WEB APPENDIX

Closer to the Creator:
Temporal Contagion Explains the Preference for Earlier Serial Numbers

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The following document contains the stimuli for Studies 2 through 6.
One of the most coveted items for Beatles fans and collectors are 'original pressings' of the White Album. These original pressings were manufactured from 1968 to 1970. The album covers are completely blank except for a stamped serial number, which indicates the order in which each record was made. The very first record (No. 0000001) was made in 1968, while the very last one was made in 1970 (No. 3133076).

On the following pages, you will be presented with a series of choices involving different original White Albums with different serial numbers. There are no right or wrong answers, we are merely interested in your preferences.

First, please answer the questions below based on the information you just read:

1. *(comprehension check)* There are a limited number of 'original pressing' White Albums.
   - True
   - False

2. *(comprehension check)* Albums with lower serial numbers were manufactured BEFORE albums with higher serial numbers.
   - True
   - False

3. *(comprehension check)* How many 'original pressing' White Albums exist?
   - roughly thirty thousand
   - roughly three-hundred thousand
   - roughly three million
Imagine you are on ebay and are presented with two original pressings of the White Album with the following serial numbers.

(All participants made 10 separate binary choices for all possible pairwise combinations of the following numbers: 0000003, 1000000, 1111111, 1147293, and 1234567. The order in which the choices were presented was randomized as was the side on which each numbers was presented.)

4 – 12. (choice) If you had to choose between these two albums, which one would you select?

- Album on Left
- Album on Right

13. (WTP) Please imagine that you were presented with 5 different original pressing White Albums with the following serial numbers. Please record your willingness pay for each album:

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>WTP</th>
</tr>
</thead>
<tbody>
<tr>
<td>0000003</td>
<td></td>
</tr>
<tr>
<td>1000000</td>
<td></td>
</tr>
<tr>
<td>1234567</td>
<td></td>
</tr>
<tr>
<td>1111111</td>
<td></td>
</tr>
<tr>
<td>1147293</td>
<td></td>
</tr>
</tbody>
</table>

14. (similar) Have you taken a survey in which you rated the value of numbered limited edition product in the past six months?

- Yes
- No
15. (gender) What is your gender?
   o Male
   o Female

16. (age) Please indicate your age: ____

17. (income personal) What is your annual total income?
   o $0 - $25,000
   o $25,000 - $50,000
   o $50,000 - $75,000
   o $75,000 - $100,000
   o $100,000 - up

18. (income household) What is your annual total household income?
   o $0 - $25,000
   o $25,000 - $50,000
   o $50,000 - $75,000
   o $75,000 - $100,000
   o $100,000 - up

19. (us) Are you currently located in the US?
   o Yes
   o No

20. (city) If you are in the US, please fill out your current city and state: ___________

21. (mturk) Please provide you Mturk Worker ID in the space below: ___________
Andy Warhol was one of the world’s most famous contemporary artists and is often recognized as the founder of the ‘pop art’ movement. From 1968 to 1972, Warhol made a total of 10,000 identical prints of Campbell’s Tomato Soup Cans. Pictured below are two prints from this series:

(Control)

Warhol was known for being extremely meticulous in his record keeping. He labeled each print using the year in which it was made and the order in which he made them. The print on the left is one of the very first prints that he made in 1968 and is labeled No. 3/10,000. The print on the right is one of the later prints that he made in 1972.

(Temporally Consistent)

Warhol was known for being extremely meticulous in his record keeping. He labeled each print using the year in which it was made and the order in which he made them. The print on the left is one of the very first prints that he made in 1968 and is labeled No. 3/10,000. The print on the right is one of the later prints that he made in 1972 and is labeled No. 6532/10,000.
Warhol was known for being a trickster and would often number his prints in deliberately misleading ways. The print on the left is actually one of the later prints that he made in 1972, even though it is labeled No. 3/10,000. The print on the right is actually one of the very first prints that he made in 1968, even though it is labeled No. 6532/10,000.

1. (comprehension check) How did Andy Warhol label his prints?
   - He labeled them with only a date that reflected the order in which they were made
   - He labeled them with the date and a number that both reflected the order in which they were made
   - He labeled them with the date that reflected the order in which they were made and a number that did NOT reflect the order in which they were made

   \{Page 2\}

2. (comprehension check) Which print was made first?
   - the print on the left
   - the print on the right
   - don’t know

   \{Page 3\}

3. (pay more) Assuming you had the opportunity to purchase them, which print would you be willing to pay more money for?
   - (1 = Print on left, 5 = No Preference, 9 = Print on Right)

4. (own) Which print would you rather own?
   - (1 = Print on left, 5 = No Preference, 9 = Print on Right)

5. (see person) Which print would you rather see in person?
   - (1 = Print on left, 5 = No Preference, 9 = Print on Right)
6. (valuable) In your opinion, which do you think is more valuable?  
   (1 = Print on left, 5 = No Preference, 9 = Print on Right) 

7. (similar) Have you taken a survey in which you rated the value of numbered limited edition product in the past six months?  
   o Yes  
   o No  

8. (gender) What is your gender?  
   o Male  
   o Female  

9. (age) Please indicate your age: _____  

10. (income personal) What is your annual total income?  
   o $0 - $25,000  
   o $25,000 - $50,000  
   o $50,000 - $75,000  
   o $75,000 - $100,000  
   o $100,000 - up  

11. (income household) What is your annual total household income?  
   o $0 - $25,000  
   o $25,000 - $50,000  
   o $50,000 - $75,000  
   o $75,000 - $100,000  
   o $100,000 - up  

12. (us) Are you currently located in the US?  
   o Yes  
   o No  

13. (city) If you are in the US, please fill out your current city and state: ___________  

14. (mturk) Please provide you Mturk Worker ID in the space below: ____________
STUDY 4: MARKET VALUE

John Lennon (pictured below) was an English singer and songwriter who rose to worldwide fame as a co-founder of the band the Beatles, the most commercially successful band in the history of popular music.

In addition to being a prolific songwriter, Lennon also experimented with other artistic mediums like printmaking. In 1978, he made 500 identical prints of his hand with India ink. The very first hand print (No. 001) was made in January 1978, while the very last one was made in December 1978 (No. 500).

On the following page, you will be asked about your preference for two of these prints. First, please answer the questions below based on the information you just read:

1. There are a limited number of these handprints.
   o True
   o False
2. Prints with lower numbers were manufactured BEFORE prints with higher numbers.
   - True
   - False

3. How many handprints were made?
   - 50
   - 150
   - 500
   - 550
   - 5000

Suppose you were presented with the following two handprints made by John Lennon:

![Handprints](image)

The print on the left was one of the first prints Lennon made in 1978 (No. 003/500) and the print on the right was one of the later prints Lennon made in 1978 (No. 467/500).

Suppose that you had the opportunity to own these particular prints.

*(Only in Can’t Resell Condition):* However, one condition of owning these prints is that you CANNOT resell them to anyone else. In other words, the prints are yours to keep, but it must remain in your possession.

4. What is the most you would be willing to pay (in dollars) for the print on the left (No. 003) and what is the most you would be willing to pay (in dollars) for the print on the right (No. 467)?

   No. 003
   ____________
   
   No. 467
   ____________
5. **(attention check)** We are interested in whether you take the time to read instructions. In order to demonstrate that you have read these instructions, please select ‘Online shopping’ and ‘Check email only’ below:

*(18 different categories in which ‘Online shopping’ and ‘Check email only’ were included)*

6. **(similar)** Have you taken a survey in which you rated the value of numbered limited edition product in the past six months?
   - Yes
   - No

7. **(gender)** What is your gender?
   - Male
   - Female

8. **(age)** Please indicate your age: _____

9. **(income household)** What is your annual total household income?
   - $0 - $25,000
   - $25,000 - $50,000
   - $50,000 - $75,000
   - $75,000 - $100,000
   - $100,000 - up

10. **(us)** Are you currently located in the US?
    - Yes
    - No

11. **(city)** If you are in the US, please fill out your current city and state: __________

12. **(mturk)** Please provide you Mturk Worker ID in the space below: __________
STUDY 5: TRANSFERRED ESSENCE

Individual Origin

This jacket was recently released by H&M, a multinational retail-clothing company. The company invited NYC designer Alexander Wang to design and make this jacket.

H&M made only a limited number of the jackets. This particular one is No. 3 of 10,000 (No. 6,542 of 10,000).

Company Origin

This jacket was recently released by H&M, a multinational retail-clothing company. H&M made only a limited number of the jackets. This particular one is No. 3 of 10,000 (No. 6,542 of 10,000).
1. *(WTP)* How much would you be willing to pay for this jacket? ______

2. *(premium)* Would you be willing to pay a premium in order to own this jacket?  
   (1 = Would not pay a premium, 9 = Would pay a premium)

3. *(pay_above_average)* How much would you be willing to pay for this particular jacket relative to the average jacket?  
   (1 = Substantially Less, 9 = Substantially More)

   {Page 2}

4. *(essence_1)* This item contains a certain essence.  
   (1 = Strongly Disagree, 9 = Strongly Agree)

5. *(essence_2)* This item embodies an essential identity.  
   (1 = Strongly Disagree, 9 = Strongly Agree)

6. *(essence_3)* There is some special quality or essence that this item embodies.  
   (1 = Strongly Disagree, 9 = Strongly Agree)

   {Page 3}

7. *(evidence_1)* It is accurate to say that this item was made by H&M.  
   (1 = Strongly Disagree, 9 = Strongly Agree)

8. *(evidence_2)* It is legitimate to sell this product as an item produced by H&M.  
   (1 = Strongly Disagree, 9 = Strongly Agree)

9. *(evidence_3)* This item is not a knock-off or replica.  
   (1 = Strongly Disagree, 9 = Strongly Agree)

   {Page 4}

10. *(quality)* Please rate the expected quality of this item along the following dimensions:

    Materials: (1 = Low, 9 = High)  
    Craftsmanship: (1 = Low, 9 = High)  
    Overall Quality: (1 = Low, 9 = High)

   {Page 5}

11. *(scarcity_1)* It is accurate to say that this item was made by H&M.  
    (1 = Strongly Disagree, 9 = Strongly Agree)

12. *(scarcity_2)* It is legitimate to sell this product as an item produced by H&M.
(1 = Strongly Disagree, 9 = Strongly Agree)

13. **(scarcity)** This item is not a knock-off or replica.
   (1 = Strongly Disagree, 9 = Strongly Agree)
   
   {Page 6}

14. **(gender)** What is your gender?
   - Male
   - Female

15. **(age)** Please indicate your age: _____

16. **(income personal)** What is your annual total income?
   - $0 - $25,000
   - $25,000 - $50,000
   - $50,000 - $75,000
   - $75,000 - $100,000
   - $100,000 - up

17. **(income household)** What is your annual total household income?
   - $0 - $25,000
   - $25,000 - $50,000
   - $50,000 - $75,000
   - $75,000 - $100,000
   - $100,000 - up

18. **(us)** Are you currently located in the US?
   - Yes
   - No

19. **(city)** If you are in the US, please fill out your current city and state: ______________
Pictured below is an original printing of the Obama HOPE poster. The poster was created just before the official launch of the 2008 Obama presidential campaign and quickly became an iconic image representing the Obama presidency. It consists of a stylized stencil portrait of Obama in solid red, beige and blue.

The poster was originally produced as a limited edition set of only 1500 prints. The very first poster (No. 0001) was made in November 2007, while the very last one (No. 1500) was made in December 2007.

On the following page, you will be asked about your preferences regarding these original prints. There are no right or wrong answers, we are merely interested in your first impressions.

First, please answer the questions below based on the information you just read:

1. (comprehension check) How many prints were in the original HOPE poster limited edition set?
   - 100
   - 500
   - 1000
   - 1500
   - 1550

2. (comprehension check) The earlier numbered prints were printed BEFORE the later numbered prints in the original set of HOPE posters.
Suppose you were presented with two ORIGINAL prints of the Obama HOPE poster.

3. (WTP) Please indicate your willingness to pay (in dollars) for each of these two posters:

<table>
<thead>
<tr>
<th>WTP print on left</th>
<th>WTP print on right</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. (approve_Obama) Do you approve or disapprove of the way Barack Obama is handling his job as president?
   (1 = Strongly Disapprove; 9 = Strongly Approve)

5. (political) Please indicate your political orientation:
   - Liberal
   - Conservative
6. *(attention check)* We are interested in whether you take the time to read instructions. In order to demonstrate that you have read these instructions, please select ‘Online shopping’ and ‘Marketing Strategy’ below:

*(18 different categories in which ‘Online shopping’ and ‘Marketing Strategy’ were included)*

7. *(similar)* Have you taken a survey in which you rated the value of numbered limited edition product in the past six months?
   - Yes
   - No

8. *(gender)* What is your gender?
   - Male
   - Female

9. *(age)* Please indicate your age: ______

10. *(income household)* What is your annual total household income?
    - $0 - $25,000
    - $25,000 - $50,000
    - $50,000 - $75,000
    - $75,000 - $100,000
    - $100,000 - up

11. *(us)* Are you currently located in the US?
    - Yes
    - No

12. *(city)* If you are in the US, please fill out your current city and state: ____________

13. *(mturk)* Please provide you Mturk Worker ID in the space below: ________________