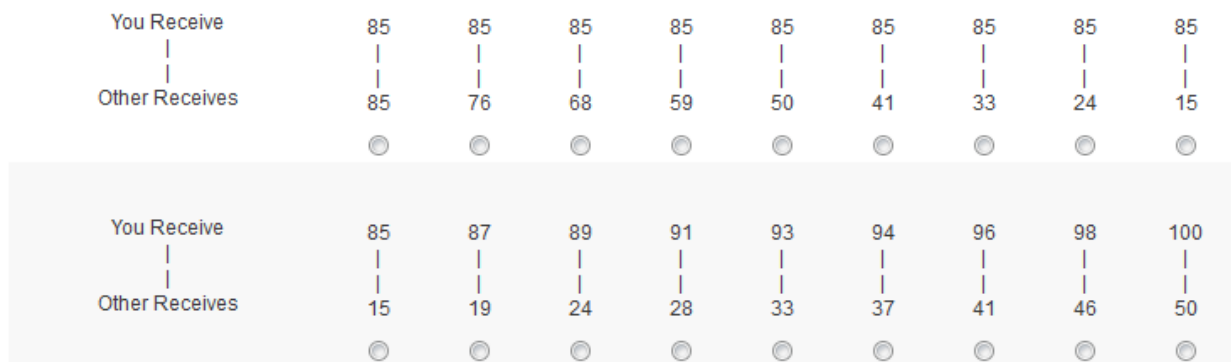


Implementing the Murphy, Ackermann, and Handgraaf (2011) SVO Slider Measure in Qualtrics Survey Software

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Implementing the Murphy, Ackermann, and Handgraaf (2011) Social Value Orientation (SVO) Slider Measure in Qualtrics requires minor html coding for the instructions, question stem, and for the answer options. The resulting items will look like this:



Presenting the instructions, an example item, and the questions requires a sequence of three questions in Qualtrics.

Question 1. Present the initial SVO Slider instructions using the Text/Graphic item type. The Rich Content Editor will allow you to bold selections in the text.

“In this task, imagine that you have been randomly paired with another person, whom we will refer to as **the other**. This other person is someone you do not know and will remain mutually anonymous. All of your choices would be completely confidential.

You will be making a series of decisions about allocating resources between you and this other person. For each of the following questions, please indicate the distribution you prefer most by **selecting the button below the payoff allocations**. You can only make one selection for each question. Your decisions will yield money for both yourself and the other person. In the example below, a person has chosen to distribute the payoff so that he/she receives 50 dollars, while the anonymous other person receives 40 dollars.”

Question 2. Include a screen shot of your example using the Text/Graphic item type.

EXAMPLE

You Receive	20	25	30	35	40	45	50	55	60
Other Receives	70	65	60	55	50	45	40	35	30
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3. Present the final instructions and the SVO Slider items using the Matrix Table item type. Start with the final instructions:

“There are no right or wrong answers, this is all about personal preferences. After you have made your decision, **select the resulting distribution of money by clicking on button below your choice.** As you can see, your choices will influence both the amount of money you receive as well as the amount of money the other receives.”

Specify 6 statements (six-item primary items) or 15 statements (for the primary and secondary items). Specify 9 scale points.

Use the following html in the item Statement for all items:

```
<div style="text-align: center;">
You Receive<br/>
|<br/>
|<br/>
Other Receives</div>
```

The Scale Points for each item must be entered individually. Use the following html for each Scale Point, adjusting the monetary values in yellow based on the payoff values in the SVO Slider item:

```
<br/><br/>85<br/>|<br/>|<br/>85
```

The additional “

” before the first payoff value helps align the monetary amounts in the Scale Points with the “You Receive – Other Receives” stem in the item Statement.

html for Scale Points - Primary SVO Slider items

1. Primary SVO Slider item 1

- 1.1. **Scale Point 1:**

85
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|
85
- 1.2.

85
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|
76
- 1.3.

85
|
|
68
- 1.4.

85
|
|
59
- 1.5.

85
|
|
50
- 1.6.

85
|
|
41
- 1.7.

85
|
|
33
- 1.8.

85
|
|
24
- 1.9.

85
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|
15

2. Primary SVO Slider item 2

- 2.1.

85
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|
15
- 2.2.

87
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|
19
- 2.3.

89
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|
24
- 2.4.

91
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|
28
- 2.5.

93
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|
33
- 2.6.

94
|
|
37
- 2.7.

96
|
|
41
- 2.8.

98
|
|
46
- 2.9.

100
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|
50

3. Primary SVO Slider item 3

- 3.1.

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|
|
100
- 3.2.

54
|
|
98
- 3.3.

59
|
|
96
- 3.4.

63
|
|
94
- 3.5.

68
|
|
93
- 3.6.

72
|
|
91
- 3.7.

76
|
|
89
- 3.8.

81
|
|
87
- 3.9.

85
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|
85

4. Primary SVO Slider item 4

- 4.1.

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|
100
- 4.2.

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|
89
- 4.3.

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|
79
- 4.4.

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68
- 4.5.

68
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|
58
- 4.6.

72
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47
- 4.7.

76
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|
36
- 4.8.

81
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|
26
- 4.9.

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5. Primary SVO Slider item 5

- 5.1.

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- 5.2.

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- 5.3.

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- 5.4.

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- 5.5.

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- 5.6.

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- 5.7.

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6. Primary SVO Slider item 6

- 6.1.

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- 6.2.

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- 6.3.

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- 6.5.

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- 6.6.

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- 6.7.

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- 6.8.

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- 6.9.

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html for Scale Points - Secondary SVO Slider items

7. Secondary SVO Slider item 1

- 7.1.

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- 7.2.

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- 7.3.

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- 7.4.

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69
- 7.5.

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75
- 7.6.

81
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81
- 7.7.

78
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88
- 7.8.

74
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94
- 7.9.

70
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8. Secondary SVO Slider item 2

- 8.1.

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- 8.2.

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- 8.3.

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- 8.4.

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- 8.5.

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- 8.6.

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- 8.7.

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- 8.8.

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- 8.9.

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9. Secondary SVO Slider item 3

- 9.1.

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- 9.2.

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- 9.3.

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- 9.4.

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- 9.5.

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- 9.6.

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- 9.7.

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- 9.8.

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- 9.9.

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10. Secondary SVO Slider item 4

- 10.1.

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- 10.2.

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- 10.3.

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- 10.4.

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- 10.6.

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- 10.7.

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- 10.8.

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- 10.9.

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11. Secondary SVO Slider item 5

- 11.1.

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- 11.2.

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- 11.3.

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12. Secondary SVO Slider item 6

- 12.1.

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13. Secondary SVO Slider item 7

- 13.1.

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14. Secondary SVO Slider item 8

- 14.1.

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- 14.2.

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15. Secondary SVO Slider item 9

- 15.1.

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