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Technical Appendix to

'GOOD NUDGE LULLABY': CHOICE ARCHITECTURE AND DEFAULT BIAS REINFORCEMENT

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Appendix A. Instructions

A.1. *General Instructions*

Welcome to this experiment on decision-making. Please read the following instructions carefully. When everyone has finished reading the instructions and before the experiment starts, you will receive a handout with a summary of the instructions. During the experiment you will be asked to make a number of decisions. Your decisions will determine your earnings. Your earnings will be privately paid to you in cash at the end of the experiment. The experiment will consist of 50 rounds. In each round you will face a choice task with which you can earn credits. The choice task will be explained on the next page. At the end of the experiment, one of the rounds will be randomly selected. Your pay-off will be determined by the amount of credits you earned in that round. For each 10 credits you earn, you will receive 1 euro.

A.2. *Instructions: Choice Task*

In each round, you have to select one option from a list. An example is shown below. Each option generates a number of credits equal to the sum of the points in each column multiplied by the weight of that column minus the price of the option: Number of credits generated by an option = 6 × points in column 1 + 5 × points in column 2 + 4 × points in column 3 + 3 × points in column 4 + 2 × points in column 5 − price.

Choices	Weight = 6	Weight = 5	Weight = 4	Weight = 3	Weight = 2	Price
**Choice Task X**						
TIME: 40 BONUS: 20						
Option 1	18	10	37	26	21	240
Option 2	29	14	24	1	45	342
Option 3	15	49	13	6	19	234
Option 4	20	0	30	20	10	170
Option 5	22	32	19	18	30	279
Option 6	34	43	2	25	25	320

So for example, in the list above, option 4 will generate: $20 \times 6 + 0 \times 5 + 30 \times 4 + 20 \times 3 + 10 \times 2 - 170 = 150$ points. You can think of this choice task as choosing which product to buy from a set of similar products. The products have different characteristics and prices which determine the value of each product.

A.3. *Instructions: Making A Choice*

Choosing an option

   (*i*) You can select an option by clicking on the radio button next to the option.
   (*ii*) The selected option only becomes your choice if you press the 'Make choice' button or when the time limit runs out.

  Time limit

   (*i*) For each choice task, you will have a maximum of 40 seconds to decide.
   (*ii*) If you make a choice before the time expires, you will earn a bonus.
  (*iii*) This bonus starts at 20 credits but decreases with 1 credit every 2 seconds until you have made your choice.
  (*iv*) The remaining time and the bonus are depicted at the top of the choice task screen.
   (*v*) After making your choice, you will go to the waiting screen for the remaining seconds and 5 extra seconds. [this line not in feedback treatments]

  Feedback [this part only in feedback treatments]

   (*i*) After making your choice, you will go to the waiting screen for the remaining seconds and 5 extra seconds.
   (*ii*) On the waiting screen, the value of the option you chose will be displayed.
  (*iii*) You cannot go back to choose a different option.

  Default option

   (*i*) At the start of the round, one of the options will be the default option. This option is selected at the start of the round and the option row is shown in green.
   (*ii*) If you do not select any of the other options, the default option will automatically become your choice when the time expires or when you press the 'Make choice' button.
  (*iii*) If you make your choice before the time has expired and you do not choose the default option, you will be asked whether you want to stick to your original choice or whether you would prefer the default option. The time keeps running until you choose either your original choice or the default option. If the time runs out, you stick with your original choice.
  (*iv*) The default option can be seen as a recommendation to buy a certain product.

We would like to remind you that at the end of the experiment, one round is randomly selected. Your earnings will be determined by the number of credits you earned in that round. Remember, for each 10 credits you earn, you will receive 1 euro.