Web Appendix

Slider Scale or Text Box:

How Response Format Shapes Responses

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Web Appendix A: Stimuli Screenshots
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WEB APPENDIX A.1A: EXPERIMENT 1A STIMULI

TEXT BOX CONDITION

Product features:
- 16 oz.
- Stainless steel interior with vacuum insulation
- Stainless steel exterior
- Keeps beverages hot or cold for 6 hours
- Compact design
- Flip lid with safety lock to prevent spills
- BPA-free
- Easy clean
- Produced by reputable company

Enter your bid below: (Remember: if you win the auction you will pay the bid price below to receive the mug.)

The retail price is around $24. (You can enter any response from $0 to $150).

SLIDER CONDITION

Product features:
- 16 oz.
- Stainless steel interior with vacuum insulation
- Stainless steel exterior
- Keeps beverages hot or cold for 6 hours
- Compact design
- Flip lid with safety lock to prevent spills
- BPA-free
- Easy clean
- Produced by reputable company

Enter your bid below: (Remember: if you win the auction you will pay the bid price below to receive the mug.)

The retail price is around $24. (You can enter any response from $0 to $150).
WEB APPENDIX A.1B: EXPERIMENT 1B STIMULI
CHARITY DESCRIPTION

The Intrepid Fallen Heroes Fund serves United States military personnel wounded or injured in service to our nation, and their families. Supporting these heroes helps repay the debt all Americans owe them for the sacrifices they have made. They are, in the words of our founder, the late Zachary Fisher, “our nation’s greatest national resource,” and they deserve all the help that our nation can provide. The Intrepid Fallen Heroes Fund is a leader in meeting this important national mission.

- (2000-2005) Grants to families of fallen heroes.
- (est. 2007) The Center for the Intrepid, providing advanced physical rehabilitation care to U.S. service members, specifically amputee and severe burn patients.
- (est. 2010) The National Intrepid Center of Excellence, providing research, diagnosis and treatment for traumatic brain injury and psychological health conditions that affect military families.
- TODAY the Intrepid Fallen Heroes Fund is building a series of Intrepid Spirit centers that will further enhance the provision of traumatic brain injury and psychological health care for America’s wounded heroes.

TEXT BOX CONDITION

Please enter the number of cents from the $1.00 that you would like to donate to the Intrepid Fallen Heroes Fund. You can enter any value from 0 to 100 cents.

In a previous version of this study, the average donation was 17 cents.

cents

SLIDER CONDITION

Please enter the number of cents from the $1.00 that you would like to donate to the Intrepid Fallen Heroes Fund. You can enter any value from 0 to 100 cents.

In a previous version of this study, the average donation was 17 cents.
WEB APPENDIX A.2: EXPERIMENT 2 STIMULI
TEXT BOX CONDITION

HP 15.6" TouchScreen Laptop 8GB 2.40GHz 1TB DVD+RW WebCam Bluetooth WIN10 Blue

This laptop has been factory refurbished by HP direct to brand new condition and is backed by a 90-day direct HP Warranty. Looks just "Like New" Sealed in a HP box. HP warranty card. All original accessories included.

CURRENT BID: $259 [17 bids]

Enter your bid $

Item Specifics

| Type      | Notebook | Processor Type: | AMD A6 Quad-Core |
|-----------|----------|-----------------|------------------|
| Brand     | HP       | Processor Speed: | 2.40GHz          |
| Product Line | Pavilion | Memory:         | 8GB              |
| Model     | 15-AB184CY | Hard Drive Capacity: | 1TB |
| MPN       | T3T4LUA  | Release Year:   | 2016             |
| Operating System | Windows 10 | Color:         | Blue             |
| Screen Size | 15.6"     |                 |                  |

PLACE BID
SLIDER CONDITION

HP 15.6” TouchScreen Laptop 8GB 2.40GHz 1TB DVD+RW WebCam Bluetooth Win10 Blue

This laptop has been factory refurbished by HP direct to brand new condition and is backed by a 90-day direct HP Warranty. Looks just "Like New" Sealed in a HP box. All original accessories included.

CURRENT BID: $259 [17 bids ]

Enter Your Bid $  

Item Specifics

| Type       | Notebook   | Processor Type       | AMD A6 Quad-Core |
|------------|------------|----------------------|------------------|
| Brand      | HP         | Processor Speed      | 2.40GHz          |
| Product Line | Pavilion  | Memory               | 8GB              |
| Model      | 15-AB184CY | Hard Drive Capacity  | 1TB              |
| MPN        | T3T42UA    | Release Year         | 2016             |
| Operating System | Windows 10 | Color                | Blue             |
| Screen Size | 15.6''     |                      |                  |
WEB APPENDIX A.3: EXPERIMENT 3 STIMULI

TEXT BOX CONDITION

New York City, NY
Kennedy Airport (JFK) Area
3 Star Hotel

The median retail price for a similar hotel is $214

Please enter your bid per room, per night in US$.

LEFT-TO-RIGHT SLIDER CONDITION

New York City, NY
Kennedy Airport (JFK) Area
3 Star Hotel

The median retail price for a similar hotel is $214

Please submit your bid per room, per night in US$.

RIGHT-TO-LEFT SLIDER CONDITION

New York City, NY
Kennedy Airport (JFK) Area
3 Star Hotel

The median retail price for a similar hotel is $214

Please submit your bid per room, per night in US$.
WEB APPENDIX A.4: EXPERIMENT 4 STIMULI

TEXT BOX CONDITION

What would be a LOW BID?

What would be a MEDIUM BID?

What would be a HIGH BID?

SLIDER CONDITION

What would be a LOW BID?

What would be a MEDIUM BID?

What would be a HIGH BID?

SCALE CONDITION

What would be a LOW BID?

What would be a MEDIUM BID?

What would be a HIGH BID?
WEB APPENDIX A.5: EXPERIMENT 5 STIMULI

STIMULI INFORMATION

HP 15.6" TouchScreen Laptop 8GB 2.40GHz 1TB DVD+RW Webcam Bluetooth WIN10 Blue

This laptop has been factory refurbished by HP direct to brand new condition and is backed by a 90-day direct HP Warranty. Looks just "Like New" Sealed in a HP box. HP warranty card. All original accessories included.

Item Specifics

- **Type:** Notebook
- **Brand:** HP
- **Processor Type:** AMD A6 Quad-Core
- **Model:** 15-AB184CY
- **MPN:** T3T42UA
- **Operating System:** Windows 10
- **Screen Size:** 15.6"
- **Processor Speed:** 2.40GHz
- **Product Line:** Pavilion
- **Memory:** 8GB
- **Hard Drive Capacity:** 1TB
- **Release Year:** 2016
- **Color:** Blue

The current bid on this refurbished laptop on eBay is $259. For your information, the retail price of a new laptop of the exact same model at the online store Amazon.com is $949.

If you were bidding on this refurbished laptop on eBay, what would you consider a low bid, a medium bid, and a high bid? Please enter a number in the text box below for each of these categories.
CONVEX SLIDER CONDITION

Sliders were anchored at the left side. Values are illustrative indicating the starting point, midpoint, and the endpoint of the line.

What would be a LOW BID?

259

What would be a MEDIUM BID?

479

What would be a HIGH BID?

949

LINEAR SLIDER CONDITION

Sliders were anchored at the left side. Values are illustrative indicating the starting point, midpoint, and the endpoint of the line.

What would be a LOW BID?

259

What would be a MEDIUM BID?

604

What would be a HIGH BID?

949
TEXT BOX CONDITION

What would be a LOW BID?

What would be a MEDIUM BID?

What would be a HIGH BID?
WEB APPENDIX A.6: EXPERIMENT 6 STIMULI

INPUT DESCRIPTION: $500 ENDPOINT

Starting Bid

You will also see the Starting Bid for the wines. The starting bid is the amount suggested by the seller to open the bid. Your bid has to be higher than the starting bid.

The maximum bid anyone can submit is $500. So you can bid up to $500, if you want to.

☐ I understand

INPUT DESCRIPTION: $1000 ENDPOINT

Starting Bid

You will also see the Starting Bid for the wines. The starting bid is the amount suggested by the seller to open the bid. Your bid has to be higher than the starting bid.

The maximum bid anyone can submit is $1000. So you can bid up to $1000, if you want to.

☐ I understand
**WEB APPENDIX B: SUMMARY OF RESULTS COMPARING NORMAL AND POISSON DISTRIBUTIONS**

|                         | num df | den df | Normal | Poisson |
|-------------------------|--------|--------|--------|---------|
| **1A: Mug Auction**     |        |        |        |         |
| Format                  | 1      | 125    | 5.18   | 0.02    |
|                         |        |        | 37.05  | <.001   |
| **1B: Veteran's Day Donations** |        |        |        |         |
| Format                  | 1      | 202    | 7.83   | 0.006   |
|                         |        |        | 307.29 | <.001   |
| **2. eBay Bids**        |        |        |        |         |
| Format                  | 1      | 197    | 4.29   | 0.04    |
|                         |        |        | 5.61   | 0.02    |
| Starting Bid            | 2      | 393    | 44.08  | <.001   |
|                         |        |        | 98.49  | <.001   |
| Format*Starting Bid     | 2      | 393    | 0.21   | 0.81    |
|                         |        |        | 0.30   | 0.74    |
| **3. Priceline Bids**   |        |        |        |         |
| Format                  | 2      | 301    | 5.30   | 0.005   |
|                         |        |        | 5.00   | 0.007   |
| Starting Price Level    | 2      | 1504   | 558.22 | <.001   |
|                         |        |        | 694.68 | <.001   |
| City                    | 1      | 1504   | 265.35 | <.001   |
|                         |        |        | 343.47 | <.001   |
| Format*Starting Price Level | 4   | 1504   | 2.40   | 0.05    |
|                         |        |        | 3.07   | 0.02    |
| Format*City             | 2      | 1504   | 1.12   | 0.33    |
|                         |        |        | 2.20   | 0.11    |
| Starting Price Level*City | 2 | 1504   | 21.21  | <.001   |
|                         |        |        | 34.71  | <.001   |
| 3-way interaction       | 4      | 1504   | 0.33   | 0.86    |
|                         |        |        | 0.35   | 0.84    |
| **4. Moderation by Distance to Endpoint** |        |        |        |         |
| Format                  | 2      | 330    | 4.55   | 0.01    |
|                         |        |        | 5.66   | 0.004   |
| Response Magnitude      | 2      | 660    | 910.92 | <.001   |
|                         |        |        | 17,232.30 | <.001   |
| Format*Response Magnitude | 4 | 660    | 2.97   | 0.02    |
|                         |        |        | 22.08  | <.001   |
5. A Convex Slider *(Ascending Payment Format: Laptops)*

|                | Format | Response Magnitude | Format*Response Magnitude |
|----------------|--------|--------------------|---------------------------|
| Format         | 2      | 259                | 3.77                      |
|                |        |                    | 0.02                      |
|                |        |                    | 3.92                      |
|                |        |                    | 0.02                      |
| Response Magnitude | 2     | 518                | 605.13                    |
|                |        |                    | <.001                     |
|                |        |                    | 12,157.10                 |
|                |        |                    | <.001                     |
| Format*Response Magnitude | 4     | 518                | 0.5                       |
|                |        |                    | 0.74                      |
|                |        |                    | 8.47                      |
|                |        |                    | <.001                     |

6. Moderation by Endpoint Size *(Ascending Payment Format: Wine)*

|                | Format | Response Magnitude | Range | Format*Response Magnitude | Format*Range | Response Magnitude*Range |
|----------------|--------|--------------------|-------|---------------------------|--------------|--------------------------|
| Format         | 1      | 409                | 18.14 | <.001                     | 28.97        | <.001                    |
|                |        |                    |       |                           |              |                          |
| Response Magnitude | 2     | 818                | 187.33| <.001                     | 9752.79      | <.001                    |
| Range          | 1      | 409                | 8.07  | 0.005                     | 1.64         | 0.20                     |
| Format*Response Magnitude | 2     | 818                | 4.84  | 0.008                     | 123.51       | <.001                    |
| Format*Range   | 1      | 409                | 4.12  | 0.04                      | 0.81         | 0.37                     |
| Response Magnitude*Range | 2     | 818                | 12.50 | <.001                     | 116.53       | <.001                    |
| 3-way interaction | 2     | 818                | 4.60  | 0.01                      | 10.75        | <.001                    |
WEB APPENDIX C: SUMMARY OF RESULTS AFTER OUTLIER EXCLUSIONS

Data points that were three standard deviations away from the means were identified as outliers and excluded in this analysis. For studies 3, 4, 5 & 6 to be conservative, we identified the outliers for Low, Medium, and High bids separately. Removing outliers from the overall average would result in exclusion of more data points from the high response magnitude conditions than from the low response magnitude conditions. The results summarized below show that our statistical inferences are robust and not influenced by these outliers.

1A: Mug Auction *(Ascending Payment Format)* – No outlier exclusions

| Mug Bid Price | n | Mean | STDV | SE | n | Mean | STDV | SE |
|---------------|---|------|------|----|---|------|------|----|
|               | - | -    | -    | -  | - | -    | -    | -  |

1B: Veteran's Day Donations *(Ascending Payment Format)* – No outlier exclusions

| Donation      | n | Mean | STDV | SE | n | Mean | STDV | SE |
|---------------|---|------|------|----|---|------|------|----|
|               | - | -    | -    | -  | - | -    | -    | -  |

2. eBay Bids *(Ascending Payment Format: Laptops)*

| Starting Price | n | Mean | STDV | SE  | n | Mean | STDV | SE  |
|----------------|---|------|------|-----|---|------|------|-----|
| $239           | 93| 258.58| 28.21| 2.93| 98| 272.91| 37.91| 3.83|
| $259           | 93| 276.23| 22.98| 2.38| 98| 288.35| 28.76| 2.90|
| $279           | 93| 285.92| 11.63| 1.21| 98| 296.02| 23.11| 2.33|

3. Priceline Bids *(Descending Payment Format: Hotel Rooms)*

| Starting Price | n | Mean | STDV | SE  | n | Mean | STDV | SE  | n | Mean | STDV | SE  |
|----------------|---|------|------|-----|---|------|------|-----|---|------|------|-----|
| Level 1        | 99| 128.27| 22.69| 2.28| 100| 118.52| 22.48| 2.25| 102| 124.45| 20.41| 2.02|
| Level 2        | 99| 141.91| 25.22| 2.53| 100| 130.77| 25.18| 2.52| 102| 137.42| 22.96| 2.27|
| Level 3        | 99| 154.54| 28.02| 2.82| 100| 144.77| 28.36| 2.84| 102| 146.47| 28.70| 2.84|
### 4. Moderation by Distance to Endpoint (Ascending Payment Format: Laptops)

| Response magnitude | Text Box | Slider | Scale |
|--------------------|---------|--------|-------|
|                    | n | Mean (in ascending payment format: Laptops) | STDV | SE | n | Mean | STDV | SE | n | Mean | STDV | SE |
| Low                | 106 | 279.02 | 34.53 | 3.35 | 109 | 290.39 | 44.87 | 4.30 | 108 | 289.28 | 37.48 | 3.61 |
| Medium             | 106 | 383.67 | 98.99 | 9.61 | 109 | 431.28 | 101.47 | 9.72 | 108 | 432.61 | 85.15 | 8.19 |
| High               | 106 | 548.92 | 208.89 | 20.29 | 109 | 618.83 | 183.41 | 17.57 | 108 | 616.50 | 163.91 | 15.77 |

### 5. A Convex Slider (Ascending Payment Format: Laptops)

| Response magnitude | Text Box | Convex Slider | Slider |
|--------------------|---------|---------------|--------|
|                    | n | Mean (in ascending payment format: Laptops) | STDV | SE | n | Mean | STDV | SE | n | Mean | STDV | SE |
| Low                | 83 | 269.95 | 17.39 | 1.91 | 86 | 279.15 | 29.51 | 3.18 | 83 | 293.37 | 39.18 | 4.30 |
| Medium             | 83 | 369.87 | 81.24 | 8.92 | 86 | 392.66 | 97.85 | 10.55 | 83 | 420.20 | 98.64 | 10.83 |
| High               | 83 | 540.45 | 182.13 | 19.99 | 86 | 562.63 | 198.69 | 21.42 | 83 | 582.51 | 171.67 | 18.84 |

### 6. Moderation by Endpoint Size (Ascending Payment Format: Wine)

| Range x Response magnitude | Text Box | Slider |
|---------------------------|---------|--------|
|                           | n | Mean (in ascending payment format: Wine) | STDV | SE | n | Mean | STDV | SE |
| $500 range Low            | 107 | 29.39 | 18.07 | 1.75 | 95 | 40.17 | 34.81 | 3.57 |
| Medium                    | 107 | 59.41 | 59.66 | 5.77 | 95 | 73.55 | 59.56 | 6.11 |
| High                      | 107 | 102.98 | 115.01 | 11.12 | 95 | 112.87 | 95.09 | 9.76 |
| $1000 range Low           | 99  | 28.60 | 13.99 | 1.41 | 92 | 39.34 | 33.06 | 3.45 |
| Medium                    | 99  | 52.56 | 35.13 | 3.53 | 92 | 81.47 | 72.02 | 7.51 |
| High                      | 99  | 98.30 | 106.20 | 10.67 | 92 | 140.12 | 140.23 | 14.62 |
WEB APPENDIX D: EXPERIMENT 3 ADDITIONAL PROCESS MEASURES
RESULTS

In experiment 3, participants responded to the same process measures as in experiment 2. 

*Ease of Responding.* As in the previous experiment, ease of responding scores were reverse coded. There was no effect of the condition on self-reported ease of responding ($F < 1$). The average ease of responding scores (reverse coded) were quite high in all three conditions ($M_{left-to-right} = 4.18$, $M_{right-to-left} = 4.34$, $M_{text box} = 4.27$).

*Awareness of Bias.* Similar to experiment 2, we examined participants’ open-ended responses and none of them mentioned that their responses might have been influenced by response format. Next we analyzed their responses to the direct question about the influence of response formats. Furthermore, as in experiment 2, participants were unaware of the effect of response formats on their responses. A vast majority (82%) reported that their bid values would not be affected by the response format. Some of them (13%) suspected that their bids would be higher using the slider scale. Only five percent believed that their bids would be higher using text boxes. These proportions did not change across the three between-subjects conditions ($p = .24$). Together, these results suggest that participants do not suspect that response format could change their responses. Even if they thought it might, most of their predictions were in the opposite direction—they thought the slider scale would increase their bids.

*Preference for Response Formats.* Participants’ preference for response formats was submitted to the same logistic regression as in experiment 2. Participants were more likely to prefer the slider scale response format in the left-to-right-slider condition (65%) and right-to-left-slider condition (68%) relative to when they used the text box (29%). These results are consistent with those from experiment 2, again suggesting that people do not have stable preferences for a response format and adapt to whatever response format they are using.

The process measures corroborate the results from the previous experiment that the differences in valuations were not due to ease of responding; participants found both the response formats—slider scales and text boxes—equally easy to use. Additionally, as in the previous experiment, most participants were unaware of the surreptitious influence of response formats on their bid values, suggesting that the psychological mechanism underlying the slider scale effect operates outside of people’s awareness.
WEB APPENDIX E: EXPERIMENT 5 LOG-TRANSFORMATION ANALYSIS

In experiment 5, the Format*Response Magnitude interaction is not significant for the normal distribution but it is significant for the Poisson distribution. A Kolmogorov-Smirnov test of normality confirmed that the willingness-to-pay data are not normally distributed, and a visual examination of the frequency distribution of our raw data revealed that that distribution had a long right tail closely resembling a Poisson distribution, thus the reason for specifying a Poisson error term in our model reported in the paper. However, to ensure that our results are not an artifact of the Poisson distributional assumption, we ran a mixed model assuming normal distribution after transforming the raw data to reduce the long right tail.

Specifically, we log transformed the data after subtracting the starting bid using the formula $\log(WTP) = \log(WTP - 259 + 1)$. We added 1 to the right hand side to ensure that the results are not affected by omission of zeros. The results from this model with log transformation of the dependent measure and normal distribution assumption are very similar to that of the results from the model with the Poisson distribution.

The effects of response format ($F(2, 259) = 5.13, p < .01$), response magnitude ($F(2, 518) = 832.9, p < .01$), and the interaction between the two ($F(4, 518) = 5.56, p < .01$) were all significant. [To compare this with the Poisson model results, in that model also we found that the effects of response format ($F(2, 259) = 3.92, p = .02$), response magnitude ($F(2, 518) = 12,157.10, p < .01$), and the interaction between the two ($F(4, 518) = 8.47, p < .01$) were all significant.] Moreover, the normal model with the log-transformed DV had better fit ($AIC = 2565$) than the normal model without the transformation ($AIC = 9637$). Thus, our results are not an artifact of the modeling assumption as similar results are obtained using both the Poisson model and using a normal model with the log-transformed dependent measure.

We also note that, when we look at the pattern of means, support for H2 is somewhat equivocal in experiment 5 because the difference between linear scale and text box condition is stronger for the medium bids than for high bids. However, if instead of means we consider the medians that are less susceptible to idiosyncratic responses, the effect of slider scale is the weakest for LOW bid (Linear vs. Text = 28), higher for MEDIUM bids (Linear vs. Text = 52), and the strongest for HIGH bids (Linear vs. Text = 100). Furthermore, despite these mild inconsistencies we do find in all studies that the effect of slider scale is the weakest for LOW bids relative to MEDIUM and HIGH bids.
WEB APPENDIX F: EXPERIMENT 5 POST-HOC CONCAVE SLIDER CONDITION ANALYSIS

As a follow-up analysis to experiment 5, we ran an additional post-hoc condition with a concave slider scale where bid values were a function of the distance from the starting point using the equation: \( y = 259 + 119X - 5x^2 \). The relationship between these slider scales is depicted in figure F.1 below. The screen shot of the concave slider scale stimuli is shown in figure F.2.

**FIGURE F.1: CALIBRATION OF THE THREE SLIDERS**

![Graph showing calibration of linear, concave, and convex slider scales.](image1)

**FIGURE F.2: CONCAVE SLIDER STIMULI**

![Slider stimuli with markers indicating low, medium, and high bids.](image2)

**Participants.** One hundred and one U.S.-based participants on mTurk participated in this experiment in exchange for 51 cents (51% female, \( M_{age} = 36.5 \) years).

**Procedures.** The experiment procedures were nearly identical to those of experiment 5 and consisted of a single condition with a concave slider scale where the bid values displayed on the
slider were determined by the equation outlined above. Note that compared to the linear slider scale, the midpoint of the concave slider scale appears at $739 (see figure F.2). Therefore, the overall pattern that we expect is that responses on the concave slider scale will be more extreme than those on the linear and convex slides scales and text boxes as the response magnitude increases.

Results. To analyze the results, the data from the post hoc concave slider condition was combined with the dataset from experiment 5 that included the text box, linear slider, and convex slider scale conditions. Because the post hoc condition was not randomly assigned, we recognize that there are limitations to interpreting the results, but they shed further light on the process of the impact of visualizing the mental number line in different ways.

The analysis was conducted with PROC GLIMMIX specifying a Poisson distribution with response format (text box, linear slider, convex slider, concave slider) as a between-subjects factor and response magnitude (low, medium, high) as a within-subjects factor and the bid amount as the dependent measure. The effects of response format ($F(3, 359) = 5.75, p < .01$), response magnitude ($F(2, 718) = 18.113,50, p < .01$), and the interaction between the two ($F(6, 718) = 28.82, p < .01$) were all significant (see figure F.3)

![FIGURE F.3: POST-HOC ANALYSIS RESULTS](image)

The average bid in the concave slider condition ($461) was not significantly greater than in the linear slider condition ($445, t(359) = 1.11, p = .27), but was significantly greater than the convex slider ($416, t(359) = 3.06, p < .01), and text box ($403, t(359) = 3.87, p < .01) conditions. However, for high bids, bids in the concave slider condition ($641) were significantly greater than those in the linear slider ($596, t(718) = 2.42, p = .02) condition, as well as the convex slider ($565, t(718) = 4.09, p < .01) and text box ($551, t(718) = 4.78, p < .01) conditions. Thus the addition of the concave slider condition further underscores the role that visualization of the number line plays in consumers’ price magnitude judgments by showing a further exacerbation of the effect for large bids relative to the text box, convex slider, and linear slider conditions.
WEB APPENDIX G: ADDITIONAL STUDIES *(INCLUDED IN SINGLE PAPER META-ANALYSIS)*

Appendix Experiment Descriptions

These experiments are included in our meta-analysis but not discussed in detail in the manuscript because of space constraints.

| Exp | Domain          | Independent Measures                                                                 | Dependent Measures | Primary Purpose & Key Finding                                                                                                                                                                                                 |
|-----|-----------------|---------------------------------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A1  | Memorial Day    | Response format (text box, slider)                                                     | Donations          | Replication of experiment 1b without average donation reference information                                                                                                                                                    |
|     | Donation        |                                                                                        |                    |                                                                                                                                                                                                                      |
| A2  | eBay Bids       | Response format (text box, slider + text box) Starting bid ($239, $259, $279)          | Laptop Bids        | Introduction of slider + text box condition to demonstrate that the mere presence of a line without using it in decision making does not yield the endpoint assimilation effect |
| A3  | Taxi Cab Tips   | Response format (text box, slider) Range ($50, $100, $150)                            | Tip amount on $58 fare | Demonstrate moderation of the endpoint assimilation effect depending on response endpoint size, even for a relatively constrained domain (e.g., tip amount)                                      |
| A4  | Taxi Cab Tips   | Response format (text box, slider) Payment form (cash, credit)                        | Tip amount on $58 fare | Demonstrate that focus on the starting point (e.g., cash payments) leads to moderation of the effect eliminating the endpoint assimilation effect relative to when people make credit payments |
### DESCRIPTIVE STATISTICS BY CONDITION

**A1: Memorial Day Donation Experiment** *(Ascending Payment Format)*

|                | n   | Mean | Median | STDV | SE  | n   | Mean | Median | STDV | SE  |
|----------------|-----|------|--------|------|-----|-----|------|--------|------|-----|
| Donation Amount | 78  | 18.40| 0.00   | 27.91| 3.16| 76  | 29.20| 9.50   | 37.81| 4.34|

**A2: eBay Bids - Slider + Text Box Condition** *(Ascending Payment Format: Laptops)*

|                | n   | Mean | Median | STDV | SE  | n   | Mean | Median | STDV | SE  |
|----------------|-----|------|--------|------|-----|-----|------|--------|------|-----|
| Average Bid    | 100 | 281.91| 268.33| 44.18| 4.42| 104 | 287.47| 277.67| 30.45| 2.99|

**A3: Cab Study - Moderation By Range** *(Ascending Payment Format: Tip Payment)*

| Range         | n   | Mean | Median | STDV | SE  | n   | Mean | Median | STDV | SE  |
|---------------|-----|------|--------|------|-----|-----|------|--------|------|-----|
| $0 to $75     | 52  | 66.61| 65.00  | 4.39 | 0.61| 52  | 65.77| 65.00  | 3.95 | 0.55|
| $0 to $100    | 51  | 66.31| 65.00  | 4.75 | 0.66| 52  | 66.44| 66.00  | 4.41 | 0.61|
| $0 to $150    | 51  | 66.35| 65.00  | 4.12 | 0.58| 53  | 69.55| 68.00  | 9.44 | 1.30|

**A4: Cab Study: Pain of Payment** *(Ascending Payment Format: Tip Payment)*

| Payment Mode  | n   | Mean | Median | STDV | SE  | n   | Mean | Median | STDV | SE  |
|---------------|-----|------|--------|------|-----|-----|------|--------|------|-----|
| Cash          | 104 | 68.03| 70.00  | 5.29 | 0.52| 102 | 69.78| 68.00  | 10.35| 1.02|
| Credit        | 103 | 68.02| 68.00  | 6.68 | 0.66| 104 | 69.73| 68.00  | 6.85 | 0.67|
WEB APPENDIX H: SINGLE PAPER META-ANALYSIS DETAILS

We conducted the meta-analysis using the process outlined by Lipsey and Wilson (2001) for a standardized mean difference. The conditions included in the meta-analysis and the associated sample sizes, mean, and standard deviations are included below.

| Exp | Conditions Included                                      | Text Box | Slider | Effect Size |
|-----|----------------------------------------------------------|----------|--------|-------------|
| 1A  | Text box v. Slider                                       | n 62     | Mean 8.01 STDV 6.64 n 65 | Mean 11.40 STDV 9.77 | 0.40 |
| 1B  | Text box v. Slider                                       | n 105    | Mean 24.04 STDV 30.61 n 99 | Mean 37.76 STDV 39.13 | 0.39 |
| 2   | Text box v. Slider                                       | n 97     | Mean 279.99 STDV 36.26 n 102 | Mean 290.59 STDV 35.46 | 0.30 |
| 3   | Text box v. Slider Left + Slider Right* (reversed)       | n 100    | Mean 141.85 STDV 24.68 n 204 | Mean 133.08 STDV 24.66 | 0.36 |
| 4   | Text box v. Slider + Non-Slider Scale (medium + high bids only) | n 110 | Mean 477.90 STDV 160.02 n 223 | Mean 529.84 STDV 132.34 | 0.37 |
| 5   | Text box v. Slider (medium + high bids only)            | n 86     | Mean 466.01 STDV 137.50 n 88 | Mean 515.56 STDV 142.69 | 0.35 |
| 6   | Text box v. Slider                                       | n 210    | Mean 68.03 STDV 70.66 n 203 | Mean 112.66 STDV 133.11 | 0.42 |
| A1  | Text box v. Slider                                       | n 78     | Mean 18.40 STDV 27.91 n 76 | Mean 29.20 STDV 37.81 | 0.33 |
| A2  | Text box v. Slider                                       | n 100    | Mean 281.91 STDV 44.18 n 104 | Mean 287.47 STDV 30.45 | 0.15 |
| A3  | Text box v. Slider (across ranges $100 and $150)         | n 155    | Mean 13.18 STDV 5.69 n 155 | Mean 21.86 STDV 15.98 | 0.72 |
| A4  | Text v. Slider (credit conditions only)                 | n 103    | Mean 68.02 STDV 6.68 n 104 | Mean 69.73 STDV 6.85 | 0.25 |

Note that for experiment 3 indicated by *, the means for slider and text box were reversed when entered in the effect size analysis because we predicted an opposite effect with descending payment formats.