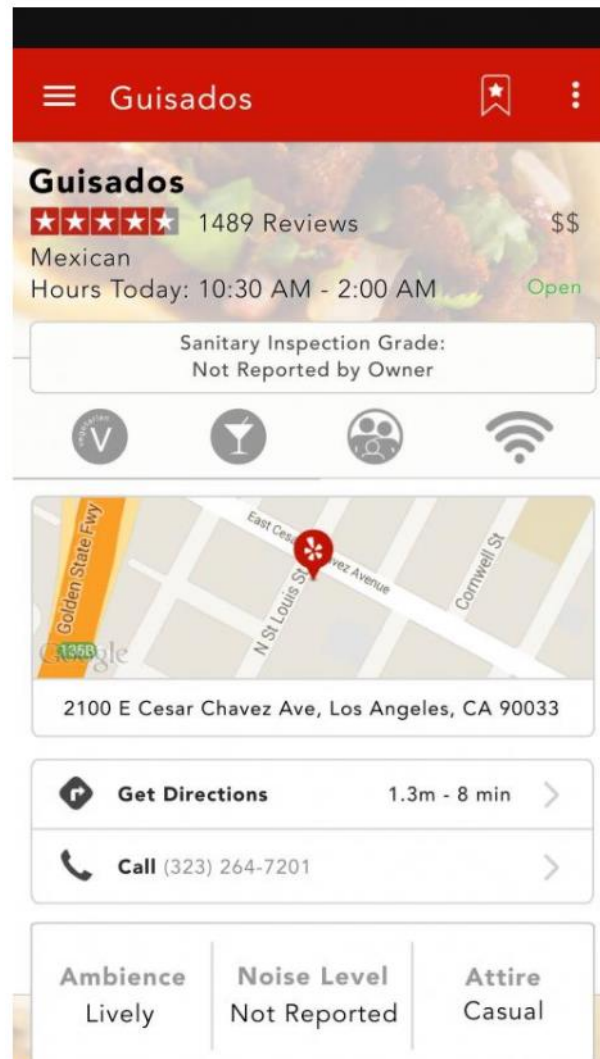
Have you ever become ill from dining out?

- ☐ Yes
 - ☐ No
-

The order of the above questions was randomized for both the treatment and control.

After answering the above questions, participants saw the following stimulus on the next page:

Here is a restaurant that we think you might enjoy. Please imagine that you are on a trip with friends to Los Angeles. Your group has decided to go out for Mexican food tonight and are voting on possible restaurants. Using an app on her phone, your friend finds this restaurant:



Note that this is the same image as the NRBO condition from study 1a. The only difference is we altered the statement at the beginning to include the statement, “Here is a restaurant that we think you might like.” We did this to get more insight into how participants were evaluating the restaurant by asking them how well we predicted their preferences and what we could have done better. Participants then answered the same “How important was each of the following...” questions and attention check questions from the earlier studies. Participants finished study 3 by answering demographic questions.

Study 3

First, we informed participants that:

In this study, you will attempt to persuade another Mechanical Turker to purchase a particular good or service. We will provide you with relevant information about the good or service and you can choose to either disclose certain information or keep it secret.

If you are successful in persuading the other Mechanical Turker to choose your good or service over another of similar value and quality you will receive a \$0.50 bonus for your effort. If you are not successful you will not earn a bonus. The other Turker will not know that you will be paid if you persuade them (and you are not permitted to tell them).

Next, they read:

You are assigned to persuade another Mechanical Turker to eat at the restaurant **Redbird**.

The image below provides more information about Redbird. Importantly, *please note that its health inspection rating is currently missing from the Yelp database*. The health inspection rating is provided by the County of Los Angeles. (See the top of the image where it says Health Inspection, the dash to the left indicates that the information is missing.)

Redbird

609 reviews

Details

\$\$\$ · Cocktail Bars, American (New)

114 E 2nd St
Los Angeles, CA 90012
Downtown

Edit

Health inspection

Now Open for Sunday Brunch!

Price range \$31-60

More business info

Takes Reservations	Yes	Coat Check	Yes
Delivery	No	Smoking	No
Take-out	No	Outdoor Seating	Yes
Accepts Credit Cards	Yes	Wi-Fi	No
Accepts Apple Pay	No	Has TV	No
Good For	Dinner	Waiter Service	Yes
Parking	Valet	Caters	Yes

From the business

Specialties

Chef Neal Fraser's modern American cuisine is refined yet approachable and highlights the multi-cultural influences of his native city - Los Angeles. Fraser's menu features seasonal small and large format plates ranging from snacks or "kickshaws" to entrees meant to be enjoyed by the whole table. An extensive cocktail menu by Tobin Shea features well-balanced, bespoke renditions of the classics. Sommelier Ben Teig's wine list is eclectic with a focus on Burgundy, Bordeaux, and California, and dedicated to aged and affordable wines - something for everyone.

Located in downtown Los Angeles, Redbird is carved into one of the city's most historic architectural gems, inside the former rectory building of Vibiana - the cathedral-turned-event-venue also owned and operated by the Frasers and their partners. Designer Robert Weimer and Amy Knoll Fraser created a dynamic space that pays homage to the cathedral next door and the existing timeless architecture by inserting simple modern forms to complement rather than overtake the feel of the rooms. The result is a warm and comfortable considered space.

From the Menu

	Grilled Lamb Belly Kimchi, sweet potato, scallion, yogurt	\$20.00
	Chicken Pot Pie Hearts, thigh, thyme, hen of the woods	\$16.00
	Avocado Salad Smoked bacon, county line little gems, buttermilk blue cheese vinaigrette	\$18.00
	Burrata Salad Stone fruit, duck prosciutto, pistachio, rocket greens	\$20.00
	Spanish Octopus Watermelon, thai basil, mint, crispy shallot, peanuts, shishito romesco	\$22.00

Hours

Mon	5:00 pm - 11:00 pm
Tue	11:30 am - 2:00 pm 5:00 pm - 11:00 pm
Wed	11:30 am - 2:00 pm 5:00 pm - 11:00 pm
Thu	11:30 am - 2:00 pm 5:00 pm - 11:00 pm
Fri	11:30 am - 2:00 pm 5:00 pm - 11:00 pm
Sat	5:00 pm - 11:00 pm
Sun	10:00 am - 2:00 pm 5:00 pm - 10:00 pm

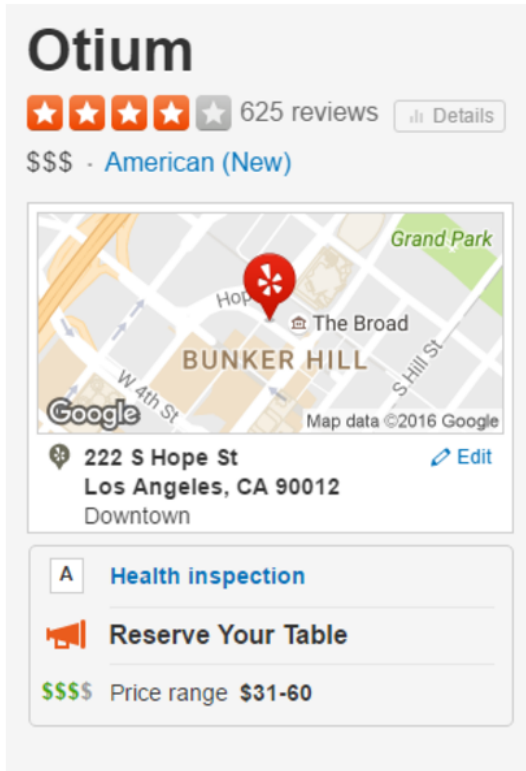
"The area can still be sketchy at times so it's nice they have a **security guard** by the entrance."

"You should know that right now you have to book months in **advance!**"

"From the moment you arrive at **valet** parking until the moment you leave you are treated like visiting royalty."

Here is the competing restaurant. Please note that we will produce a similar image and your statement will accompany it.

You need to convince the other Mechanical Turker to eat at Redbird **and not here**:



Otium serves New American cuisine designed by head chef Timothy Hollingsworth, formally of the world-renowned The French Laundry in Napa Valley, CA. Otium strips away the rigid formalities of dining while focusing on the quality of food, warm service, and relaxed casual ambiance, paralleling the true essence of its name (otium: leisure time in which a person can enjoy eating).

Please write a short, persuasive statement to convince the other Mechanical Turker to eat at Redbird and not Otium. (75 words or less. Submissions with more than 75 words will not be eligible for the \$0.50 bonus.)

After authoring their short persuasive statement, participants in the treatment conditions continued to the following page, which control condition participants skipped:

Redbird has, in fact, received a health inspection from Los Angeles County. You have an opportunity to include this information in the note you send to the other MTurker.

As we just told you, the restaurant has a health rating, but you don't know what it is. It could be an A like the competing restaurant, Otium, and it could be a B-. Before we tell you what it is, however, we want you to make two decisions...

(1) If Redbird has an A health rating, do you want to share this information with the MTurker who you want to persuade to go to Redbird? If you decide to share, and the health rating is an A, the information will be transmitted. If you decide not to share, then the information will definitely not be transmitted.

No

Yes

(2) If Redbird has a B- health rating, do you want to share this information with the MTurker who you want to persuade to go to Redbird? If you decide to share, and the health rating is a B-, the information will be transmitted. If you decide not to share, then the information will definitely not be transmitted.

No

Yes

On the next page, participants responded to:

[Page break]

Lastly, they completed the demographic questions. Note that participants did not respond to the set of attention check question for study 4 because they were incentivized differently (being bonused if another participant chose their restaurant). The critical review condition replaced the SIG with a short critical review from a popular restaurant critic. The IMDb condition used stimuli related to movies instead of restaurants and IMDb ratings instead of SIG.

Study 4a/b

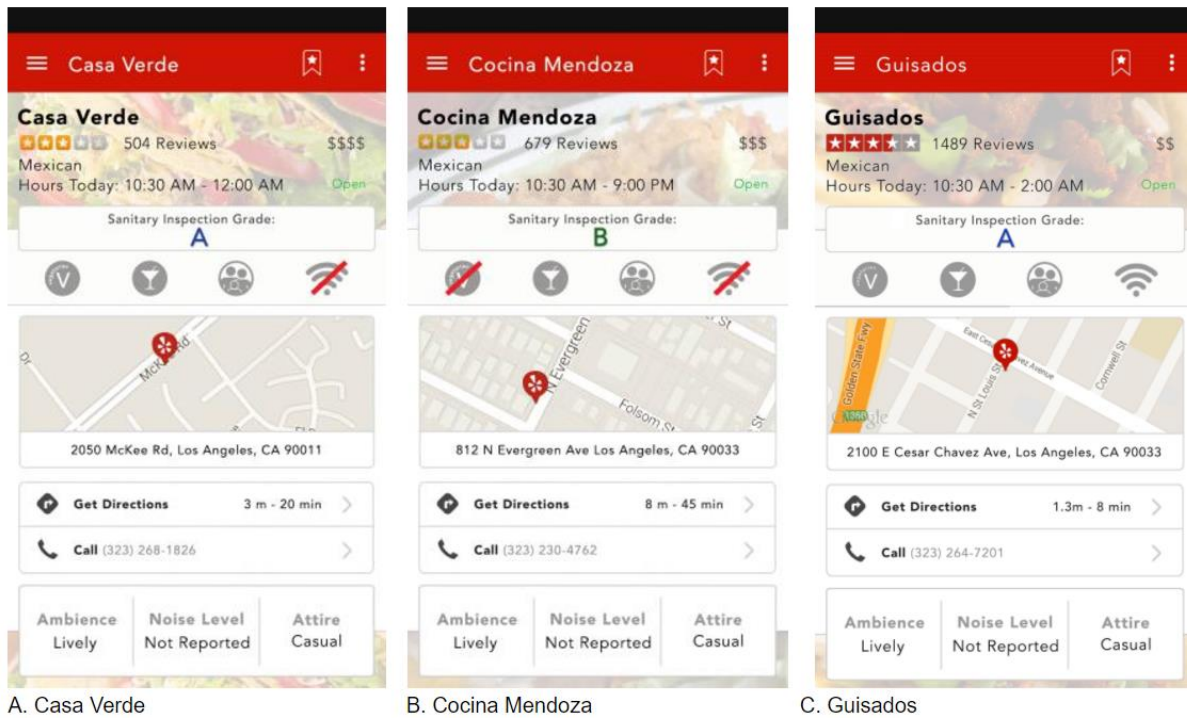
Study 4 was very similar to study 1a. The introduction was slightly different; participants were primed with the following:

Imagine that you are on a trip with friends to Los Angeles. Your group has decided to go out for Mexican food tonight and are voting on possible restaurants. Using an app on her phone, your friend finds the following restaurants. Please indicate your vote for each of the three restaurants using the scale below the images.

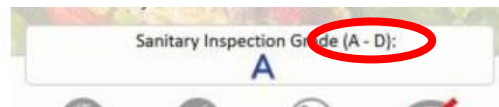
Because we need to verify that you are paying attention to the information as it is presented, you will need to correctly answer 2 questions about one of the restaurants after ranking them.

Then, instead of seeing an image for just one restaurant, they saw a stimulus with three restaurants:

Here are your restaurant options:



In 4b the SIG included an indication of the rating scale as highlighted in by the red circle below:



The order of the restaurants remained the same across conditions. In the control condition, all restaurants' SIG was indicated as missing by a dash. In the treatment conditions, the first restaurant always had an A and the second always had a B. The third restaurant was either a dash, A, B, C, or "Not Reported by Owner."

Next, participants saw a slightly different outcome measure:

Each member of your group will vote on each restaurant, as they are proposed, using the following scale. Please give your own response to the group.

What do you think about going to this restaurant?

	Definitely not	Possible, if nothing better comes up	Seems quite plausible	Enthusiastic!
A. Casa Verde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Cocina Mendoza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Guisados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After responding to this question, participants responded to an open-ended question about why they ranked the third restaurant the way they did, answered the “How important...” question matrix, and answered the attention check questions. Lastly, they provided their basic demographic information.

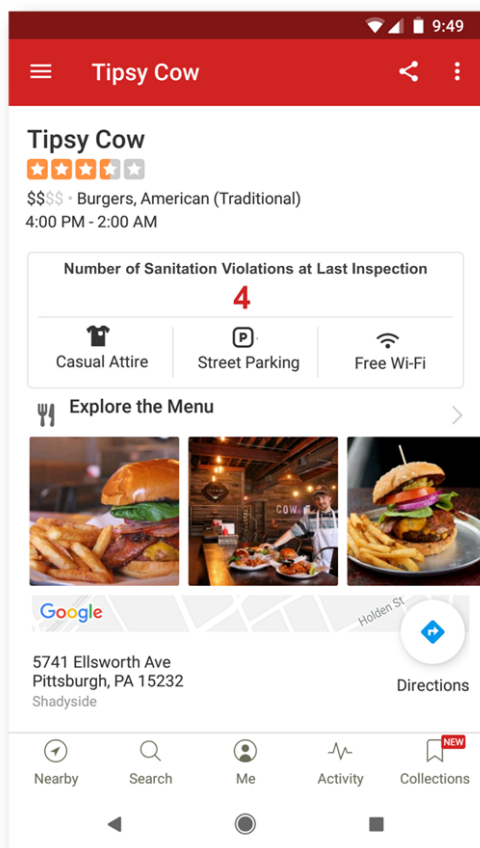
Study 5

Participants saw either the treatment condition below, which includes a dash, or the control condition in which the number of sanitation inspection violations for BRGR was reported (accurately) as 14. Additionally, the order of the restaurant choices was counterbalanced.

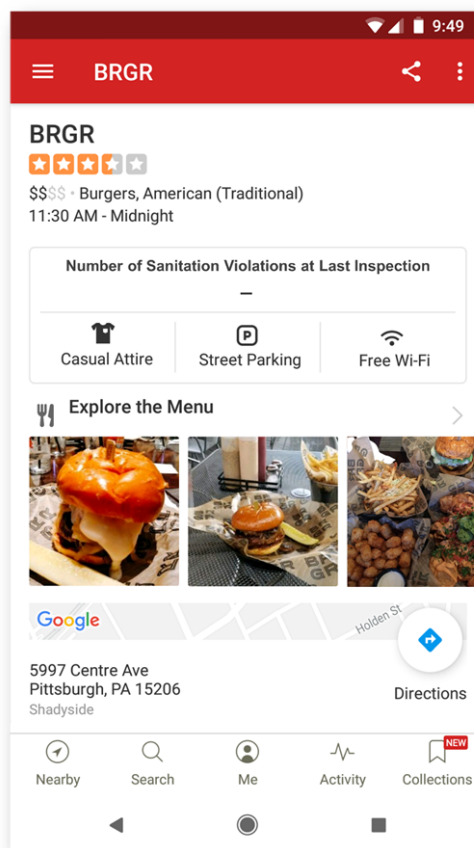
Thank you for participating in this approximately 2-minute study designed by Carnegie Mellon University researchers to help better understand how people make decisions using digital media.

By participating you are indicating that your consent is voluntary, and that you are age 18 or older.

For participating, we are giving 1 out of every 25 respondents a \$50 gift certificate to their choice of the following Shadyside restaurants. Please review them carefully, then check the box below the image indicating the certificate you want to receive if you win.



Topsy Cow
☐



BRGR
☐

Check the box below your choice.



Local and State Government's Food Safety Websites

Seattle and King County, WA:

<https://web.archive.org/web/20190329192159/https://www.kingcounty.gov/depts/health/environmental-health/food-safety/inspection-system/food-safety-rating.aspx>

Pittsburgh and Allegheny County, PA:

<https://web.archive.org/save/https://www.alleghenycounty.us/Health-Department/Programs/Food-Safety/About-Food-Safety.aspx>

New York City, NY:

<https://web.archive.org/web/20190329192830/https://www1.nyc.gov/assets/doh/downloads/pdf/rii/how-we-score-grade.pdf>

Toronto, ON, CA:

<https://web.archive.org/web/20190329193157/https://www.toronto.ca/health/dinesafe/system.htm>

Las Vegas, NV:

<https://web.archive.org/web/20190329193704/https://www.southernnevadahealthdistrict.org/permits-and-regulations/food-establishment-resource-library/frequently-asked-questions/grade-cards-faqs/>

Other websites related to Yelp and SIGs

<https://web.archive.org/web/20190404150416/https://www.yelpblog.com/2013/12/los-angeles-county-restaurant-hygiene-grades-now-on-yelp>

<https://web.archive.org/web/20190331142042/https://www.engadget.com/2018/07/24/yelp-restaurant-hygiene-scores-nationwide/>