

Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience

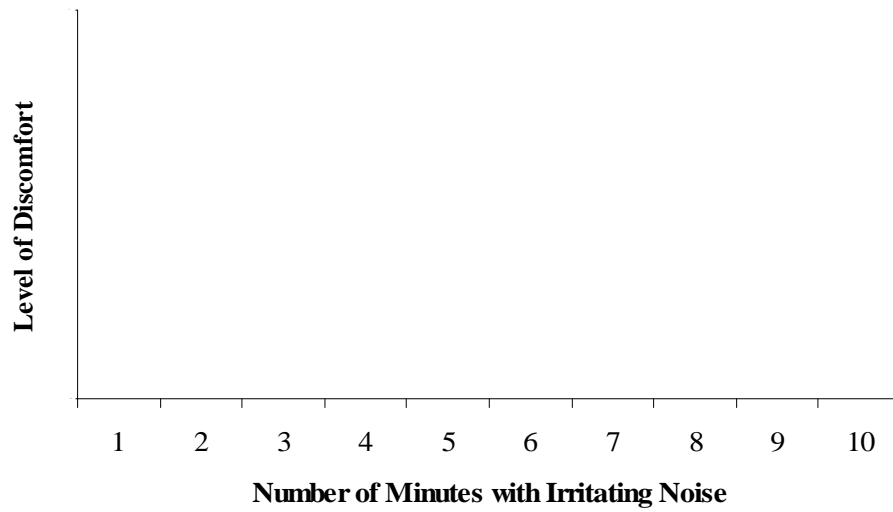
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Web Appendix

STUDY 1: INTUITIVE THEORIES AND BREAK PREFERENCES

Study 1A: Noise Scenario

Imagine that you are forced to listen to 10 minutes of a sustained irritating noise. On the axes below please plot your predicted discomfort across the 10 minutes.

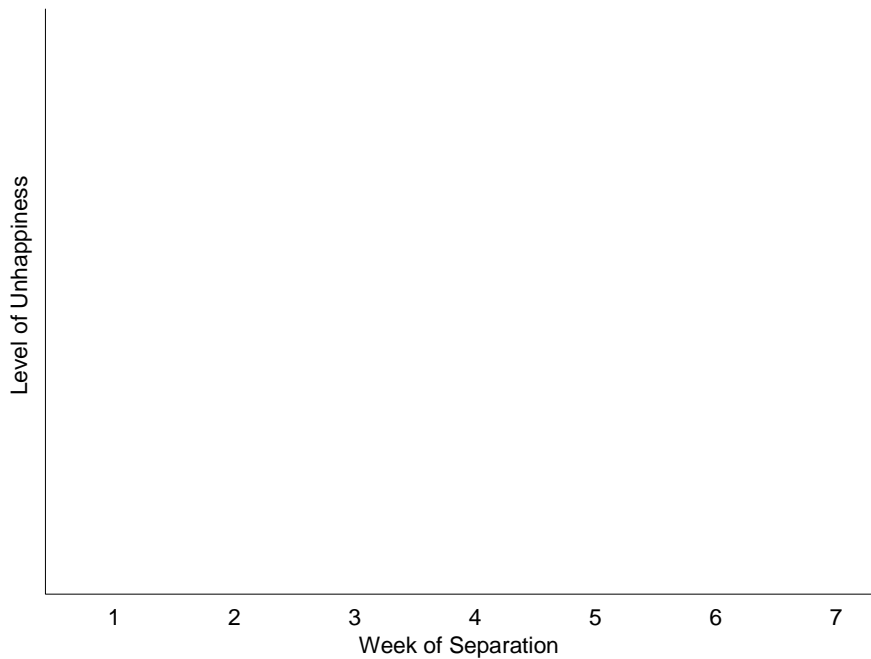


Study 1B: Relationship Scenario

Imagine that you are in a serious long-term relationship with someone you care deeply about. Although both of you live in New York most of the year, during the summer your partner moves away for seven weeks. During that time you can afford to spend two consecutive weeks together. Of the seven weeks, which two would you choose to spend together? (circle the two consecutive weeks that you would choose)

WEEK 1 WEEK 2 WEEK 3 WEEK 4 WEEK 5 WEEK 6 WEEK 7

On the axes below, plot how unhappy you would feel across the seven weeks. Be sure to identify the 2-week period where you are not separated.



Study 1C: Saint-Tropez Scenario

You are spending your summer working in the South of France and you are going to take 4 days of vacation at Saint-Tropez, a beautiful Mediterranean resort on the French Riviera (close to where you work). During these 4 days, you can hang out on the beach, explore the town, and enjoy the weather. You have two options available: take an uninterrupted 4 day vacation or break up your 4 day vacation with a day of work in the middle.

Please check the option that you would prefer:

- Option 1: Take an uninterrupted four day vacation
- Option 2: Break up your four day vacation with a day of work

(Order of the options was counterbalanced)

Study 1D: Massage / Physical Therapy Scenario (N = 138)

Massage Condition:

Imagine that you are going to have a 45 minute massage session that is very relaxing and pleasurable.

If you had the choice to take a break and stop the session for six minutes, would you choose to have this break? (circle your answer below)

YES NO

Physical Therapy Condition:

Imagine that you are going to have a 45 minute physical therapy session that is very stressful and painful.

If you had the choice to take a break and stop the session for six minutes, would you choose to have this break? (circle your answer below)

YES NO

Study 1E: General Pleasant & Unpleasant Scenarios

Sometimes we have the opportunity to put a pause or break in an experience. This may make the experience better, but it may also make it worse.

For the experiences listed below, please indicate whether you would like a break/pause in the experience or not.

Listening to an irritating noise	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Going on vacation	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Watching a movie	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Suffering through a painful headache	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Smelling a nasty odor	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Listening to some great music	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Holding your hand in cold water	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Getting a pleasant foot massage	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Visiting the dentist office	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Eating some wonderful ice cream	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Waiting in line at the checkout counter	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
Flying first class to L.A.	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
An introduction to marketing class	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
A generally <u>pleasant</u> experience	<input type="checkbox"/> Break	<input type="checkbox"/> No Break
A generally <u>unpleasant</u> experience	<input type="checkbox"/> Break	<input type="checkbox"/> No Break

Experiences can get either get more extreme over time or less extreme as the experience progresses. That is, the first part of the experience can be more or less intense than the last part of the experience. What is your intuition about the following types of experiences?

Pleasant experiences:

Tend to become <u>less enjoyable</u> as the experience progresses	1 2 3 4 5 6 7	Tend to become <u>more enjoyable</u> as the experience progresses
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Unpleasant experiences:

Tend to become <u>less painful</u> as the experience progresses	1 2 3 4 5 6 7	Tend to become <u>more painful</u> as the experience progresses
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Study 2 and all subsequent studies were administered on a PC using Macromedia's Authorware software. The instructions, stimuli, and measures are summarized below.

STUDY 2: DISRUPTION OF ADAPTATION TO A NEGATIVE EXPERIENCE

Participants in each of the 3 conditions were asked to put on their headphones and then informed of what they would exactly hear: 5 seconds of vacuum noise (short sample group), 40 seconds of vacuum noise (long sample group), or 40 seconds of vacuum noise, followed by 10 seconds of silence, followed by 5 seconds of vacuum noise (break group). Participants then listened to the sound, after which they were asked to answer a question about their experience. They were first asked to listen to 5 seconds of drill noise and then asked the following question:

Suppose that you could choose between listening to the vacuum for 3 minutes or listening to the drill for 3 minutes instead. Please indicate your relative preference between the vacuum and the drill by moving the cursor on the slider scale below.

(They indicated their response on a 201-point slider scale anchored by -100 = Definitely would prefer the vacuum, and +100 = Definitely would prefer the drill.)

Participants were then presented with the following screening question (a check to make sure they were reading the instructions) before being debriefed and thanked:

Please click on the red square at the top of the screen. Do not click on the scale items that are labeled from 1 to 7. This is to detect whether someone is simply randomly clicking on the scale buttons.

(A small red square was displayed at the top of the screen. Below the instructions, there was a 7-point scale anchored by "1 = Disagree Completely" and 7 = "Agree Completely".)

STUDY 3: DISRUPTION OF ADAPTATION TO A POSITIVE EXPERIENCE

Participants were told that they would be testing a massage cushion and were seated at a computer monitor on a chair outfitted with the cushion. To ensure that participants would find the experience pleasurable, we gave them a choice between the Ho-Medics BackRejuvenator percussion massage cushion and the Ho-Medics TherapistSelect shiatsu massage cushion.

Participants first rated a five second sample of the massage cushion. A research assistant activated the cushion for five seconds, after which participants indicated on a 101 point slider scale how pleasant they found the massage sample (0 = "Not Pleasant", 100 = "Extremely Pleasant").

We then asked participants the following five questions about their general preferences for experiencing a massage chair (the third question was our target question, while the other questions were filler questions irrelevant to our hypothesis):

Please indicate which of these two events you would prefer by clicking on the corresponding rectangle: (*Note: each choice pair was presented on a separate screen*)

- | | | |
|----|--|---|
| 1. | A massage <u>with</u> the heating function activated. | A massage <u>without</u> the Heating function activated |
| 2. | A massage with <u>quick</u> vibrations (2 vibrations / sec) | A massage with <u>slow</u> vibrations (1 vibration / sec) |
| 3. | A massage that lasts for 160 secs with a 20 secs break in the middle * | A massage that lasts for 180 seconds continuously |

* That is: 80 secs massage
+ 20 secs break
+ 80 secs massage

(*Note: the position of the break and no-break options was counterbalanced*)

- | | | |
|----|--|--|
| 4. | A <u>localized</u> massage | A <u>general</u> (all-body) massage |
| 5. | A massage with a <u>random</u> pattern | A massage with a <u>side-to-side</u> pattern |

Participants were then randomly assigned to either the continuous or break condition. Those in the continuous condition were told they would experience an uninterrupted 180 secs massage, while those in the break condition were told they would experience 80 secs of massage, followed by a 20 secs break (no massage), followed by another 80 secs. The program then instructed them to ask the research assistant to activate the massage chair. In the break condition, the research assistant turned to massage cushion off (by remote) after 80 seconds and turned it back on after another 20 seconds. After 180 seconds, the massage cushion was turned off and participants answered the following questions (presented on the computer screen):

Reflecting back on this (180 secs) experience, please indicate how pleasant the overall experience was.

(*Participants indicated their answer by clicking on a 9-point scale anchored by 1 = “Not Pleasant” and 9 = “Extremely Pleasant”*)

Suppose that you could choose between activating the massage cushion for 3 minutes or listening to your favorite song for 3 minutes (and just sitting on the chair) instead. Please indicate your relative preference between the massage and the song by moving the knob on the slider scale below.

(Participants indicated their answer on a 201-point slider scale anchored by -100 = “Definitely would prefer the massage” and +100 = “Definitely would prefer the song”)

Now that you know what this massage feels like, how much would you be willing to pay to enjoy this experience?

I would be willing to pay \$_____ to enjoy this experience.

(Participants were asked to type in a specific dollar amount and hit enter.)

Suppose someone wants to sell you this massage cushion (i.e., the exact same model, but new). How much would you be willing to pay for this cushion?

I would be willing to pay \$_____ for this massage cushion.

(Participants were asked to type in a specific dollar amount and hit enter.)

Participants then completed the same screening measure as used in Study 2 and were then debriefed and thanked.

STUDY 4: DIFFERENT BREAKS IN A NEGATIVE EXPERIENCE

Participants were seated in front of a computer monitor and asked to put on a set of headphones. They were randomly assigned to one of four conditions. Participants in the Continuous condition listened to 20 seconds of silence, followed by 180 seconds of vacuum noise (the same vacuum noise as was used in Study 2). In the remaining three conditions, participants also listened to 180 seconds of vacuum noise, but after 160 seconds the experience was interrupted for 20 seconds. This interruption consisted of 20 seconds of silence in the Neutral Break condition, 20 seconds of classical piano music (Glenn Gould performing Bach’s Goldberg Variations) in the Positive Break condition, and 20 seconds of a child practicing scales on a violin in the Negative Break condition. All participants were first told exactly what their experience would consist of and then proceeded to listen to the sound.

After listening to the sound (200 seconds in all conditions), participants were presented with the following question:

Please indicate how unpleasant this sound experience was.

(Participants indicated their answer by clicking on a 9-point scale anchored by 1 = “Not Unpleasant” and 9 = “Extremely Unpleasant”)

Participants then heard the same 5 seconds of drilling noise used in Study 2, after which they answered the following relative preference question:

Suppose that you could choose between listening to the vacuum for 3 minutes or listening to the drill instead. Please indicate your relative preference between the vacuum on the drill by moving the cursor on the slider scale below.

(Participants indicated their answer on a 201-point slider scale, anchored by -100 = “Definitely would prefer the vacuum” and +100 = “Definitely would prefer the drill”)

Participants then completed the same screening measure as in previous studies and were then debriefed and thanked.

STUDY 5: DIFFERENT BREAKS IN A POSITIVE EXPERIENCE

Participants were seated in front of a computer monitor and asked to put on a set of headphones. They then listened to a 5 second sample of the song “Shin-Sekai (featuring Rino)” by DJ Krush, and were then presented with the following question:

How much do you like the song fragment you just heard?

(Participants indicated their answer on a 51-point slider scale, anchored by -25 = “Really dislike it”, 0 = Neither like nor dislike, and +25 = “Really like it”)

They were then randomly assigned to one of four conditions. Participants in the Continuous condition listened to 20 seconds of silence, followed by the 180 seconds of the complete song. In the remaining three conditions, participants also listened to 180 seconds of the song, but after 160 seconds the experience was interrupted for 20 seconds. This interruption consisted of 20 seconds of silence in the Neutral Break condition, 20 seconds of “Egyptian Reggae” (a 1978 Top-40 hit by Jonathan Richman and the Modern Lovers) in the Positive Break condition, and 20 seconds of particularly irritating guitar feedback (sampled from the intro to “The Friend Catcher” by the Australian punk band The Birthday Party) in the Negative Break condition. All participants were first told exactly what their experience would consist of and then proceeded to listen to the sound.

After listening to the sound (200 seconds in all conditions), participants were presented with the following questions:

Please indicate how pleasant this sound experience was.

(Participants indicated their answer by clicking on a 9-point scale anchored by 1 = “Not Pleasant At All” and 9 = “Extremely Pleasant”)

Suppose that you could choose between repeating your experience or reading an article in a magazine for 3 mins (without sound), which would you prefer?

(Participants indicated their answer on a 201-point slider scale, anchored by -100 = “Definitely would prefer this experience” and +100 = “Definitely would prefer reading the magazine”)

Participants then completed the same screening measure as in previous studies and were then debriefed and thanked.

STUDY 6: ONLINE MEASURES OF A NEGATIVE EXPERIENCE

Participants were seated in front of a computer monitor and asked to put on a set of headphones. They then listened to a 5 second sample of vacuum noise (the same noise as used in studies 2 and 4). Participants indicated on a 101 point slider scale how irritated they felt while listening to the sound fragment (0 = “Not Irritated At All”, 100 = “Extremely Irritated”).

We then asked participants the following five questions about their general preferences for listening to noises through headphones (the third question was our target question, while the other questions were filler questions irrelevant to our hypothesis):

Please indicate which of these two events you would prefer by clicking on the corresponding rectangle: *(Note: each choice pair was presented on a separate screen)*

- | | | |
|----|--|--|
| 1. | Listening to this noise at a <u>lower pitch</u> , but regular volume | Listening to this noise at a higher pitch, but <u>reduced volume</u> |
| 2. | Listening to this noise in your <u>left</u> ear | Listening to this noise in your <u>right</u> ear |
| 3. | Listening to this noise for 160 secs with a 20 secs <u>break</u> in the middle * | Listening to this noise for 180 seconds <u>continuously</u> |

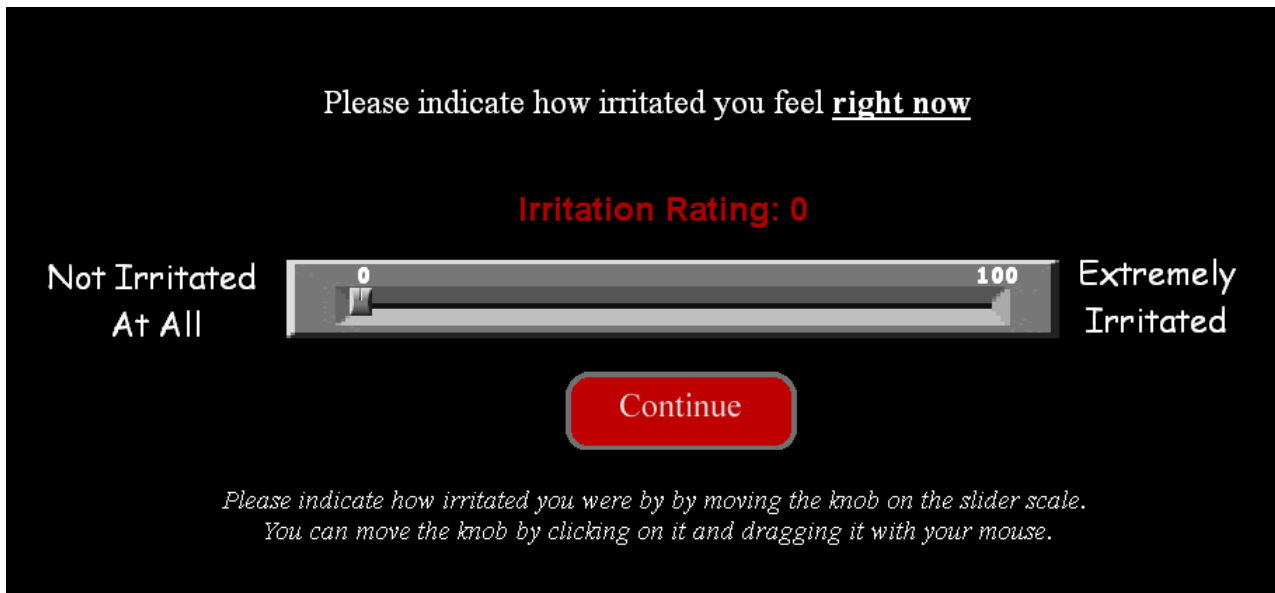
* That is: 80 secs noise
+ 20 secs break
+ 80 secs noise

(Note: the position of the break and no-break options was counterbalanced)

- | | | |
|----|--|--|
| 4. | Listening to this noise
early in the <u>morning</u> | Listening to this noise
late in the <u>evening</u> |
| 5. | Listening to this noise
while watching a <u>movie</u> | Listening to this noise
while reading a <u>book</u> |

Participants were then randomly assigned to either the continuous or break condition. Those in the continuous condition were told they would listen to the noise without interruption for 180 secs, while those in the break condition were told they would listen to the noise for 80 secs, followed by a 20 secs break (no noise), followed by another 80 secs of noise.

Participants then clicked a button to start the noise (with or without break, depending on condition). While they were listening to the sound, participants were occasionally asked to report their current level of irritation. These questions were asked 5, 30, 55, 80, 105, 130, and 155 seconds into the experience. At each of these 7 time points, the following question and accompanying 101-point slider scale (anchored by 0 = “not irritated at all” and 100 = “extremely irritated”) appeared on the screen:



Participants indicated their answer on the slider scale, clicked on the continue button and the scale and question disappeared until the next measurement time.

After 180 seconds, the noise stopped and the following question was presented on the computer screen:

Reflecting back on this (180 secs) experience, please indicate how unpleasant the overall experience was.

(Participants indicated their answer by clicking on a 9-point scale anchored by 1 = “Not Unpleasant” and 9 = “Extremely Unpleasant”)

Participants were then asked to listen to a 5 second sample of a drilling noise, followed by the following question:

Suppose that you could choose between listening to the vacuum for 180 seconds (as you just did) or listening to the drill for 180 seconds instead. Please indicate your relative preference between the vacuum and the drill by moving the knob on the slider scale below.

(Participants indicated their answer on a 201-point slider scale anchored by -100 = “Definitely would prefer the vacuum” and +100 = “Definitely would prefer the drill”)

Participants then completed the same screening measure as used in previous studies and were debriefed and thanked.

STUDY 7: ONLINE MEASURES OF A POSITIVE EXPERIENCE

Participants were seated in front of a computer monitor and asked to put on a set of headphones. They then listened to a 5 to 10 second fragments of the following songs:

- “Lose Yourself” by Eminem
- “I’m Your Villain” by Franz Ferdinand
- “My Sharona” by The Knack
- “Can’t Get You out of My Head” by Kylie Minogue
- “Sometimes” by Michael I. Norton

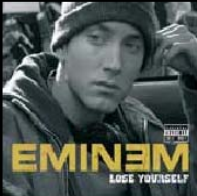




After each song fragment, they rated their liking of the song fragment on a 51-point slider scale anchored by -25 = “Really dislike it”, 0 = “Neither like nor dislike”, and +25 = “Really like it”.

Participants were then told that they would be listening to a 60-second song constructed by looping one of the fragments they had previously rated. Participants then selected the song fragment that they would like to listen to for 60 seconds by clicking on the corresponding album cover art on the screen below:

Choose Your Favorite Song Fragment

We asked a DJ to loop the song fragments you've just heard to create a 60 secs music track for each fragment.

Please select the song fragment that you would like to listen to for 60 secs by clicking on the corresponding album below.

				
Eminem Lose Yourself	Franz Ferdinand I'm Your Villain	Michael Norton Sometimes	The Knack My Sharona	Kylie Minogue Can't Get You Out of My Head

They were then randomly assigned to either the continuous or break condition. Participants in the continuous condition were told they would listen to a continuous 60 second loop of the song fragment. Participants in the break condition were told they would listen to 50 seconds of the looped song fragment, followed by 10 seconds of annoying guitar feedback, and another 10 seconds of the looped song fragment.

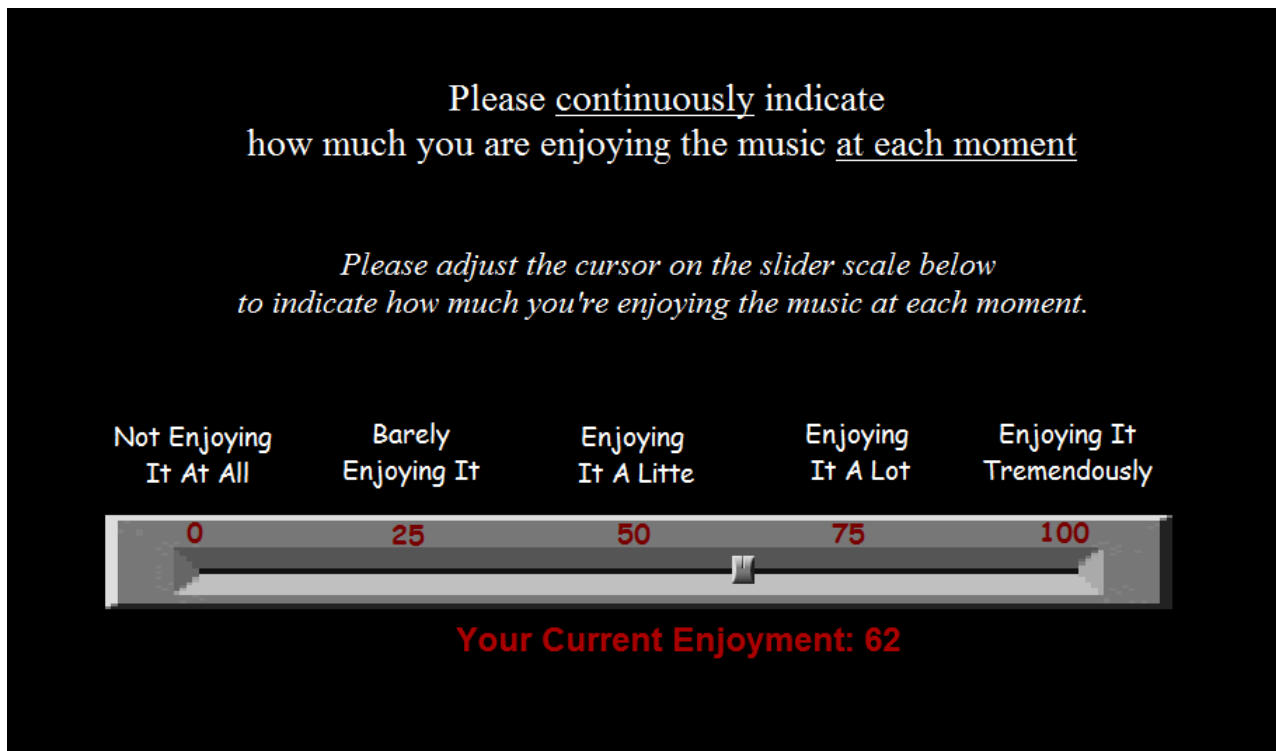
All participants were then informed about the online enjoyment measure:

During the entire experience, there will be a slider scale at the bottom of the screen.

Please continuously adjust this scale to indicate how much you are enjoying the song fragment at that very moment.

The cursor will start at the midpoint of the scale and you can adjust it up and down during the entire sound experience to reflect how you feel at that particular moment in the experience.

Participants next clicked on a button start the sound experience. Participants in the continuous condition listened to the 60 second looped song without interruption. Those in the break condition listened to the first 50 seconds of the looped song, followed by 10 seconds of irritating guitar feedback (sampled from the intro to “The Friend Catcher” by the Australian punk band The Birthday Party), followed by the last 10 seconds of the looped song. During the entire experience, participants indicated their enjoyment on the following slider scale (anchored by 0 = “Not Enjoying It At All” and 100 = “Enjoying It Tremendously”):



After the song ended, participants were presented with the following questions:

How much did you like the 60 secs looped song sample?

(Participants indicated their answer by clicking on a 9-point scale anchored by 1 = “I Hated It” and 9 = “I Loved It”)

What is the maximum amount you would be willing to pay for a ticket to a [Performer’s Name] concert?

I would be willing to pay _____ dollars for a concert ticket to see [Performer’s Name]

(Participants typed in a dollar amount and hit enter)

Participants then completed the same screening measure as in previous studies and were debriefed and thanked.

NOTE: To collect the additional data mentioned in the discussion section of Study 7, we used the exact same procedure with one change. Instead of informing participants in advance of their actual sound experience, we presented them with the following screen:

You have chosen to listen to the song fragment from **Lose Yourself** by **Eminem**, looped for 60 secs.

Please note that there is a possibility that the track will be interrupted by 10 secs of annoying guitar feedback after 50 secs, after which it will resume with the last 10 secs.

In other words, you will either listen to this looped song fragment for 60 secs *or* your 60 secs looped music track will be interrupted by 10 seconds of annoying guitar feedback towards the end.

Please click on the button below to proceed

Continue