Identity Theory

Survey Flow

EmbeddedData

psid = ${e://Field/psid}

pid = ${e://Field/pid}

Create New Field or Choose From Dropdown...Value will be set from Panel or URL.

Block: Intro (2 Questions)

Branch: New Branch

If

If Are you 18 or older and wish to take the survey? I am younger than 18 or do not wish to take the survey. Is Selected

EndSurvey: Advanced

Standard: intro2 (1 Question)

BlockRandomizer: 1 -

Group: A

Block: I2 (2 Questions)

Block: R2 (2 Questions)

Group: B

Block: R2 (2 Questions)

Block: I2 (2 Questions)

Group: C

Block: I2 (2 Questions)

Block: B2 (2 Questions)

Block: R2 (2 Questions)

Group: D

Block: R2 (2 Questions)

Block: B2 (2 Questions)

Block: I2 (2 Questions)

Group: E

Block: I6 (6 Questions)

Block: R6 (6 Questions)

Group: F

Block: R6 (6 Questions)

Block: I6 (6 Questions)

Group: G

Block: I6 (6 Questions)

Block: B6 (6 Questions)

Block: R6 (6 Questions)

Group: H

Block: R6 (6 Questions)

Block: B6 (6 Questions)

Block: I6 (6 Questions)

Group: M

Block: I6 (6 Questions)

Block: R2 (2 Questions)

Group: I

Block: I2 (2 Questions)

Block: R6 (6 Questions)

Group: N

Block: R6 (6 Questions)

Block: I2 (2 Questions)

Group: J

Block: R2 (2 Questions)

Block: I6 (6 Questions)

Group: K

Block: I2 (2 Questions)

Block: B2 (2 Questions)

Block: R6 (6 Questions)

Group: L

Block: R2 (2 Questions)

Block: B2 (2 Questions)

Block: I6 (6 Questions)

Group: O

Block: I6 (6 Questions)

Block: B2 (2 Questions)

Block: R2 (2 Questions)

Group: P

Block: R6 (6 Questions)

Block: B2 (2 Questions)

Block: I2 (2 Questions)

Group: Q

Block: I2 (2 Questions)

Block: B6 (6 Questions)

Block: R6 (6 Questions)

Group: R

Block: R2 (2 Questions)

Block: B6 (6 Questions)

Block: I6 (6 Questions)

Group: S

Block: I6 (6 Questions)

Block: B6 (6 Questions)

Block: R2 (2 Questions)

Group: T

Block: R6 (6 Questions)

Block: B6 (6 Questions)

Block: I2 (2 Questions)

Group: vegans

BlockRandomizer: 1 - Evenly Present Elements

Group: vegans R first buffer

BlockRandomizer: 1 - Evenly Present Elements

Block: vegans R3 (3 Questions)

Block: vegans Rs alt (3 Questions)

Block: vegans buffer (3 Questions)

Block: vegans I3 (3 Questions)

Group: vegans R first

BlockRandomizer: 1 - Evenly Present Elements

Block: vegans R3 (3 Questions)

Block: vegans Rs alt (3 Questions)

Block: vegans I3 (3 Questions)

Group: vegan I first buffer

Block: vegans I3 (3 Questions)

Block: vegans buffer (3 Questions)

BlockRandomizer: 1 - Evenly Present Elements

Block: vegans R3 (3 Questions)

Block: vegans Rs alt (3 Questions)

Group: vegan I first

Block: vegans I3 (3 Questions)

BlockRandomizer: 1 - Evenly Present Elements

Block: vegans R3 (3 Questions)

Block: vegans Rs alt (3 Questions)

Block: intro elder (1 Question)

Block: elderflowers (6 Questions)

BlockRandomizer: 1 -

Block: elder1 (1 Question)

Block: elder2 (1 Question)

Standard: demos (14 Questions)

EndSurvey: Advanced

|  |  |
| --- | --- |
| Page Break |  |

Start of Block: Intro

Q101 This is a survey conducted by the Department of Agricultural Economics at Oklahoma State University. Its purpose is to measure people's attitudes towards a variety of social issues and food products. Your answers to the questions are anonymous, and at no point will we ask for contact information. The survey takes only about ten minutes to complete.

The principal investigator is Dr. Norwood, and for more information about the study he can be reached at bailey.norwood@okstate.edu. For more information on your rights as a survey respondent you may contact the OSU's Institutional Review Board at irb@okstate.edu or 405-744-3377.

You must be 18 years of age or older to take this survey. If you are over 18 and wish to take the survey, please click below and proceed to answer all questions.

Q102 Are you 18 or older and wish to take the survey?

* I am 18 years of age or older and wish to take the survey. (1)
* I am younger than 18 or do not wish to take the survey. (2)

End of Block: Intro

Start of Block: intro elder

Q128 This section of the survey concerns food products made from an elderberry plant. Specifically it refers to an herbal tea made from the flowers of an elderberry plant. Please note that "regular" tea, like sweet or unsweet tea you buy at a restaurant, is made from the *Camellia sinensis* plant,whereas "herbal teas" can be made with anything other than the *Camellia sinensis* plant.

End of Block: intro elder

Start of Block: elderflowers

Q119 Have you ever heard of any foods, drinks, or natural medicines made from elderberries, or the flowers from an elderberry plant?

* Yes (1)
* No (2)

Q120 Have you ever consumed a beverage made from elderberries or the flowers from an elderberry plant?

* Yes (1)
* No (2)

Q123 Have you ever consumed a tea that was made from the flowers of an elderberry plant?

* Yes (1)
* No (2)

Q126 **Note: the flowers from an elderberry plant are referred to as elderflowers.**

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Q125 Suppose you consumed a tea that was only flavored only by elderflowers. To the best of your knowledge, how closely would you expect the elderflower tea to resemble each of the following teas. If you have never consumed elderflower tea just provide your best guess.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very different than (1) | Different than (2) | Somewhat different than (3) | Neither different than nor similar to (4) | Somewhat similar to (5) | Similar to (6) | Very similar to (7) |
| Regular unsweetened tea you buy in a restaurant (1)  |  |  |  |  |  |  |  |
| An herbal tea flavored with oranges (unsweetened) (2)  |  |  |  |  |  |  |  |
| An herbal tea flavored with strawberries (unsweetened) (3)  |  |  |  |  |  |  |  |
| An herbal tea flavored with spearmint (unsweetened) (4)  |  |  |  |  |  |  |  |
| An herbal tea flavored only with honey (no actual tea or herbs, just warm water and honey) (5)  |  |  |  |  |  |  |  |

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Q124 Below are some different motivations people may have for consuming elderflower tea. Which motivations do you believe are most important for people who drink elderflower tea? Please rank the motivations from the most important (rank = 1) to the least important (rank= 4) by moving the motivation up or down the list.

\_\_\_\_\_\_ Pleasant taste (1)

\_\_\_\_\_\_ Improves health (2)

\_\_\_\_\_\_ Inexpensive (3)

\_\_\_\_\_\_ A nice change from regular tea (4)

End of Block: elderflowers

Start of Block: elder1

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Q127 Suppose that you were in the grocery store and saw an elderflower tea with the following label. How would you react to this label and the idea of an herbal tea made from elderflowers?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| I like the label. (1)  |  |  |  |  |  |  |  |
| The label looks intriguing. (2)  |  |  |  |  |  |  |  |
| The label suggests that the tea will have a pleasant taste. (3)  |  |  |  |  |  |  |  |
| The label suggests that the tea will improve health. (4)  |  |  |  |  |  |  |  |
| The label looks feminine. (5)  |  |  |  |  |  |  |  |

End of Block: elder1

Start of Block: elder2

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Q162 Suppose that you were in the grocery store and saw an elderflower tea with the following label. How would you react to this label and the idea of an herbal tea made from elderflowers?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| I do not like the label. (1)  |  |  |  |  |  |  |  |
| I do not think the label looks intriguing. (2)  |  |  |  |  |  |  |  |
| The label suggests that the tea will have an unpleasant taste. (3)  |  |  |  |  |  |  |  |
| The label suggests that the tea will have no impact on health or will be unhealthy. (4)  |  |  |  |  |  |  |  |
| The label looks masculine. (5)  |  |  |  |  |  |  |  |

End of Block: elder2

Start of Block: demos

Q104 Finaly, please tell us a few things about yourself, and remember your answers are confidential.

Q106 What is your age?

* less than 18 (1)
* 18-24 (2)
* 25-34 (3)
* 35-44 (4)
* 45-54 (5)
* 55-64 (6)
* 65 or older (7)

Q108 What is your gender?

* Female (1)
* Male (2)
* Other (3)

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Q110 What is your marital status?

* Married (1)
* Divorced (2)
* Widowed (3)
* I have a life partner but am not married (4)
* Separated but still married (5)
* Never married (6)
* Other (7)

Q112 What is your annual (pre-tax) household income (income from all earners who reside at your house)?

* less than $5,000 (1)
* $5,000 to $7,499 (2)
* $7,500 to $9,999 (3)
* $10,000 to $12,499 (4)
* $12,500 to $14,999 (5)
* $15,000 to $19,999 (6)
* $20,000 to $24,999 (7)
* $25,000 to $29,999 (8)
* $30,000 to $34,999 (9)
* $35,000 to $39,999 (10)
* $40,000 to $49,999 (11)
* $50,000 to $59,999 (12)
* $60,000 to $74,999 (13)
* $75,000 to $99,999 (14)
* $100,000 to $149,999 (15)
* $150,000 or more (16)

Q114 In which state do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Q116 How many people reside in your household (including yourself and all ages)?

* 1 (I live alone) (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* more than 6 (7)

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Q118 How many people under the age of 18 reside in your household?

* 0 (1)
* 1 (8)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* more than 6 (7)

Q120 Is anyone in your household unemployed but looking for work?

* Yes (1)
* No (2)

Q122 Is anyone in your household fully employed?

* Yes (1)
* No (2)

Q124 Does your household rent or own your place of residence?

* Rent (1)
* Owned or being bought by a household member (2)
* Other (please specify) (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q128
Which of the following best describes your race or ethnicity?
Please check ALL that apply to you.

* American Indian or Alaska Native (1)
* Asian (2)
* Black or African American (3)
* Native Hawaiian (5)
* Other Pacific Islander (6)
* White (7)
* Other (8)

Q130 Are you Hispanic?

* Yes (1)
* No (2)

Q132 What is your highest level of education?

* No high school diploma (1)
* High school diploma (2)
* Associate's degree (3)
* Bachelor's degree (4)
* Graduate degree (5)

End of Block: demos