

Survey K

In the following questionnaire we would like to find out more about the effects of social perceptions of different people. You will be presented with several situations. Each of them will describe a person involved in a certain activity. You will be asked to think about different reasons for this person's behavior, as well as to evaluate this person's behavior.

Please, carefully read and answer the following questions.

Situation One

Sara Martin is a top executive of a company "XinK Int." "XinK Int." is one of the leading pharmaceutical companies in the US. However, the company has experienced a decline in their public image which has lead to a decline in sales in the last half a year. Recently, the company started several activities, which were focused on the stabilization of their leading position in the pharmaceutical market.

Not too long ago, "XinK Int." developed a new drug for treating malaria. Shortly after that several African countries experienced an outbreak of malaria. As soon as Sara Martin found out about this event, she decided to donate a lot of medicine to the regions in Africa that needed assistance. Local mass media showed different reactions to this news.

Please, carefully read the following statements and indicate your level of agreement with each of them.

1. Sara Martin’s personality primarily influenced her behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

2. Particular circumstances primarily influenced Sara Martin’s behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

3. Sara Martin would have acted differently if her personality had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

4. Sara Martin would have acted differently if the particular circumstances had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Overall, what influenced Sara Martin's decision more?

- (1) Her personality (2) Particular circumstances

Situation Two

Since his childhood, David Conner wanted to become a doctor. Now, he is a young surgeon at a local hospital in the Baltimore area. During his first year he has had a wonderful track record. However, due to a recent argument with the head physician, any little mistake would mean that he would be fired.

Last week, a patient died during his surgery because another doctor had given her an incorrect diagnosis. However, David decided to hide this fact and told the woman's family that the weak heart of the patient was the reason for her death and the doctors could not save her.

Please, carefully read the following statements and indicate your level of agreement with each of them.

1. David Conner's personality primarily influenced his behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

2. Particular circumstances primarily influenced David Conner's behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

3. David Conner would have acted differently if his personality had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

4. David Conner would have acted differently if the particular circumstances had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Overall, what influenced David Conner's decision more?

- (1) His personality (2) Particular circumstances

Situation Three

Emma Peterson is a banker at a large bank in Cincinnati, IN. Several major pension funds are heavily invested in the bank. In the last couple of months, the bank lost a large amount of money on the stock market. The current financial difficulties of the bank may devalue the bank's shares.

However, Emma Peterson did not reveal the loss to the company's shareholders in order to avoid causing panic. Instead, Emma Peterson reported a sizeable profit at the annual meeting of the shareholders, hoping that the annual balance of the company would still be positive in comparison to the last year.

Please, carefully read the following statements and indicate your level of agreement with each of them.

- 1. Emma Peterson’s personality primarily influenced her behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

- 2. Particular circumstances primarily influenced Emma Peterson’s behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

- 3. Emma Peterson would have acted differently if her personality had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

- 4. Emma Peterson would have acted differently if the particular circumstances had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Steve Jensen is the president of a large construction company in New York. Last year, local government fined the company, as unstable scaffolding caused problems resulting in injuries to several people. Recently, Steve Jensen started a special discount house building program for large families. Also, he decided to donate a large sum of money to a local orphanage.

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Please, carefully read the following statements and indicate your level of agreement with^{K11} each of them.

1. Steve Jensen's personality primarily influenced his behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

2. Particular circumstances primarily influenced Steve Jensen's behavior.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

3. Steve Jensen would have acted differently if his personality had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

4. Steve Jensen would have acted differently if the particular circumstances had been different.

Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

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Overall, what influenced Steve Jensen's decision more?

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(1) His personality

(2) Particular circumstances