Please, read the following instructions carefully. This task recreates a rewards-based crowdfunding platform in which investors can contribute relatively small amounts of money to fund different business projects. Each project has a budget requirement (i.e. the quantity of money required for the project to succeed) and a deadline date (i.e. the last day one can provide funds to the project). In each question, you are shown two different projects that aim to publish a book. Both projects have the same budget requirement ($5,250) and the same deadline date (January 31, 2019).

What do I have to do?
• You have been assigned an initial endowment of $50 to invest through the next three situations ($15 per question).
• You are presented 3 different situations with two questions per situation.
• In each situation, you have to choose one out of the two presented projects.

1. In the first question, you only have the basic information about the two projects.
2. In the second question, you are given additional information. Please, pay attention to the information.

How will I be rewarded?
• You will receive a show-up fee of $6.00 for participation.
• On top of that, you will be given $0.15 per question if the project you have chosen happens to be the successful one. A project will be successful if 70% or more of the participants choose this project.

Situation 1: First choice

Today is the 11th of January. The two projects are presented here. No one has given funds to the projects yet. Just consider the information given below.

Situation 1: Second choice

Some investors have already contributed. More information is available.
Situation 2: First choice

Today is the 15th of January. The two projects are presented here. No one has given funds to the projects yet. Just consider the information given below.

Option 1

Food & Health

Discipline: Diet

$0 pledged of $5,250 goal

0 backers

15 days to go

All or nothing. The project will only be funded if it reaches its goal by the 31st of January 2016.

Option 2

Healthy Food

Discipline: Diet

$0 pledged of $5,250 goal

0 backers

15 days to go

All or nothing. The project will only be funded if it reaches its goal by the 31st of January 2016.

3. Which project would you like to invest $15 in?

Option one

Situation 2: Second choice

Option 1

Food & Health

Discipline: Diet

$450 pledged of $5,280 goal

30 backers

15 days to go

All or nothing. The project will only be funded if it reaches its goal by the 31st of January 2016.

Option 2

Healthy Food

Discipline: Diet

$450 pledged of $5,280 goal

30 backers

15 days to go

All or nothing. The project will only be funded if it reaches its goal by the 31st of January 2016.

Reviews


Reviewer: S. Evans. Too intense.

Winner of MasterChef USA, J. White. This is an ensemble that you really want to get.

Reviews

Reviewer: J. Jones. I definitely recommend it.

Reviewer: R. Williams. So much fun and so easy.

Member of the USA Culinary Association, J. Thomas. Not too exciting.

4. Which project would you like to invest $15 in?

Option one

Demographic questions

Education

☐ Less than a high school diploma
☐ High school degree or equivalent
☐ Bachelor’s degree (e.g. BA, BS)
☐ Master’s degree (e.g. MA, MS, MEd)
☐ Doctorate (e.g. PhD, EdD)

Number of children

☐ None
☐ 1 child
☐ 2 children
☐ 3 children
☐ 4 or more children