

Survey Instruments

“Correcting for Heterogeneity in the Use of Subjective Scales”

This appendix presents screenshots from separate respondent paths through the two Understanding America Study surveys used in the paper: UAS 571 (Survey 1) and UAS 719 (Survey 2). Screens are numbered in the order they appeared in these paths; the order could differ for other respondents. The Survey 1 screenshots show the *Nonself* framing, in which vignette subjects are described in the third person with gendered names. The Survey 2 screenshots show the *Self* framing. Respondents who completed both surveys retained the same framing across waves. The screenshots show one realization of the randomizations; the paper describes the alternatives. For legibility, some long survey screens are split into consecutive parts. For example, “Screen 2 (part 1 of 3)” is the first of three segments of a single survey screen.

UAS 571 (Survey 1)

Screen 1

UnderStandingAmericaStudy

Español

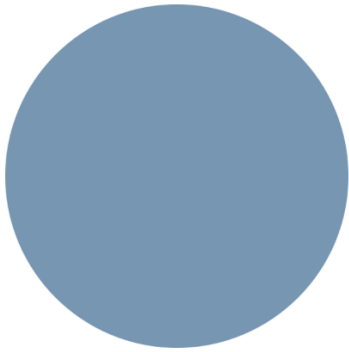
This survey asks you questions about how you would rate various things, including aspects of your life and what choices you would make.

Next >>

1%

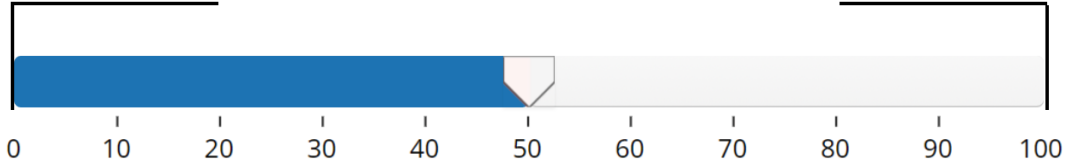
Screen 2 (part 1 of 3)

How dark is this circle?



Lowest level
possible

Highest level
possible

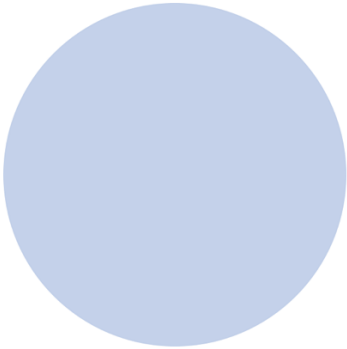


Or type in:

50

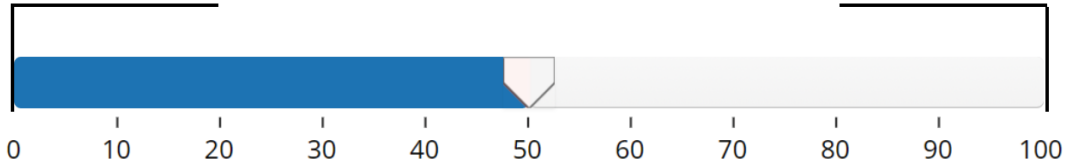
Screen 2 (part 2 of 3)

How dark is this circle?



Lowest level
possible

Highest level
possible

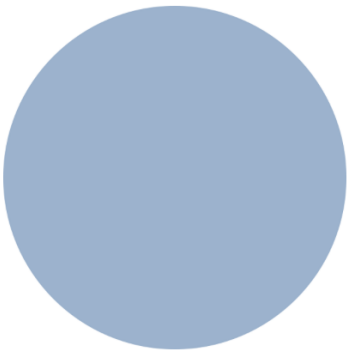


Or type in:

50

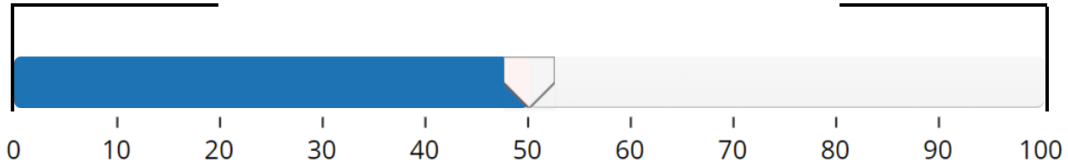
Screen 2 (part 3 of 3)

How dark is this circle?



Lowest level
possible

Highest level
possible



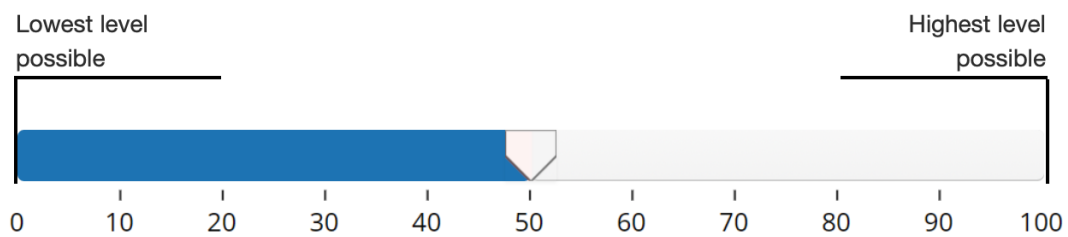
Or type in:

50

<< Back

Next >>

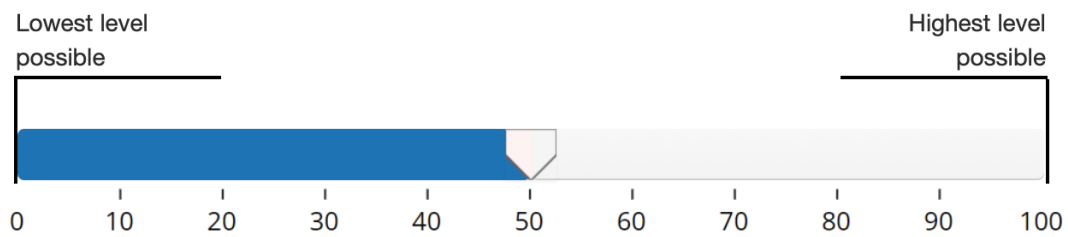
How confident does this person look?



Or type in: 50

Screen 3 (part 2 of 3)

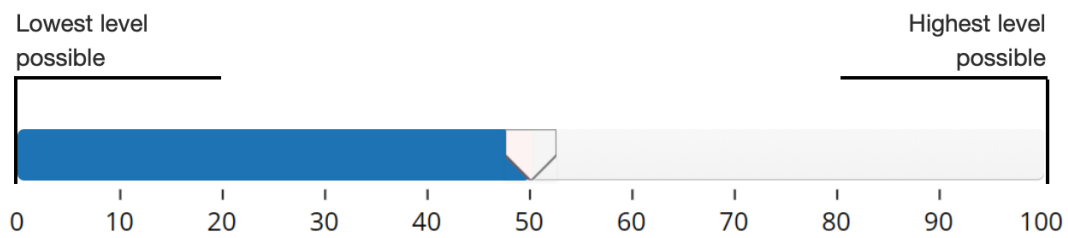
How confident does this person look?



Or type in: 50

Screen 3 (part 3 of 3)

How confident does this person look?



Or type in: 50

<< Back

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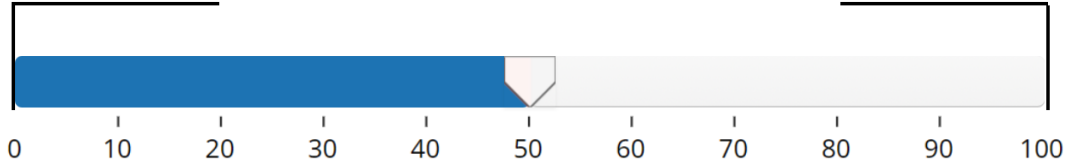
Screen 4 (part 1 of 3)

How complex is this shape?



Lowest level
possible

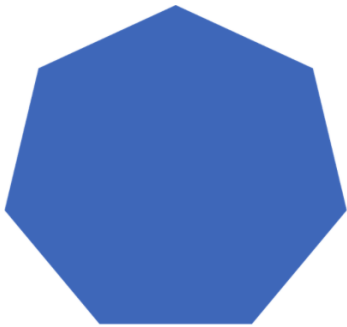
Highest level
possible



Or type in: 50

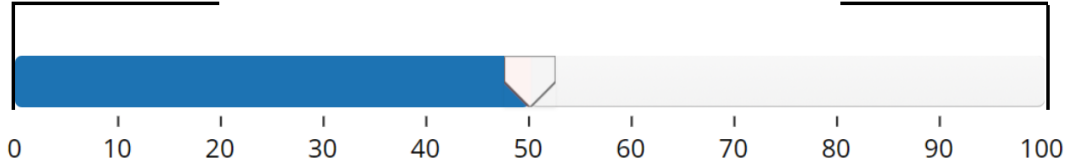
Screen 4 (part 2 of 3)

How complex is this shape?



Lowest level
possible

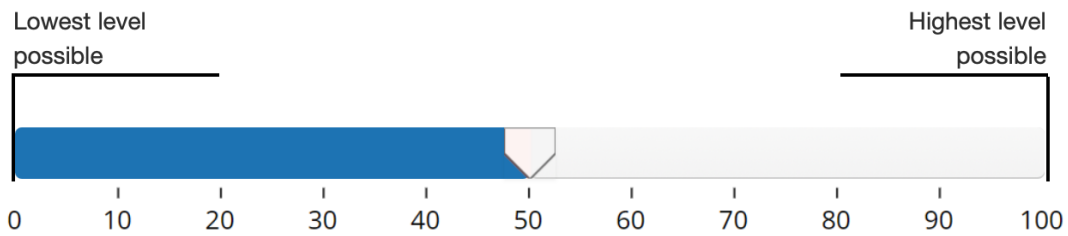
Highest level
possible



Or type in:

50

How complex is this shape?



Or type in: 50

<< Back

Next >>

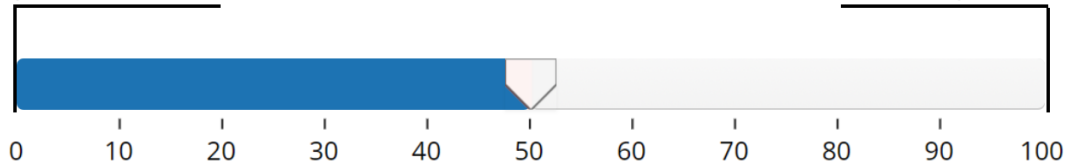
Screen 5 (part 1 of 3)

How would you rate this person's level of pain?



Lowest level
possible

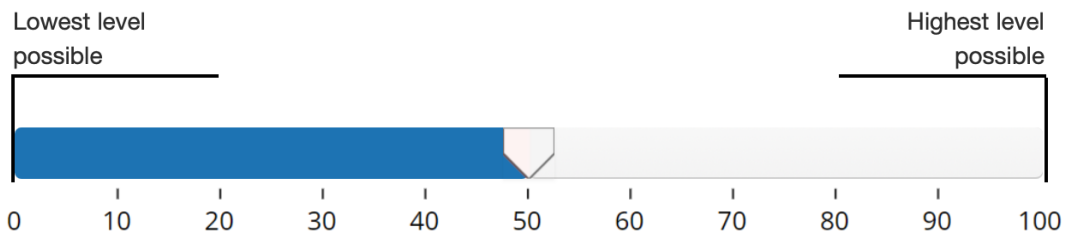
Highest level
possible



Or type in: 50

Screen 5 (part 2 of 3)

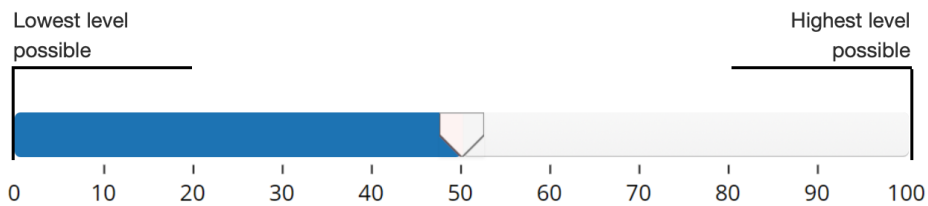
How would you rate this person's level of pain?



Or type in: 50

Screen 5 (part 3 of 3)

How would you rate this person's level of pain?



Or type in: 50

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Screen 6

Instructions

Imagine that every day for the past year (12 months) you had been asked to rate aspects of your life for that day.

For each aspect of life, we'll ask what your average rating would have been over the past year.

Note that for some things you rate, higher is better, while for others, lower is better.

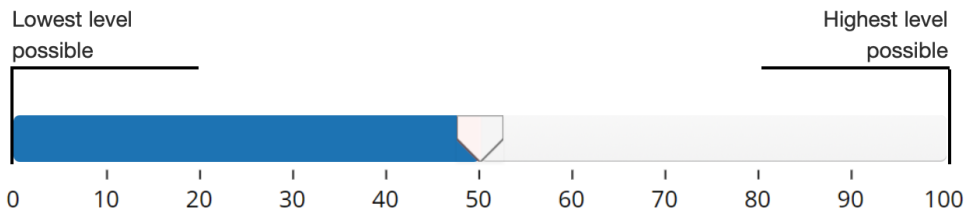
<< Back

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Screen 7

Over the past year, on average, how would you have rated...

The overall well-being of you and your family



Or type in: 50

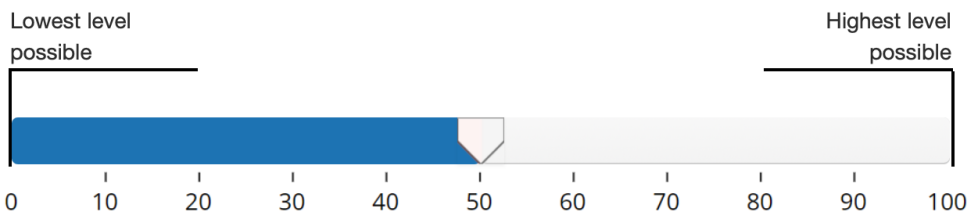
<< Back

Next >>

Screen 8

Over the past year, on average, how would you have rated...

You feeling angry



Or type in: 50

<< Back

Next >>

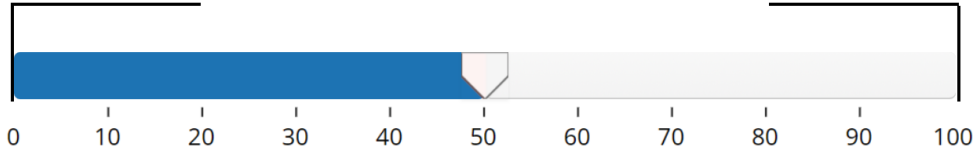
Screen 9

Over the past year, on average, how would you have rated...

The happiness of your family

Lowest level
possible

Highest level
possible



Or type in: 50

<< Back

Next >>

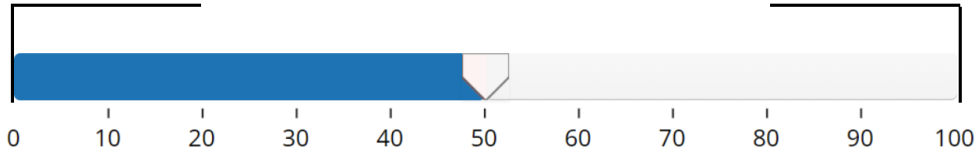
Screen 10

Over the past year, on average, how would you have rated...

How much you enjoy your life

Lowest level
possible

Highest level
possible



Or type in: 50

<< Back

Next >>

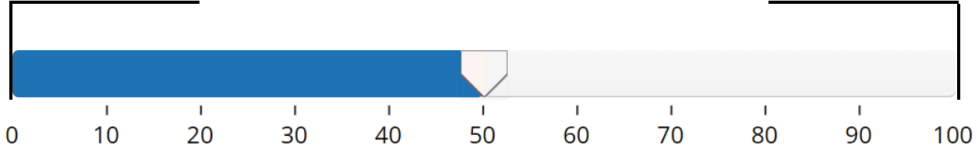
Screen 11

Over the past year, on average, how would you have rated...

You being able to support your family financially

Lowest level
possible

Highest level
possible



Or type in: 50

<< Back

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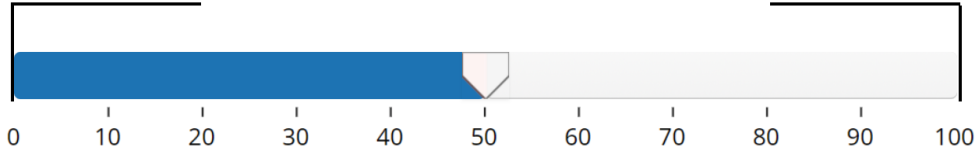
Screen 12

Over the past year, on average, how would you have rated...

You feeling sad

Lowest level
possible

Highest level
possible



Or type in: 50

<< Back

Next >>

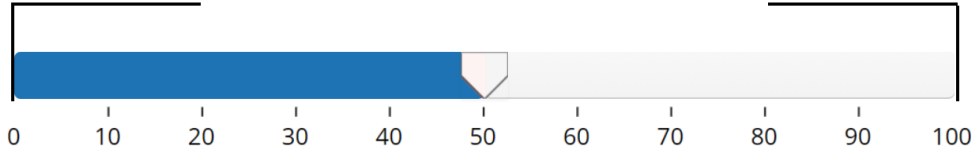
Screen 13

Over the past year, on average, how would you have rated...

You feeling worried

Lowest level
possible

Highest level
possible



Or type in: 50

<< Back

Next >>

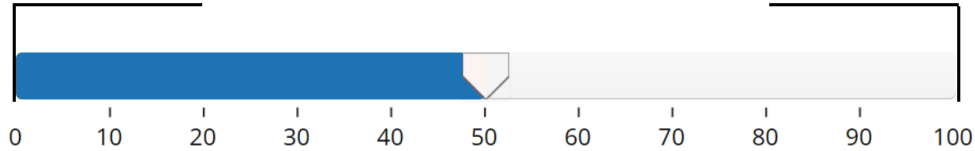
Screen 14

Over the past year, on average, how would you have rated...

You being in physical pain

Lowest level
possible

Highest level
possible



Or type in: 50

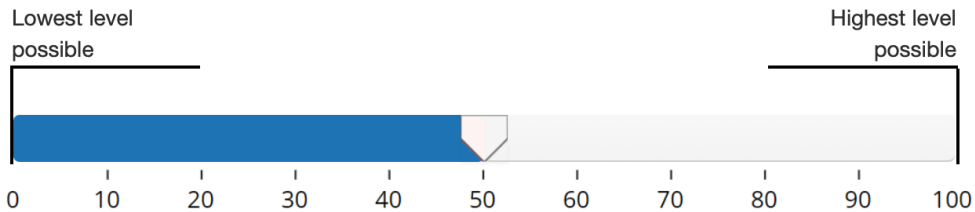
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Screen 15

Over the past year, on average, how would you have rated...

Your ability to breathe in and out easily



Or type in: 50

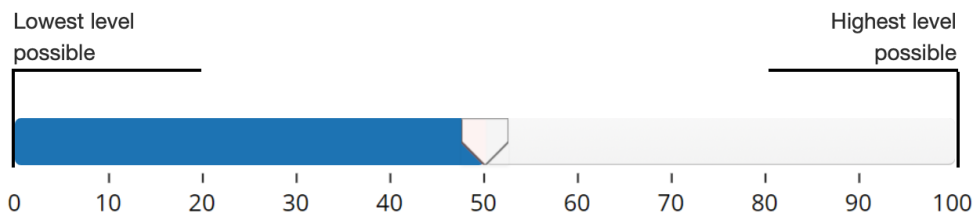
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Screen 16

Over the past year, on average, how would you have rated...

Your ability to remember things



Or type in: 50

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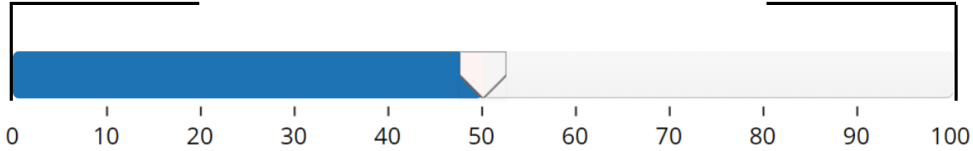
Screen 17

Over the past year, on average, how would you have rated...

You feeling anxious

Lowest level
possible

Highest level
possible



Or type in: 50

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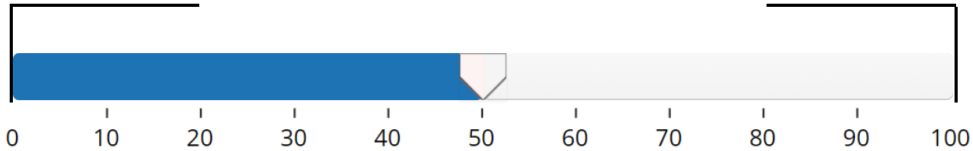
Screen 18

Over the past year, on average, how would you have rated...

The extent to which you feel the things you do in your life are worthwhile

Lowest level
possible

Highest level
possible



Or type in: 50

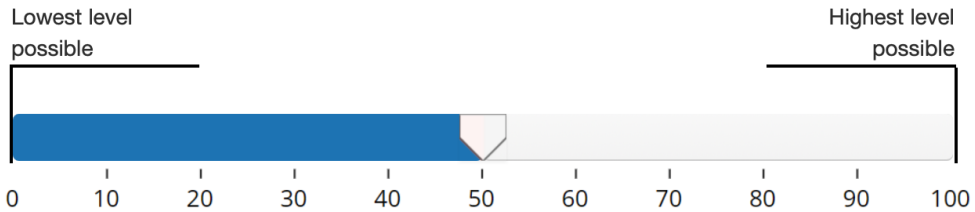
<< Back

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Screen 19

Over the past year, on average, how would you have rated...

You having many options and possibilities in your life and the freedom to choose among them



Or type in: 50

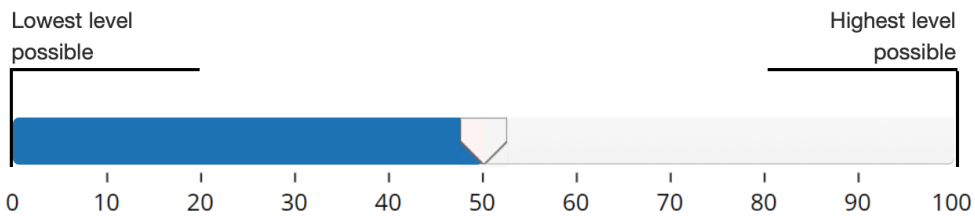
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Screen 20

Over the past year, on average, how would you have rated...

How satisfied you are with your life



Or type in: 50

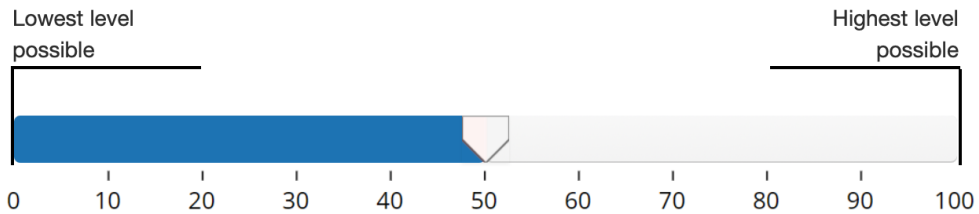
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Screen 21

Over the past year, on average, how would you have rated...

You having people you can turn to in time of need



Or type in: 50

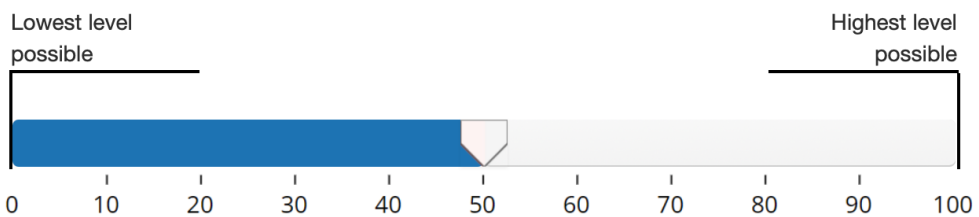
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Screen 22

Over the past year, on average, how would you have rated...

You feeling that you have enough time for the things that are most important to you



Or type in: 50

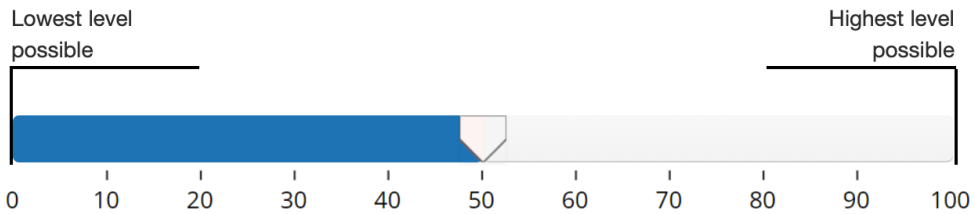
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Screen 23

Over the past year, on average, how would you have rated...

Your physical safety and security



Or type in: 50

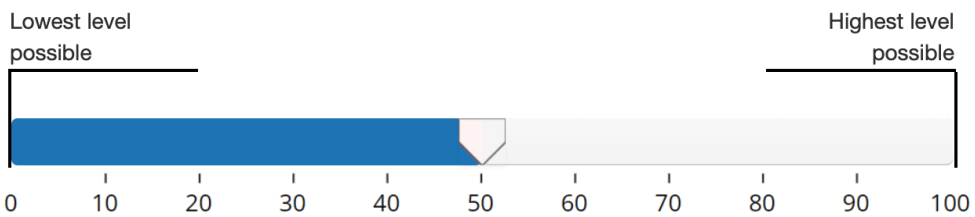
<< Back

Next >>

Screen 24

Over the past year, on average, how would you have rated...

Your mental health



Or type in: 50

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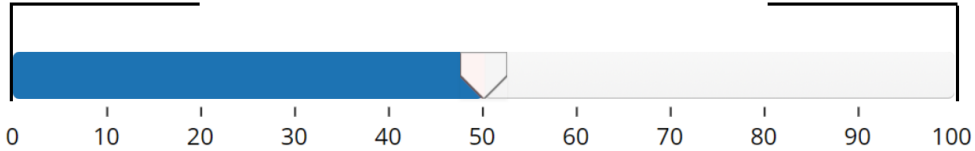
Screen 25

Over the past year, on average, how would you have rated...

Your sense of purpose

Lowest level
possible

Highest level
possible



Or type in: 50

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Next >>

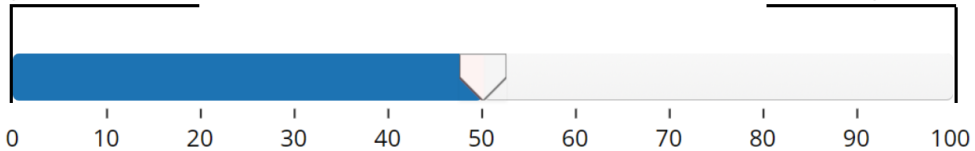
Screen 26

Over the past year, on average, how would you have rated...

You feeling stressed

Lowest level
possible

Highest level
possible



Or type in: 50

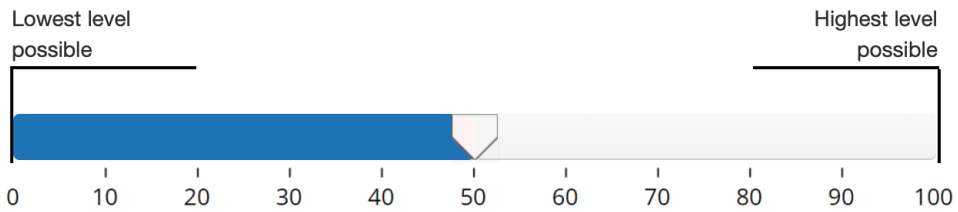
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Screen 27

Over the past year, on average, how would you have rated...

Your rating of your life on a ladder where the lowest rung is 'worst possible life for you' and the highest rung is 'best possible life for you'



Or type in: 50

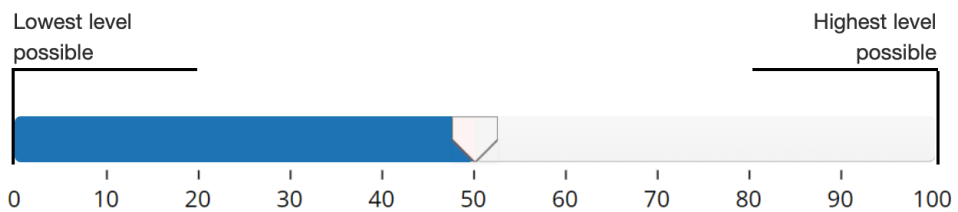
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Screen 28

Over the past year, on average, how would you have rated...

Your physical health



Or type in: 50

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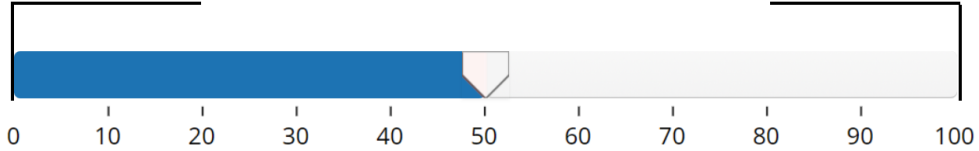
Screen 29

Over the past year, on average, how would you have rated...

How happy you feel

Lowest level
possible

Highest level
possible



Or type in: 50

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Next >>

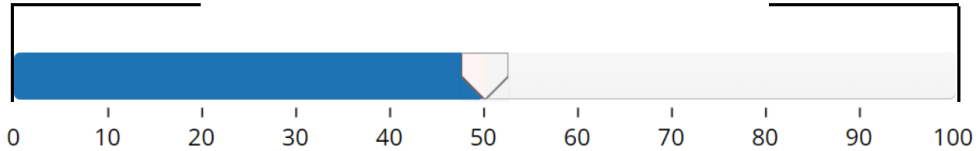
Screen 30

Over the past year, on average, how would you have rated...

You being a good person

Lowest level
possible

Highest level
possible



Or type in: 50

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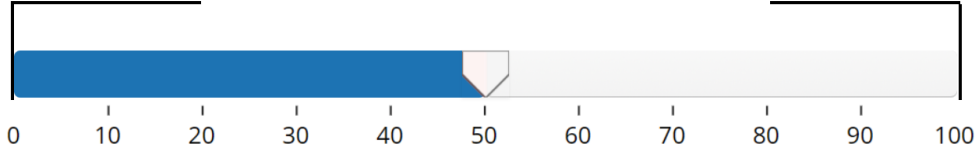
Screen 31

Over the past year, on average, how would you have rated...

You being lonely

Lowest level
possible

Highest level
possible



Or type in: 50

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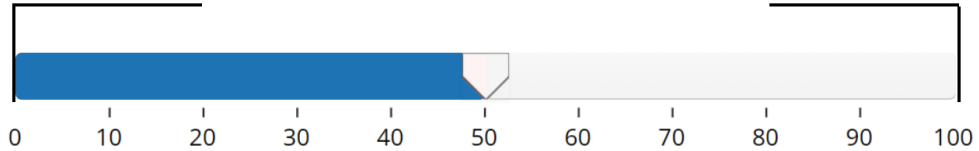
Screen 32

Over the past year, on average, how would you have rated...

Your sense of control over your life

Lowest level
possible

Highest level
possible



Or type in: 50

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Screen 33

Imagine you had to choose between two options. Each improves one aspect of your life over the next year. In Option 1, only **How satisfied you are with your life** changes. In Option 2, only **You feeling anxious** changes. In either option, all other aspects of life stay the same as in the past year.

Which option do you think you would choose?

Option 1

How satisfied you are with your life

↑ Increases
↑ ↑ ↑ ↑ ↑
+7 from 37 to 44

Option 2

You feeling anxious

↓ Decreases
↓ ↓ ↓ ↓ ↓
-5 from 55 to 50

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Screen 34

Imagine you had to choose between two options. Each improves one aspect of your life over the next year. In Option 1, only **You feeling anxious** changes. In Option 2, only **How satisfied you are with your life** changes. In either option, all other aspects of life stay the same as in the past year.

Which option do you think you would choose?

Option 1

You feeling anxious

↓ Decreases
↓ ↓ ↓ ↓ ↓
-4 from 55 to 51

Option 2

How satisfied you are with your life

↑ Increases
↑ ↑ ↑ ↑ ↑
+4 from 37 to 41

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Screen 35

So far we have asked you to rate your own life. Now we will ask you to rate situations in other people's lives. Here is how to do that:

Rate each situation in a stranger's life as you would rate it for yourself. (Remember, the words "you" or "your" refer to the stranger. Put yourself in their shoes.)

<< Back

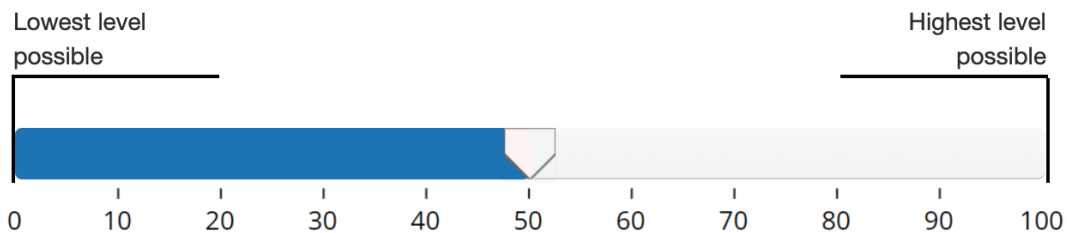
Next >>

Screen 36 (part 1 of 2)

Rating situations in other people's lives: *Rate each situation in a stranger's life as you would rate it for yourself. (Remember, the words "you" or "your" refer to the stranger. Put yourself in their shoes.)*

Whitney is not an athlete, but she's in good condition. She takes aerobics classes 3 times a week and goes for long walks almost every day, but she is a little short of breath after climbing a flight of stairs.

Over the past year, on average, how would you have rated **"your ability to breathe in and out easily"** in Whitney's life?



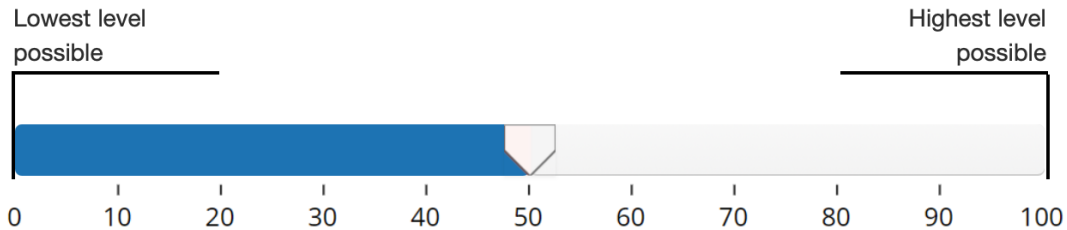
Or type in:

50

Screen 36 (part 2 of 2)

Kelli has been smoking cigarettes for several years. She has a cough a few times a week that hurts in her chest and throat. She gets breathless if she runs, and it takes her a few minutes to get back to her normal breathing.

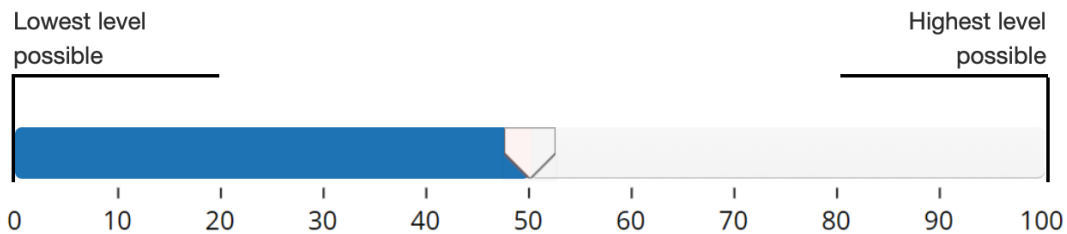
Over the past year, on average, how would you have rated "***your ability to breathe in and out easily***" in Kelli's life?



Or type in: 50

Ann gets out of breath whenever she walks faster than she usually does, such as when trying to catch the bus or exercise. This goes away after a minute or so when she slows down.

Over the past year, on average, how would you have rated "***your ability to breathe in and out easily***" in Ann's life?



Or type in: 50

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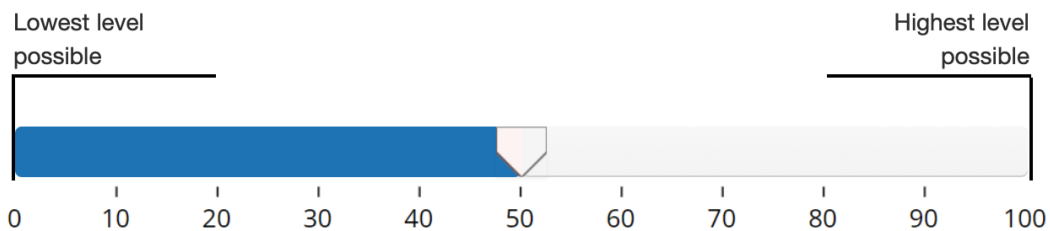
Screen 37 (part 1 of 2)

Rating situations in other people's lives: Rate each situation in a stranger's life as you would rate it for yourself. (Remember, the words "you" or "your" refer to the stranger. Put yourself in their shoes.)

NOTE THAT FOR ALL THREE QUESTIONS ON THIS SCREEN, A HIGHER RATING MEANS **MORE** ANXIETY AND A LOWER RATING MEANS **LESS** ANXIETY.

Ellen sleeps OK, but sometimes her thoughts wake her up in the middle of the night. She feels solid about many of the most important things in her life. But she worries a lot, even about little things.

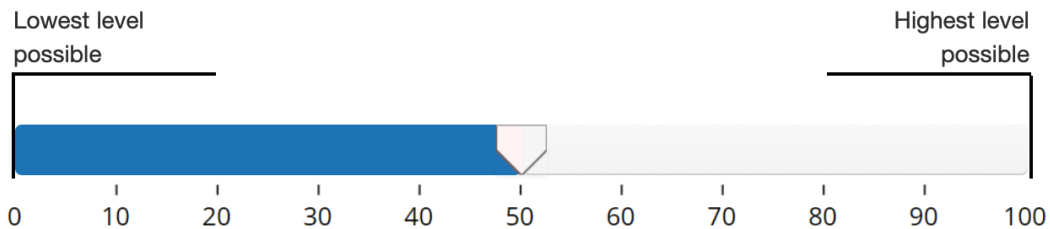
Over the past year, on average, how would you have rated "**you feeling anxious**" in Ellen's life?



Or type in: 50

Naomi seldom gets a good night's sleep because she can't turn her mind off, and often has stress nightmares. She is confident about her relationships and her health, but often feels that other things are out of control. She constantly worries about messing up in her work.

Over the past year, on average, how would you have rated "**you feeling anxious**" in Naomi's life?

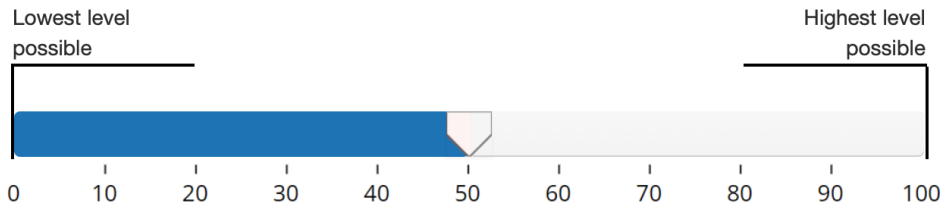


Or type in: 50

Screen 37 (part 2 of 2)

Summer usually sleeps through the night without too much trouble. She generally feels things are under control. She sometimes worries about what could go wrong if she messes up or if things don't go her way, but not too often.

Over the past year, on average, how would you have rated **"you feeling anxious"** in Summer's life?



Or type in: 50

<< Back

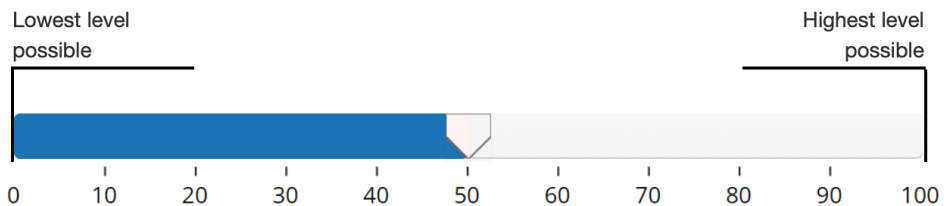
Next >>

Screen 38 (part 1 of 2)

Rating situations in other people's lives: Rate each situation in a stranger's life as you would rate it for yourself. (Remember, the words "you" or "your" refer to the stranger. Put yourself in their shoes.)

Tony has an excellent memory for details of the past, and he is good at memorizing new things. He occasionally forgets people's names, and relies on to-do lists to avoid forgetting things he needs to do.

Over the past year, on average, how would you have rated **"your ability to remember things"** in Tony's life?

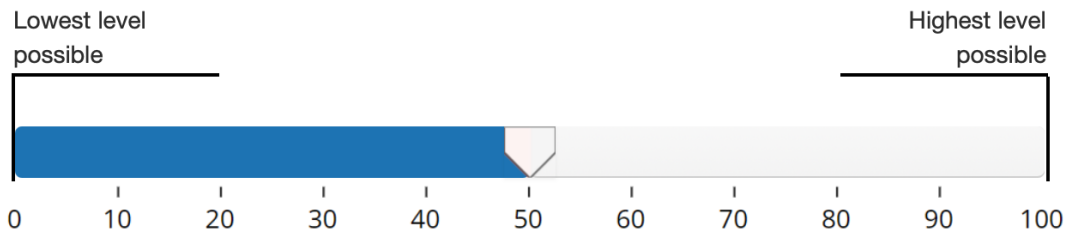


Or type in: 50

Screen 38 (part 2 of 2)

Shaun has a spotty memory for details of the past. He has to work hard to remember new things. He sometimes gets lost, even in places he should know well. He often forgets people's names, but he seldom forgets important appointments.

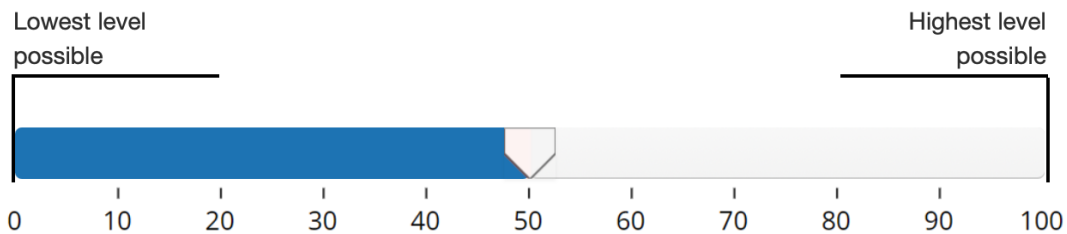
Over the past year, on average, how would you have rated "***your ability to remember things***" in Shaun's life?



Or type in: 50

Maurice has a pretty good memory for details of the past. However, in order to make sure that you are reading all the questions, please ignore the sentence below and just pull the slider all the way to the left.

Over the past year, on average, how would you have rated "***your ability to remember things***" in Maurice's life?



Or type in: 50

<< Back

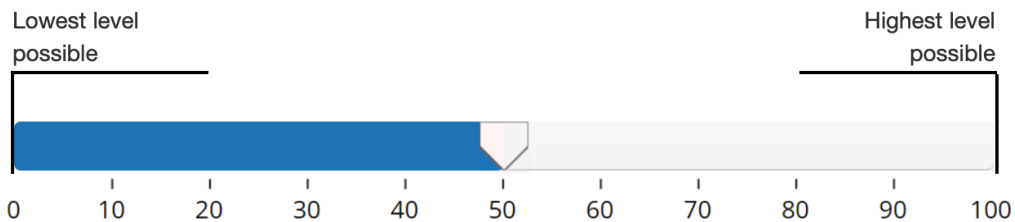
Next >>

Screen 39 (part 1 of 2)

Rating situations in other people's lives: Rate each situation in a stranger's life as you would rate it for yourself. (Remember, the words "you" or "your" refer to the stranger. Put yourself in their shoes.)

Dale has not reached the management position he wanted to reach, but the pay and how much he likes the work as a salesperson are acceptable. He doesn't have any contact with his parents and siblings, which bothers him, but he regularly spends time with his romantic partner's family, with whom he has a good relationship.

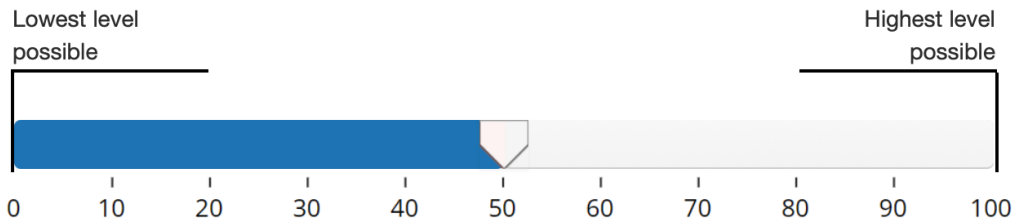
Over the past year, on average, how would you have rated **"how satisfied you are with your life"** in Dale's life?



Or type in: 50

Preston is working as a year-round yard maintenance worker, which doesn't pay well, and is not as pleasant as other occupations he would have liked to have. But he appreciates that he gets to work outdoors. He doesn't have any contact with his parents, siblings, or old friends, but he recently started dating someone he likes.

Over the past year, on average, how would you have rated **"how satisfied you are with your life"** in Preston's life?

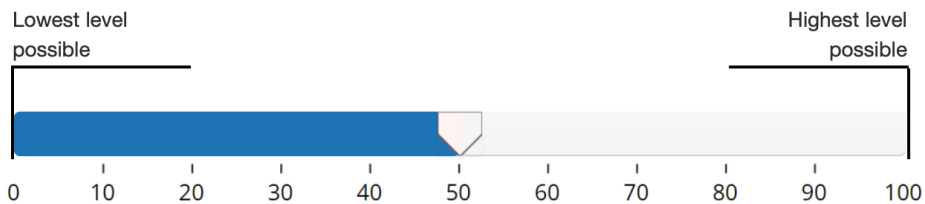


Or type in: 50

Screen 39 (part 2 of 2)

After working in the same company for almost 10 years, Roderick finally got his dream job (both financially and in what he likes to do): manager of one of the branches. He and his romantic partner have a great relationship, but it bothers him that his relationship with his parents and siblings is badly strained.

Over the past year, on average, how would you have rated **"how satisfied you are with your life"** in Roderick's life?



Or type in: 50

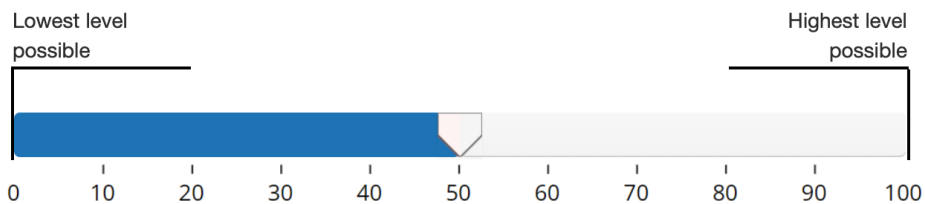
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Screen 40 (part 1 of 2)

Rating situations in other people's lives: Rate each situation in a stranger's life as you would rate it for yourself. (Remember, the words "you" or "your" refer to the stranger. Put yourself in their shoes.)

When Beth is alone, she almost always feels down, and sometimes drags her feet and looks at the ground when she walks. She feels better when she is with her friends and often spends time with them. She often complains about her situation and things people have done to her.

Over the past year, on average, how would you have rated **"how happy you feel"** in Beth's life?

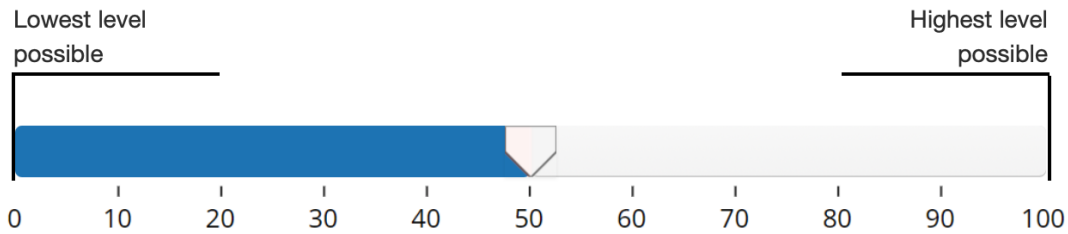


Or type in: 50

Screen 40 (part 2 of 2)

Deborah is always smiling when she is with her friends and spends a lot of time with them. However, when she is alone, she often feels down. For some things, she's really grateful but for others, she blames other people or her circumstances.

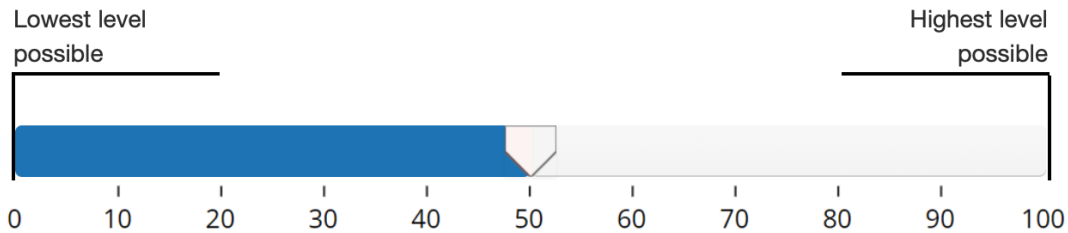
Over the past year, on average, how would you have rated **"how happy you feel"** in Deborah's life?



Or type in: 50

Kendra feels grateful for many things and for the people in her life. She is always smiling when she is around friends or family. However, when she's alone, she sometimes feels down.

Over the past year, on average, how would you have rated **"how happy you feel"** in Kendra's life?



Or type in: 50

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Screen 41

Could you tell us how interesting or uninteresting you found the questions in this survey?

- ☐ Very interesting
- ☐ Interesting
- ☐ Neither interesting nor uninteresting
- ☐ Uninteresting
- ☐ Very uninteresting

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Screen 42

Do you have any other comments on the survey? Please type these in the box below. (If you have no comments, please click next to complete this survey.)

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UAS 719 (Survey 2)

Screen 1

UnderStandingAmericaStudy

This survey asks you questions about how you would rate various things, including aspects of your life.

Next >>

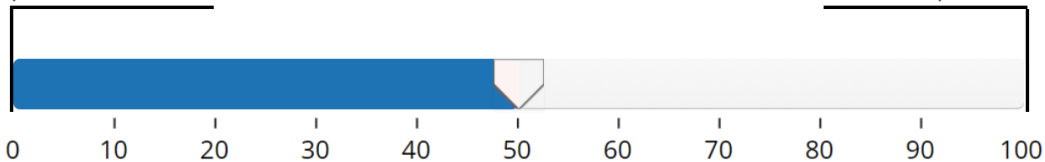
Screen 2

Over the past year, on average, how would you have rated...

How satisfied you are with your life

Lowest level
possible

Highest level
possible



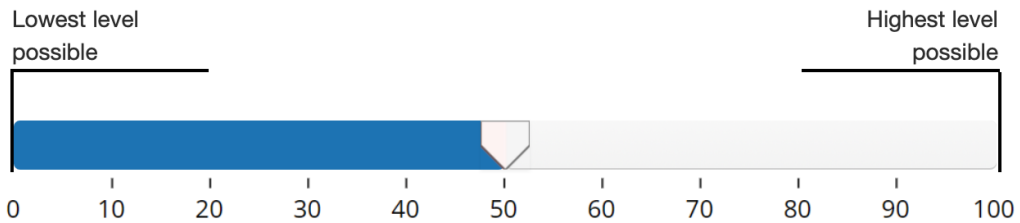
Or type in: 50

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Screen 3

Relative to adults of your gender, how would you describe **your height** on a scale from 0 to 100, where 0 is the lowest level possible and 100 is the highest level possible?



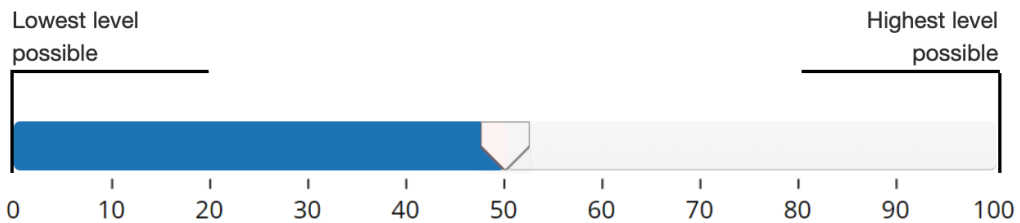
Or type in: 50

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Screen 4

Relative to adults with the **same height** and gender as you, how would you describe **your weight**, on a scale from 0 to 100, where 0 is the lowest level possible and 100 is the highest level possible?



Or type in: 50

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Screen 5

Previously we asked you to rate your own life. Now we will ask you to rate situations different from your own life. Here is how to do that:

Imagine everything in your life is the same as it is now, except for the details described in each situation.

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Screen 6 (part 1 of 2)

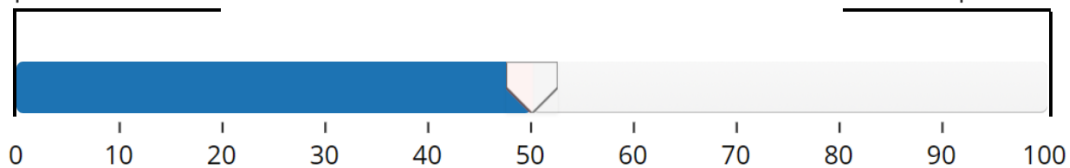
Rating situations different from your own: *Imagine everything in your life is the same as it is now, except for the details described in each situation below.*

You have not reached the management position you wanted to reach, but the pay and how much you like the work as a salesperson are acceptable. You don't have any contact with your parents and siblings, which bothers you, but you regularly spend time with your romantic partner's family, with whom you have a good relationship.

If this situation described your life during the past year, on average, how would you have rated "**how satisfied you are with your life**"?

Lowest level
possible

Highest level
possible



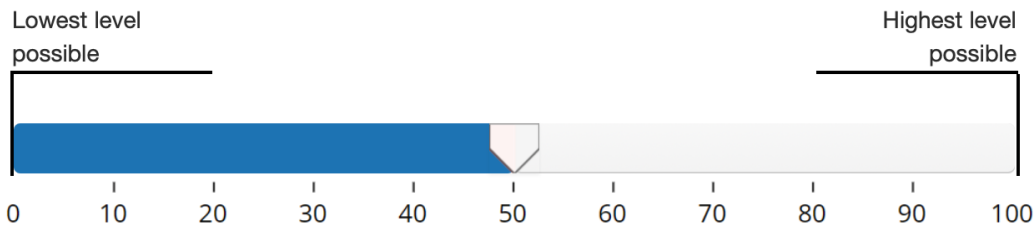
Or type in:

50

Screen 6 (part 2 of 2)

After working in the same company for almost 10 years, you finally got your dream job (both financially and in what you like to do): manager of one of the branches. You and your romantic partner have a great relationship, but it bothers you that your relationship with your parents and siblings is badly strained.

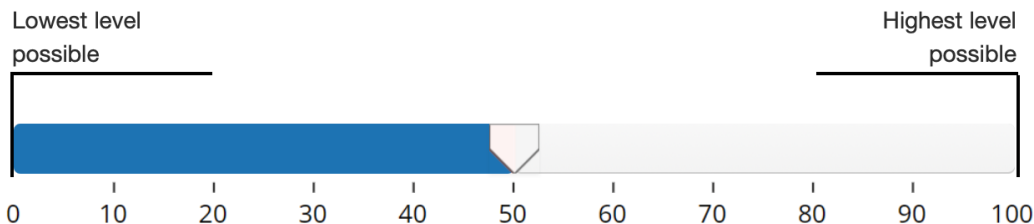
If this situation described your life during the past year, on average, how would you have rated **"how satisfied you are with your life"**?



Or type in: 50

You are working as a year-round yard maintenance worker, which doesn't pay well, and is not as pleasant as other occupations you would have liked to have. But you appreciate that you get to work outdoors. You don't have any contact with your parents, siblings, or old friends, but you recently started dating someone you like.

If this situation described your life during the past year, on average, how would you have rated **"how satisfied you are with your life"**?



Or type in: 50

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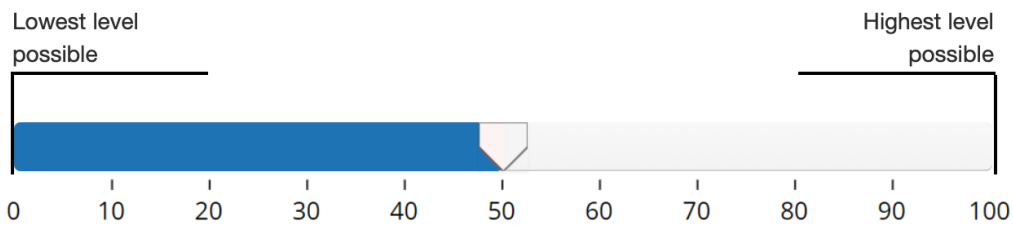
Next >>

Screen 7 (part 1 of 2)

Rating situations different from your own: *Imagine everything in your life is the same as it is now, except for the details described in each situation below.*

You are retired. Your spouse died 3 years ago and you still spend most of your time thinking about them and the times you spent together. You can make ends meet and have enough for your inexpensive hobbies, but have little money for extras such as expensive gifts for your two grandchildren. You are overweight and get tired when walking more than a block.

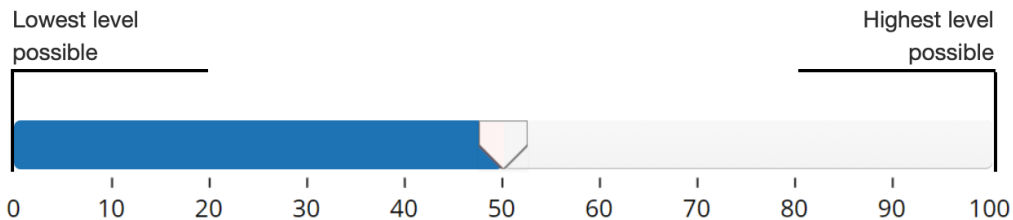
If this situation described your life during the past year, on average, how would you have rated **"how satisfied you are with your life"**?



Or type in: 50

You have been retired for five years. You still miss the contacts with your colleagues and would have liked to keep working part time. You and your spouse are doing OK financially and take a few small vacations every year. For the rest you each lead your own lives and don't do many things together. You have two children but rarely see them.

If this situation described your life during the past year, on average, how would you have rated **"how satisfied you are with your life"**?

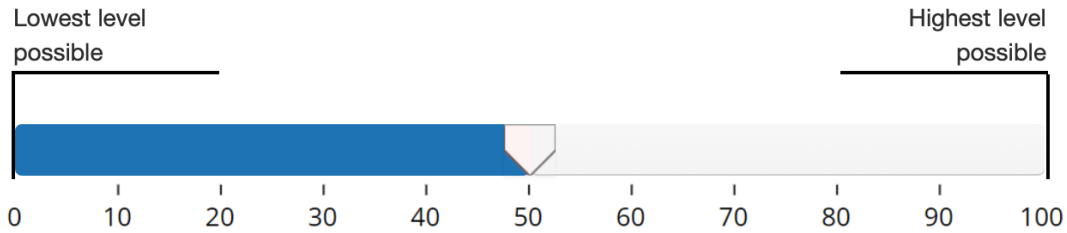


Or type in: 50

Screen 7 (part 2 of 2)

You are retired and married. You and your spouse often argue, but recently celebrated your 40th wedding anniversary. You own the house you live in and have a large circle of friends. You play bridge twice a week. You are comfortable financially and go on nice vacations regularly with some friends. Lately you have been suffering from arthritis, which makes work in the house and garden painful.

If this situation described your life during the past year, on average, how would you have rated **"how satisfied you are with your life"**?



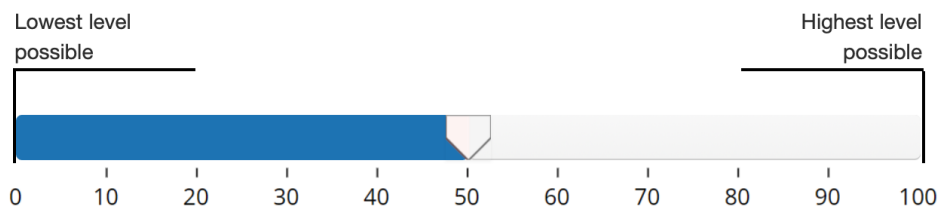
Or type in: 50

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Screen 8 (part 1 of 3)

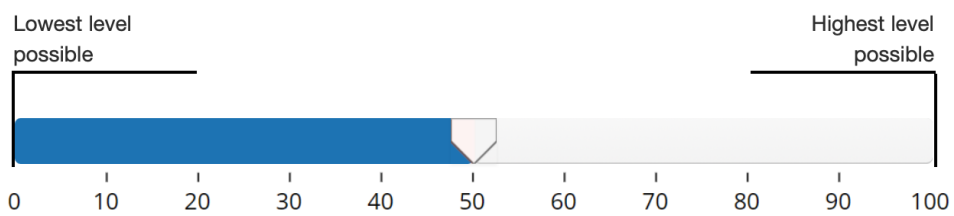
How would you describe the height of this man, relative to other male adults?



Or type in: 50

Screen 8 (part 2 of 3)

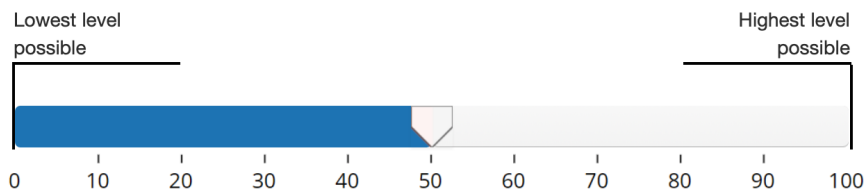
How would you describe the height of this man, relative to other male adults?



Or type in: 50

Screen 8 (part 3 of 3)

How would you describe the height of this man, relative to other male adults?

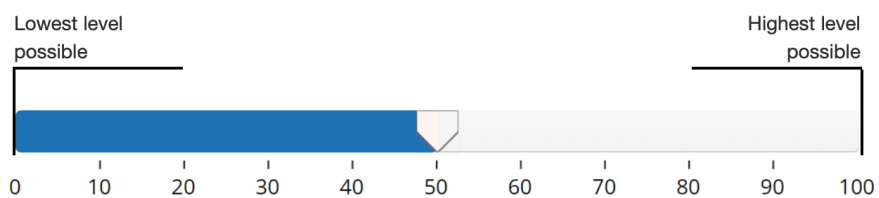
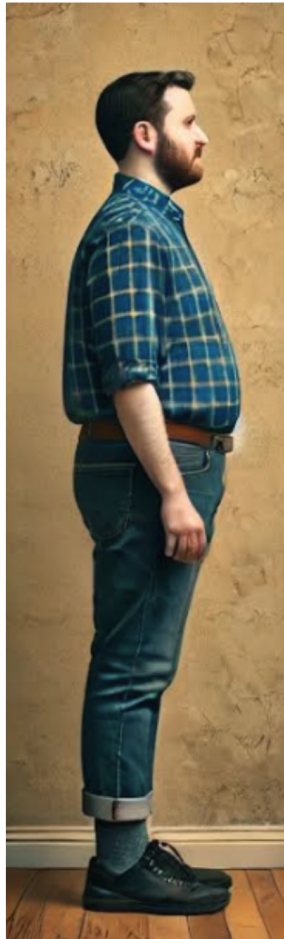


Or type in: 50

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Screen 9 (part 1 of 3)

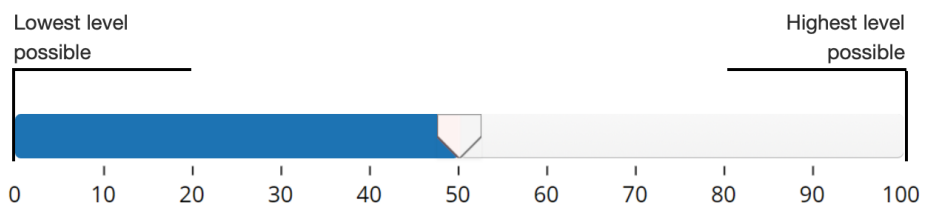
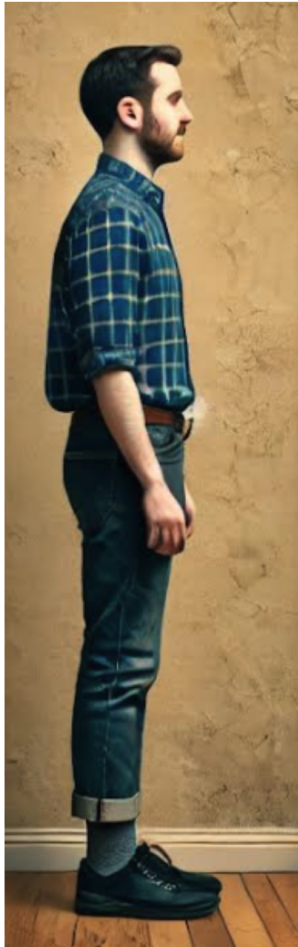
How would you describe the weight of this man, relative to other male adults of the same height?



Or type in: 50

Screen 9 (part 2 of 3)

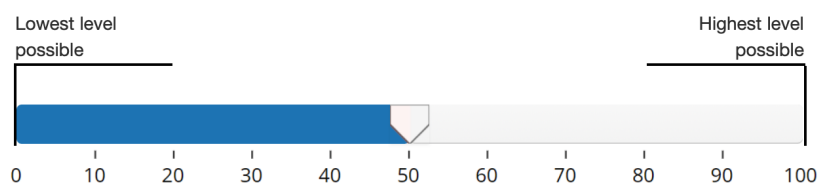
How would you describe the weight of this man, relative to other male adults of the same height?



Or type in: 50

Screen 9 (part 3 of 3)

How would you describe the weight of this man, relative to other male adults of the same height?



Or type in: 50

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Screen 10

Could you tell us how interesting or uninteresting you found the questions in this survey?

- ☐ Very interesting
- ☐ Interesting
- ☐ Neither interesting nor uninteresting
- ☐ Uninteresting
- ☐ Very uninteresting

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Screen 11

Do you have any other comments on the survey? Please type these in the box below. (If you have no comments, please click next to complete this survey.)

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