Experimental Instructions for Herding, Social Preferences and (Non-)Conformity

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I Experimental instructions

Instructions were originally written in English and have been translated to German. Between treatments, instructions differed only for the "First experiment", the herding game.

I.A Gain treatment

General instructions

Welcome and thank you very much for participating. Please, read the instructions carefully. These instructions are the same for all participants. No participant has more information than what is stated in these instructions. Your identity will not be revealed to other participants. In this sense, all your decisions are anonymous.

If you have any questions, please raise your hand. An experimenter will come to your place and answer your questions privately. Please do not communicate with other participants from now on. If you do not behave according to this rule, we will have to exclude you from any payments.

In this session, you will participate in two experiments. Only one of the two experiments will be paid. In particular, the experiment which will be paid will be randomly selected at the end of the session by tossing a coin. You will receive the instructions for the second experiment after the end of the first experiment.

First experiment

In this experiment, there are two doors, A and B. You and the other participants will be asked subsequently to choose one door. The order in which you will be asked to take your decision will be randomly determined by the computer. Before his/her decision, every participant sees the decisions made by the participants who decided before.

At the end of the session one of the two doors will be randomly drawn by a toss of a dice. If an uneven number will be drawn, the door A will be selected. If an even number will be drawn, door B will be selected. Thus, the probability that a door will be selected is the same for both doors. The selected door is the same for all participants.
In case that you have chosen the door which has been selected, you will get a prize of 8 Euros. If you have chosen the other door, you will get nothing.

Second Experiment
In this experiment participants will be randomly matched in groups of 2 persons, person X and person Y. Person X will be asked to split an amount of 8 Euro between himself/herself and person Y. Before being informed whether one is person X or person Y, each participant has to state how much of the 8 Euros he/she would give to person Y in case he/she is person X. At the end of the session, participants will be informed whether they are person X or person Y. Then, both persons are paid according to the split of person X.

I.B Loss treatment

First experiment
At the beginning of this experiment, every participant will receive an amount of 8 Euros.
In this experiment, there are two doors, A and B. You and the other participants will be asked subsequently to choose one door. The order in which you will be asked to take your decision will be randomly determined by the computer. Before his/her decision, every participant sees the decisions made by the participants who decided before.
At the end of the session one of the two doors will be randomly drawn by a toss of a dice. If an uneven number will be drawn, the door A will be selected. If an even number will be drawn, door B will be selected. Thus, the probability that a door will be selected is the same for both doors. The selected door is the same for all participants.
In case that you have chosen the door which has been selected, you will loose 8 Euros. If you have chosen the other door, you will loose nothing.

I.C Robustness treatment

First experiment
In this experiment, there are two doors, A and B. You and the other participants will be asked subsequently to choose one door. The order in which you

will be asked to take your decision will be randomly determined by the computer. Before his/her decision, every participant sees the decisions made by the participants who decided before.

At the end of the session one card will be randomly drawn out of a box with cards from 1 to 100. If one of the numbers 1 to 55 is drawn, door A will be selected. If one of the numbers 56 to 100 is drawn, door B will be selected. Thus, the probability that door A will be selected is 55%, and the probability that door B will be selected is 45%. The selected door is the same for all participants.

In case that you have chosen the door which has been selected, you will get a prize of 8 Euros. If you have chosen the other door, you will get nothing.