

## HomeVISE Analysis

The HomeVISE project is aimed at better understanding consumer preferences for landscaping and gardening products that have an emphasis on nutrient management. We are interested in the effects of information, defaults, and awareness of defaults. Four products will be offered. The reason for offering all four is two-fold. 1) providing a variety of products that one could win may increase interest in the experiment and therefore increase recruitment. 2) Another part of our experiment is estimating a foot-in-the-door effect, done through a follow-up message. As a control, we will use values for products.

The values of interest for the default and awareness treatments are the maximum values submitted by each subject. That is, whichever product receives the highest bid from each subject is the one used for those treatments. We choose to only use the highest one because many subjects may not want some of the products. If a subject does not want the product, we assume the treatment effect for that product would be considerably less. The case where subjects are bidding on a product they do not want is not practical. This document serves to identify that we have chosen to only use the highest valued product for each subject before analyzing the data.

**APPROVED**

*By Collin Weigel at 7:04 pm, Apr 21, 2017*