

## Supplementary Material C: Data Quality Assessment

In this section we discuss two validation checks conducted to assess the quality of our data. First, we examined how many participants answered the last two questions regarding vaccination in past years in a manner which creates a logical contradiction. If a participant replied that he/she did not vaccinate last year but then answered that he/she received the flu shot 5 times in the past 5 years, this constitutes a logical contradiction. Similarly, if one reports that he/she got vaccinated last year and that he/she received 0 vaccinations in the past 5 years, we also have a contradiction. Quite surprisingly for our large participant pool, only 12 participants reported answers that constitute a contradiction.<sup>1</sup>

Our second check of the quality of the data is conducted through the open ended questions where participants explain their intentions to get the shot (early or late shot if in one of the treatments) or not. Despite the fact that our only requirement was a minimum of 5 characters per answer, only 10 participants' answers qualified as spam. The rest gave logically sound explanations for their stated intentions. We conclude that our data is of high quality and quite truly reflects our participants' intentions regarding influenza vaccination.

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<sup>1</sup>These participants were not excluded from the analysis since their answers to the open ended question were sound and complete. We therefore considered their contradicting answers as mistakes. Needless to say, excluding them from the analysis does not change our results.