

## **Social Pricing: Image Management, Social Preferences and Pay-What-You-Want**

### **Data Management Plan**

#### Overview

The current proposal will use two primary methods for data collection: laboratory experiments and field studies. In general, all data will be used at the aggregate level, and will have no identifying information about specific participants. Below is a more detailed description of the data analyses and storage.

Data collected will be used for the sole purpose of research and possible publication.

Data will be stored

#### Laboratory Experiments

Participants in lab experiments are primarily undergraduate students who participate in the experiment in exchange for course credit or show up fee. Because of the nature of our main dependent measure (i.e., the amount paid for a good), we will only use pay participants. Data records will be identified only through the subject number. Upon registration for the study participants will be asked to present a picture ID in order to ensure age eligibility. The experiments will not require participants to provide any type of information that would compromise confidentiality. However, participants may be asked to provide their age, ethnicity, and gender.

When being paid, participants will need to provide their name and email address (necessary for researcher reimbursement). All sign up and payment forms will be kept in a locked drawer until cleared by accounting.

Data recorded for the purpose of these experiments will include the amount paid by the participant, and various scale measures (e.g., pro-social identity, liking of the experimenter). All data will be used at the group/experimental condition level, and will be summarized by 2 main numbers: average and variance.

#### Field Experiments

By their nature, field experiments allow us to observe behavior only. That is, with the exception of some instances in which we may be able to record individuals' gender or approximated age, there will be data about the participants. We might, in some cases, survey a subset of the participants in order to measure e.g., satisfaction. Similar to lab experiments, all data will be used at the group/experimental condition level, and will be summarized by 2 main numbers: average and variance.

## **Data Safety Monitoring Plan**

The individual responsible for data safety and monitoring will be the Ayelet Gneezy (PI). Access to data will be limited to members of the research team: Ayelet Gneezy and Leif D. Nelson.

Quality control will include regular data verification and protocol compliance checks by Ayelet Gneezy and Leif D. Nelson.

During the course of the project, Ayelet Gneezy will monitor the study progress and subject status, any adverse events, and any protocol deviations. Protocol adherence will be monitored by the research team.

Events determined by the Principle Investigator to be unanticipated problems involving risks to subjects or others (UPIRTSOs), will be reported by the PI to the IRB per policy. Adverse events that are determined by the PI to not be UPIRTSOs will be reported per IRB policy at the time of continuing review.

All study staff members will be informed by Ayelet Gneezy and Leif D. Nelson about any UPIRTSOs. If any protocol changes are needed, the PI will submit a modification request to the IRB. Protocol changes will not be implemented prior to IRB approval unless necessary to eliminate apparent immediate hazards to the research subjects. In such a case, the IRB will be promptly informed of the changes following implementation.

Statistical review of the study will be conducted by Ayelet Gneezy and Leif D. Nelson at the conclusion of each experiment. Data records will be identified only through the subject number. Upon registration for the study participants will be asked to present a picture ID in order to ensure age eligibility. The experiment itself will not require participants to provide any type of information that would compromise confidentiality. However, participants may be asked to provide their age, ethnicity, and gender.

When being paid, participants will need to provide their name and email address (necessary for researcher reimbursement). All sign up and payment forms will be kept in a locked drawer until cleared by accounting.