The following pages contain screenshots of the experiment interface with which subjects begin once they have reviewed the paper instructions that were read out aloud

Enter the code provided by the experimenter to continue

<< >>

The computer will now randomly determine whether you will be offered $3 or $30 for eating the food items. The computer will make this selection as soon as you click NEXT.

<< >>

The computer has randomly decided that you will be offered five transactions such as the following

Eat [specified food item]. In exchange,
receive $30

You may accept or reject each of these offers. If you accept an offer and it is randomly chosen to be carried out, you will receive $30 and you will eat the specified food item. If you reject the offer, you will not have to eat the food item, but you will not be paid any additional money. Recall: If you accept the offer, but do not follow through, you will lose the $20 you would automatically have received for finishing part 1 of the experiment.

Recall

There is an 80% chance that your decision about one of the offers above will be carried out. There is a 14% chance that a decision from a decision list will be carried out. There is a 6% chance that one of the additional decisions will be carried out.

<< >>

Food items in this study

All food items in this study are insects. They are either oven-baked, roasted, or cooked and dehydrated. All insects in this study are produced specifically for human consumption in certified facilities.

Recall that you will decide whether or not to accept the following offer for each food item:

Eat [specified food item]. In exchange, receive $30

To help you with your decision, you may next select videos to watch.

Which video would you like to watch?

(counts with 97% chance)

Each video is about 6 minutes long.

- ○ Why you may want to **try** eating insects
- ○ Why you may **not** want to **try** eating insects

There is a 97% chance that the question above will determine which video you will watch.

There is a 3% chance that the question below will determine which video clips you will watch.

<< >>

Which video clips would you like to watch?

(select at least 4; counts with 3% chance)

All clips are similarly long

Reasons FOR eating insects	Pros 1 ☐	Pros 2 ☐	Pros 3 ☐
Reasons AGAINST eating insects	Cons 1 ☐	Cons 2 ☐	Cons 3 ☐
Other information about eating insects	Other 1 ☐	Other 2 ☐	Other 3 ☐

<< >>

Which video you will watch was determined by the *first* question on the previous page.
In line with your choice, you will now watch the video

Why you may want to try eating insects

Please put on your headphones.

The volume buttons are to the right of your keyboard

Then click NEXT to start the video. A button will appear shortly.

<< >>

The selected video (or video clips) is displayed here. The videos are available at *https://youtu.be/HiNnbYuuRcA* *("Why you may want to eat insects") and* *https://youtu.be/ii4YSGOEcRY* *("Why you may not want to eat insects").*

There should be a video here. If it does not load, please raise your hand.

A "continue" button will appear after the duration of the video.

<< >>

You will now complete five decision lists

There is a 7% chance that one of these decision lists will be randomly selected for implementation. If so, the computer will randomly select one of the lines on that list, and we will carry out the decision you made on that line. Your choices have absolutely no bearing on which line the computer will select. Hence,

It is in your best interest to select, on each line of each list, the option that you genuinely prefer.

<< >>

The food item for this decision list is

2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀)

Food items are sourced from the following producers: Hotlix, Pismo Beach, CA; Next Millennium Farms, Lakefield, Ontario, Canada; BugGrub, Norfolk, UK, Thailand Unique, Udon Thani, Thailand.

Here, the screen contains a multiple decision list. On each line, the option on the left reads "Get $p. In exchange, eat the food item." The option on the right reads "Do not participate in this transaction." There is one such line for each of the following values of p: 0, 1, 2, 3, 4, 6, 8, 10, 12.5, 15, 17.5, 20, 22.5, 25, 27.5, 30, 33, 36, 39, 44, 50, 60.

The food item for this decision list is

5 roasted, whole, large mealworms, unflavored (zophobas morio) (Chinese: 大麦虫)

Food items are sourced from the following producers: Hotlix, Pismo Beach, CA; Next Millennium Farms, Lakefield, Ontario, Canada; BugGrub, Norfolk, UK, Thailand Unique, Udon Thani, Thailand.

Here, the screen contains the same multiple decision list as before.

The food item for this decision list is

3 whole cooked and dehydrated silkworm puppae, salted (Chinese: 家蚕)

Food items are sourced from the following producers: Hotlix, Pismo Beach, CA; Next Millennium Farms, Lakefield, Ontario, Canada; BugGrub, Norfolk, UK, Thailand Unique, Udon Thani, Thailand.

Here, the screen contains the same multiple decision list as before.

The food item for this decision list is

2 whole cooked and dehydrated mole crickets, salted (Chinese: 蠷蛄)

Food items are sourced from the following producers: Hotlix, Pismo Beach, CA; Next Millennium Farms, Lakefield, Ontario, Canada; BugGrub, Norfolk, UK, Thailand Unique, Udon Thani, Thailand.

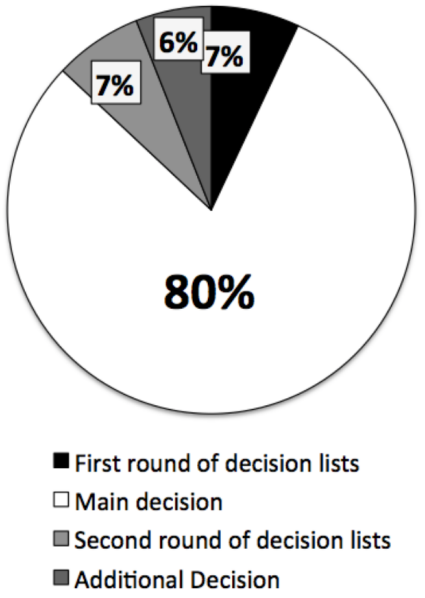
Here, the screen contains the same multiple decision list as before.

You will now complete the five main decisions of part 1

There is a 80% chance that the computer will randomly select one of these four decisions to be carried out.

You should make each decision as if it is the one that counts, because it might be.

Chance that a decision from a given part will be carried out



The food item for this decision list is

2 whole cooked and dehydrated field crickets, salted (Chinese: 田蟋蟀)

Food items are sourced from the following producers: Hotlix, Pismo Beach, CA; Next Millennium Farms, Lakefield, Ontario, Canada; BugGrub, Norfolk, UK, Thailand Unique, Udon Thani, Thailand.

<< >>

Here, the screen contains the same multiple decision list as before.

Do you accept the following offer?

Eat 2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀). In exchange, receive $30.

Food items are sourced from the following producers: Crickets: Hotlix, Pismo Beach, CA; Mealworms: Next Millennium Farms, Lakefield, Ontario, Canada; Silkworm puppae and mole crickets: Thailand Unique, Udon Thani, Thailand.

YES,
I accept this offer

○

NO,
I do not accept this offer

○

<< >>

Do you accept the following offer?

Eat 5 roasted, whole, large mealworms, unflavored (zophobas morio) (Chinese: 大麦虫). In exchange, receive $30.

Food items are sourced from the following producers: Crickets: Hotlix, Pismo Beach, CA; Mealworms: Next Millennium Farms, Lakefield, Ontario, Canada; Silkworm puppae and mole crickets: Thailand Unique, Udon Thani, Thailand.

YES,
I accept this offer

○

NO,
I do not accept this offer

○

<< >>

Do you accept the following offer?

Eat 3 whole cooked and dehydrated silkworm puppae, salted (Chinese: 家蚕). In exchange, receive $30.

Food items are sourced from the following producers: Crickets: Hotlix, Pismo Beach, CA; Mealworms: Next Millennium Farms, Lakefield, Ontario, Canada; Silkworm puppae and mole crickets: Thailand Unique, Udon Thani, Thailand.

YES,
I accept this offer

○

NO,
I do not accept this offer

○

<< >>

Do you accept the following offer?

Eat 2 whole cooked and dehydrated mole crickets, salted (Chinese: 螻蛄). In exchange, receive $30.

Food items are sourced from the following producers: Crickets: Hotlix, Pismo Beach, CA; Mealworms: Next Millennium Farms, Lakefield, Ontario, Canada; Silkworm puppae and mole crickets: Thailand Unique, Udon Thani, Thailand.

YES,
I accept this offer

○

NO,
I do not accept this offer

○

<< >>

Do you accept the following offer?

Eat 2 whole cooked and dehydrated field crickets, salted (Chinese: 田蟋蟀). In exchange, receive $30.

Food items are sourced from the following producers: Crickets: Hotlix, Pismo Beach, CA; Mealworms: Next Millennium Farms, Lakefield, Ontario, Canada; Silkworm puppae and mole crickets: Thailand Unique, Udon Thani, Thailand.

YES,
I accept this offer

○

NO,
I do not accept this offer

○

<< >>

Questionnaire

Please answer the following question as well as you can.

Your answers to these questions will not affect your payment from this experiment.

While you answer these questions, the experimenter may hand out the food items.

Please be quiet and do not communicate with others!

<< >>

Here, subjects complete the Raven's matrix test and the CRT questions.

Please wait for the experimenter to distribute the food items.

Please be QUIET and DO NOT TALK TO OTHERS.

Once you have received them,

Please closely inspect the food items.

You may view the items, and smell them.

However, please do not yet eat them. (If you do eat some, we will fill up the bag back to the number of food items that were originally in the bag.)

You will make additional choices about the food items. Inspecting the items will help you make the best choices.

Each packet contains a label that names the insects contained in the packet. **The inside of each label contains a code.** You will have to take each label out of the container, unfold it, and enter the code on each of them to continue.

<< >>

You will now complete the second round of decision lists of Part 1 of this study

There is a 7% chance that one of these decision lists will be randomly selected for implementation. If so, the computer will randomly select one of the lines on that list, and we will carry out the decision you made on that line. Hence,

It is in your best interest to select, on each line of each list, the option that you genuinely prefer.

<< >>

The food item for this decision list is

2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀)

Food items are sourced from the following producers: Crickets: Hotlix, Pismo Beach, CA; Mealworms: Next Millennium Farms, Lakefield, Ontario, Canada; Silkworm puppae and mole crickets: Thailand Unique, Udon Thani, Thailand.

Here, the screen contains a multiple decision list. On each line, the option on the left reads "Get $p. In exchange, eat the food item." The option on the right reads "Do not participate in this transaction." There is one such line for each of the following values of p: 0, 1, 2, 3, 4, 6, 8, 10, 12.5, 15, 17.5, 20, 22.5, 25, 27.5, 30, 33, 36, 39, 44, 50, 60.

Enter the code for 2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀).

(Enter all letters UPPERCASE, no spaces, including at the end.)

<< >>

In case of a wrong code, subjects see this box

You have entered an incorrect code for this food item. Please enter the correct code.

Close

The same screen is repeated for each of the five insect species.

Additional decisions: Estimate what other participants did

48 participants have previously completed this study.
(These participants participated on May 8 and 9, 2015)

Your task is to estimate the least amount of money for which the average participant would eat a given food item.

To be very precise: Suppose we had offered each of the previous participants just enough so (s)he would eat the food item.

How much money would we have spent, on average, per participant, for each food item?

Since all of the previous participants have completed the same decision lists as you, we know the correct answer to this question. We calculated the correct answer only using the choices participants had made BEFORE the food items had been handed out.

You will answer 15 questions in this stage.

Payment for this stage

There is a 6% chance that **one** of your decisions in this part will be carried out.

We told you in the beginning that you would receive $20 for following through with your decisions. If this stage of the experiment you do not make any decisions regarding food items. Instead, you will get these $20 if your estimate on the question that is selected for payment is perfect.

If your estimate is off, we will discount money from these $20. Specifically, for each $1 your estimate differs from the true amount, we will discount $0.50 from your payment.

For instance, if you underestimate the true average by $10, we will discount 10 * $0.50 = $5 from your payment, and you will earn $15 for part 1 of this experiment. If you overestimate the true average by $15, we will discount 15 * $0.50 = $7.50 from your payment, and you will earn $12.50 for part 1 of this experiment.

If you have any questions, please raise your hand.

This question is about
2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀).

How much would the average participant at least need to be paid to eat this food item?

Enter whole dollar amounts, no smaller than $0, no larger than $60.

Precisely: If we had offered each of the 48 previous participants the least amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about

5 roasted, whole, large mealworms, unflavored (zophobas morio) (Chinese: 大麦虫).

How much would the average participant at least need to be paid to eat this food item?

Enter whole dollar amounts, no smaller than $0, no larger than $60.

Precisely: If we had offered each of the 48 previous participants the least amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about

5 roasted, whole, large mealworms, unflavored (zophobas morio) (Chinese: 大麦虫).

How much would the average participant at least need to be paid to eat this food item?

Enter whole dollar amounts, no smaller than $0, no larger than $60.

Precisely: If we had offered each of the 48 previous participants the least amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about

3 whole cooked and dehydrated silkworm puppae, salted (Chinese: 家蚕).

How much would the average participant at least need to be paid to eat this food item?

Enter whole dollar amounts, no smaller than $0, no larger than $60.

Precisely: If we had offered each of the 48 previous participants the least amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about

2 whole cooked and dehydrated mole crickets, salted (Chinese: 蠷蛄).

How much would the average participant at least need to be paid to eat this food item?

Enter whole dollar amounts, no smaller than $0, no larger than $60.

Precisely: If we had offered each of the 48 previous participants the least amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about

2 whole cooked and dehydrated field crickets, salted (Chinese: 田蟋蟀).

How much would the average participant at least need to be paid to eat this food item?

Enter whole dollar amounts, no smaller than $0, no larger than $60.

Precisely: If we had offered each of the 48 previous participants the least amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

The following five questions are the same as those before.

However:

This time we are asking you only about those participants who were offered **$3** in the main decisions.

That is, we are asking:

How much would the average participant **amongst those who were offered $3 in the main decision** at least need to be paid to eat [specified food item].

>>

This question is about
2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀).

How much would the average participant **amongst those who were offered $3 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $3 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
5 roasted, whole, large mealworms, unflavored (zophobas morio) (Chinese: 大麦虫).

How much would the average participant **amongst those who were offered $3 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $3 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
3 whole cooked and dehydrated silkworm puppae, salted (Chinese: 家蚕).

How much would the average participant **amongst those who were offered $3 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $3 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
2 whole cooked and dehydrated mole crickets, salted (Chinese: 螻蛄).

How much would the average participant **amongst those who were offered $3 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $3 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about

2 whole cooked and dehydrated field crickets, salted (Chinese: 田蟋蟀).

How much would the average participant **amongst those who were offered $3 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $3 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

The following five questions are the same as those before.

However:

This time we are asking you only about those participants who were offered **$30** in the main decisions.

That is, we are asking:

How much would the average participant **amongst those who were offered $30 in the main decision** at least need to be paid to eat [specified food item].

>>

This question is about
2 oven-baked, whole house crickets, unflavored (Chinese: 蟋蟀).

How much would the average participant **amongst those who were offered $30 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $30 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
5 roasted, whole, large mealworms, unflavored (zophobas morio) (Chinese: 大麦虫).

How much would the average participant **amongst those who were offered $30 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $30 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
3 whole cooked and dehydrated silkworm puppae, salted (Chinese: 家蚕).

How much would the average participant **amongst those who were offered $30 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $30 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
2 whole cooked and dehydrated mole crickets, salted (Chinese: 螻蛄).

How much would the average participant **amongst those who were offered $30 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $30 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

This question is about
2 whole cooked and dehydrated field crickets, salted (Chinese: 田蟋蟀).

How much would the average participant **amongst those who were offered $30 in the main decision** at least need to be paid to eat this food item?

Enter whole dollar amounts.

Precisely: Consider the 24 participants who had been offered $30 in the main decision. If we had offered each of those 24 previous participants the *least* amount of money for which (s)he would just eat this food item, how much money would we have spent, per participant, on average for these 24 participants, for getting them to eat this food item?

(We will discount $0.50 from your payment for each $1 by which your answer and the correct answer to this question differ.)

<< >>

Subjects continue with a pilot for a different study. They are then paid and released.