

## Attachment I – Data Collection Instrument

### CRP Enrollment Experiment with Anchoring, Defaults and Information Software Screenshots and Description

The following document provides screenshots of the study webpages along with descriptions and justifications for each design decision.

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## Introductory Pages

Participants receive a recruitment letter directing them to a webpage that is a usda.gov splash page ([www.usda.gov\CRPstudy2022](http://www.usda.gov\CRPstudy2022)). The text introduces the study and provides a link that redirects them to the website that hosts the data collection.



OMB Control No.: 0536-####  
Approval Expires: ##/##/2025

Welcome

Thank you for participating in this study. It will take you about 30 minutes to complete the entire study, including the instructional materials and four rounds of a simulated CRP General Signup. You will receive a participation payment of \$10 with the opportunity to earn more money through your decisions.

To begin, enter your Participant Code: #####

[Continue]

Participants are then presented with two screens for the burden statement and CIPSEA pledge.



Important aspects of the activity you should know about:

**USDA Burden Statement:**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0536-####. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

If you have any questions about the purpose, procedures, or any other issues related to this research you may contact [steve.wallander@usda.gov](mailto:steve.wallander@usda.gov).

**Acknowledgement:** I have read and understood the information on this page and I agree to participate in the activity.

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Important aspects of the activity you should know about:

**CIPSEA Pledge:**

All information which would permit identification of an individual, a practice, or an establishment will be held confidential, will be used for statistical purposes only, will be used only by USDA staff, contractors, and agents authorized by USDA to perform statistical activities only when required and with necessary controls, and will not be disclosed or released to other persons without the consent of the individual or establishment in accordance with the Confidential Information Protection and Statistical Efficiency Act (PL-107-347). By law, every employee as well as every agent has taken an oath and is subject to a jail term of up to five years, a fine of up to \$250,000, or both if he or she willfully discloses ANY identifiable information about you. Per the Federal Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data.

If you have any questions about the purpose, procedures, or any other issues related to this research you may contact [steve.wallander@usda.gov](mailto:steve.wallander@usda.gov).

**Acknowledgement:** I have read and understood the information on this page and I agree to participate in the activity.

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The fourth page begins the instructions to the participants. A six-minute video takes participants through the study design, explains the information that they will be given in each round of the simulated auction, and details the choices that they will be asked to make. Attachment M shows the slides used for the video and provides the script that will be read by the narrator. Participants who wish to skip the video or have trouble playing it on their device will have the option of paging through static images of the slides in Attachment M.



**Instructional Video**



If the video is not loading or if you are not able to see the instructional video due to other technical issues, please select the "Text Instructions" button below to proceed to written instructions.

[Text Instructions](#)

[Continue](#)

After the conclusion of the training video (shown on the previous) page, this page reviews the most important concepts covered in the video.



### Important Concepts:

**Environmental Ranking Points:** Also called Environmental Benefits Index, or EBI, this is the way that your offer will be scored-- each part of your offer can add points to your final ranking

#### Field Information

- **Maximum allowable program payment:** the maximum amount of rent that your field can receive if enrolled in the CRP.
- **Net income without CRP participation:** The return to the field if it is not enrolled in the CRP. Additional payments in this study are made for CRP net returns above this amount.
- **Base Ranking Points:** describes the environmental value of your land before you choose any conservation practice and points from your maximum program payment.

#### Offer Information

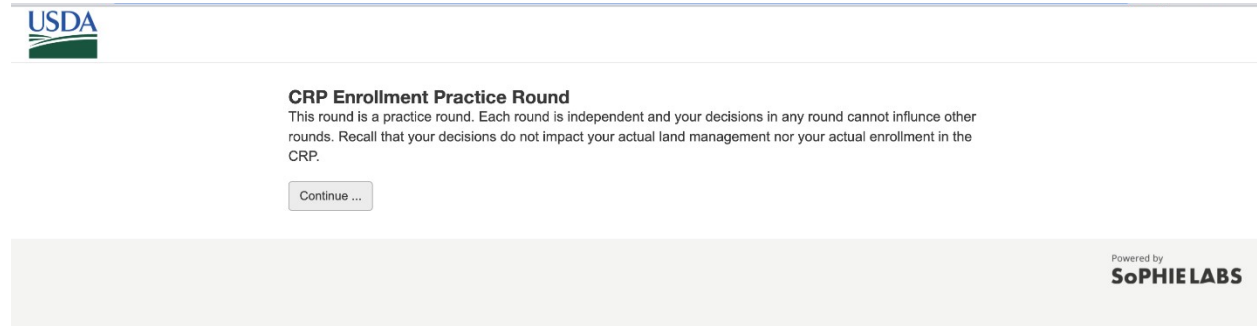
- **Conservation Practice:** the practice you offer to implement in your field. There are four possible conservation practices that are increasing in both cost and additional EBI points
- **Program Payment Offer:** is the amount that you want to receive if your offer is accepted. The lower your offer is, the more additional EBI points you receive.

Continue ...

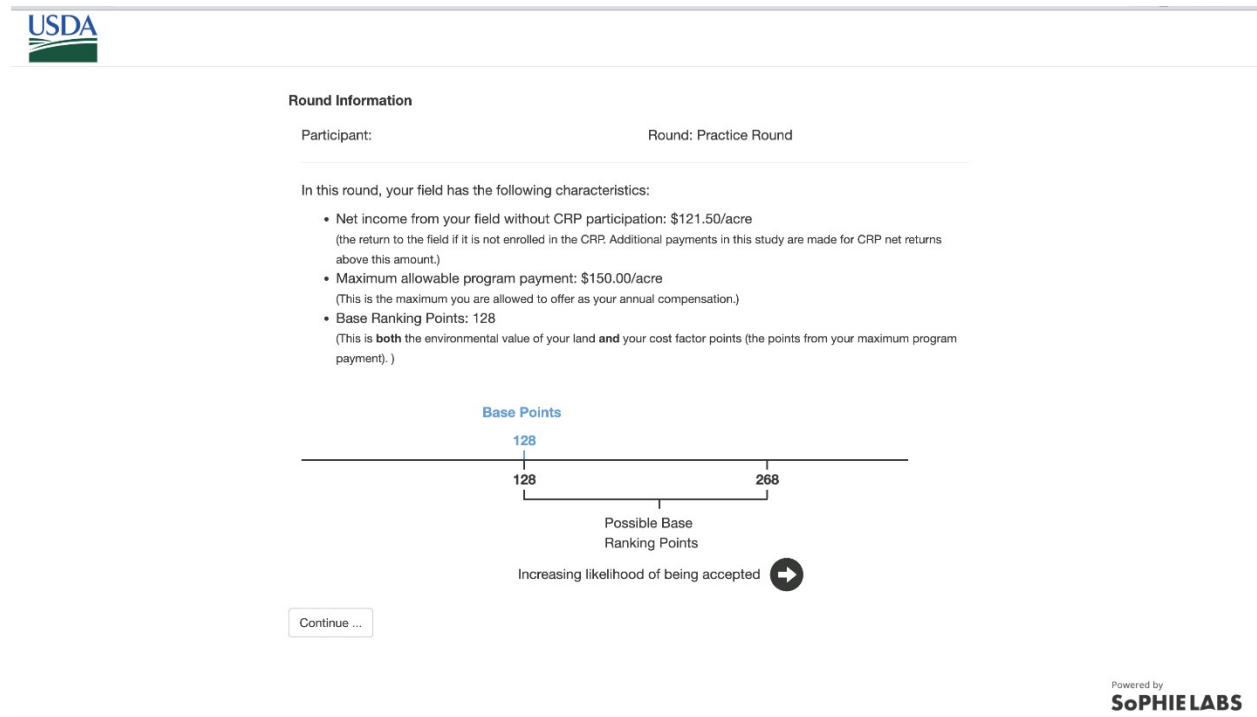
# Simulated Auction Rounds

Each participant will do one practice round and three actual rounds.

Each round begins with a page that lets them know what round they are about to enter.



The first screen in each round provides the participant with a set of field characteristics and informs them on how that field compares to other fields in the auction.



The second screen in each round is where the participants make their offer choices. It is also where the default and early information treatments occur.

The following example shows what the screen would look like for both treatments.

In the default treatment, the offer page begins with the best (highest scoring and most expensive) practice preselected and program payment that represents a nine percent discount relative to the field-specific maximum payment. For the control, no practice is preselected and the program payment field is blank.

In the early information treatment, the ramped bar at the bottom of the screen shows the score for the offer relative to their starting base points to a color ramp that represents all available offers. As participants change their practice selection and program payment, this score will change. For the control, participants will not see their score until the next page.



**Practice Round**

Round: Practice Round

Net income from your field without CRP participation: \$121.50/acre  
Maximum allowable program payment: \$150.00/acre

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**Your Offer**

Conservation Practice

Practice	Description	Cost	Practice EBI Points
<input type="radio"/>	Basic	Non-Native Grass	\$2/acre 13
<input type="radio"/>	Good	Native Grass	\$6/acre 43
<input type="radio"/>	Better	Wildlife Habitat	\$10/acre 65
<input checked="" type="radio"/>	Best	Rare and Declining Habitat	\$15/acre 90

Program Payment \$  in \$/acre

---

**Environmental Benefits Ranking Points**

Base ranking points: 128  
Practice points: +90  
Points for requesting program payment less than allowable maximum: +63  
Total ranking points: 281

Base Points: 128  
Total Points: 281

Least likely to be accepted      Most likely to be accepted

The third and final screen in each round allows the participant to review their offer for the given field and to either submit the offer or return back to the previous page.



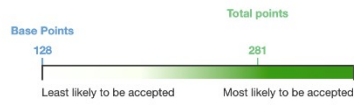
## Results Screen

Your net gain from the program

<b>Requested program payment for field:</b>	\$136.50/acre
Net income from field without CRP participation:	-\$121.50/acre
<b>Practice Cost:</b>	-\$15.00/acre
<b>Income from CRP participation (if accepted):</b>	\$0.00/acre x 5 acres = \$0.00

Your offer ranking

Base ranking points:	128
Conservation Practice Points:	+90
Points for requesting program payment less than allowable maximum:	+63
<b>Total ranking points:</b>	<b>281</b>



[Submit](#) [Revise my offer](#)

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# Concluding Questions



Please answer the following questions.

How many actual CRP signups (enrollment periods) have you participated in?\*

- 0
- 1 to 2
- 3 to 5
- More than 5

How far do you have to travel by car to a county office to submit a CRP offer?\*

- Less than 30 minutes
- 30 minutes to 1 hour
- More than 1 hour

When making an offer to the actual CRP, which approach generally describes your experience?\*

- I mostly rely on the county agent to suggest cover practice and rental rate
- I mostly rely on my own preferences for cover practice and rental rate
- I interact with the county agent to choose the cover practice and rental rate

Submit

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How did this study compare to the actual CRP enrollment process.

	Agree	Disagree	Don't know
This enrollment process was similar to the CRP General Signup.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood the task of making an offer in each round.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The field characteristics were realistic and understandable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The small set of cover choices was easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The smaller set of cover choices seemed unrealistic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciated being able to construct my own offer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I missed having the input of the county agent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciated not having to travel to the county office.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit ...



In this experiment, what best describes your strategy for making an offer

- I tried to balance the net return to my offer against the likelihood of getting accepted.
- I tried to maximize the net return to my offer.
- I tried to maximize the chance that my offer would be accepted.
- I had a different strategy or didn't really use a consistent strategy.

Submit ...

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# Payment Screen



Please select how you would like to receive your participation payment of \$10 and, if your offer is selected in the auction, your additional payment from the auction.

- Paypal**
- Walmart Gift Card (electronic)**
- Amazon Gift Card (electronic)**
- I do not want to provide personal information to receive payment**

And enter your email address affiliated with your payment:

Please confirm your email:

Submit

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# Conclusion Screen



**Thank you for participating.**

This is the final page, please hit the Continue button to finish the experiment.

Continue

Change Payment Method

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