

School of Psychology

Introduction

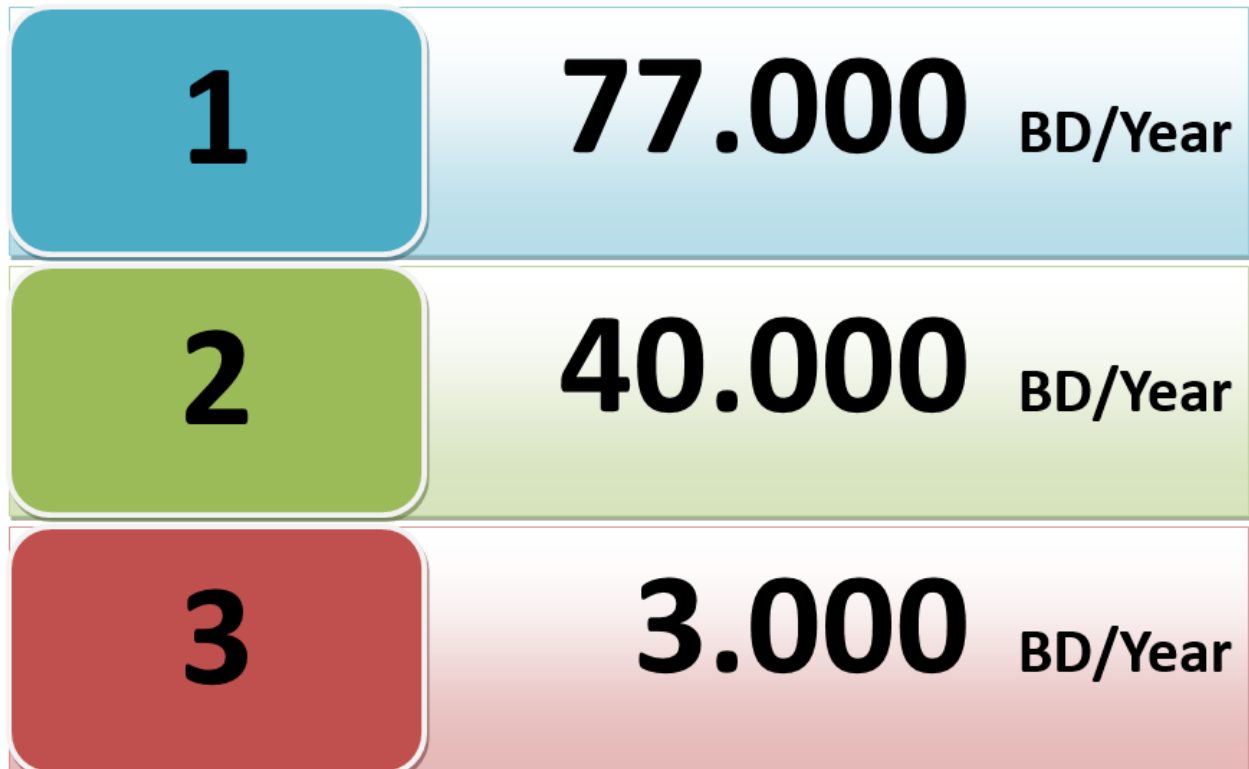
Inequality Condition Structure

Bimboola

In this study you will become a citizen of a new society called Bimboola. You will start a new life there, and become a member of Bimboolean society. Bimboola is just like any other society.

Bimboola is a society that is quite unequal in its wealth distribution. This means that the wealth gap between the poorest and wealthiest people in Bimboola is quite large (in particular compared to the wealth gap in other societies).

There are three main income groups in Bimboolean society. The income distribution in Bimboola takes the shape of the picture below.



You can see in the picture that:

- **income group 1** earns on average 77.000 BD per year
- **income group 2** earns on average 40.000 BD per year
- **income group 3** earns on average 3.000 BD per year

In order to start off your new life in Bimboola you will be assigned in one of these income levels.

On the next page you will receive information about the Bimboolean income group to which you have been assigned. Please read this information carefully.

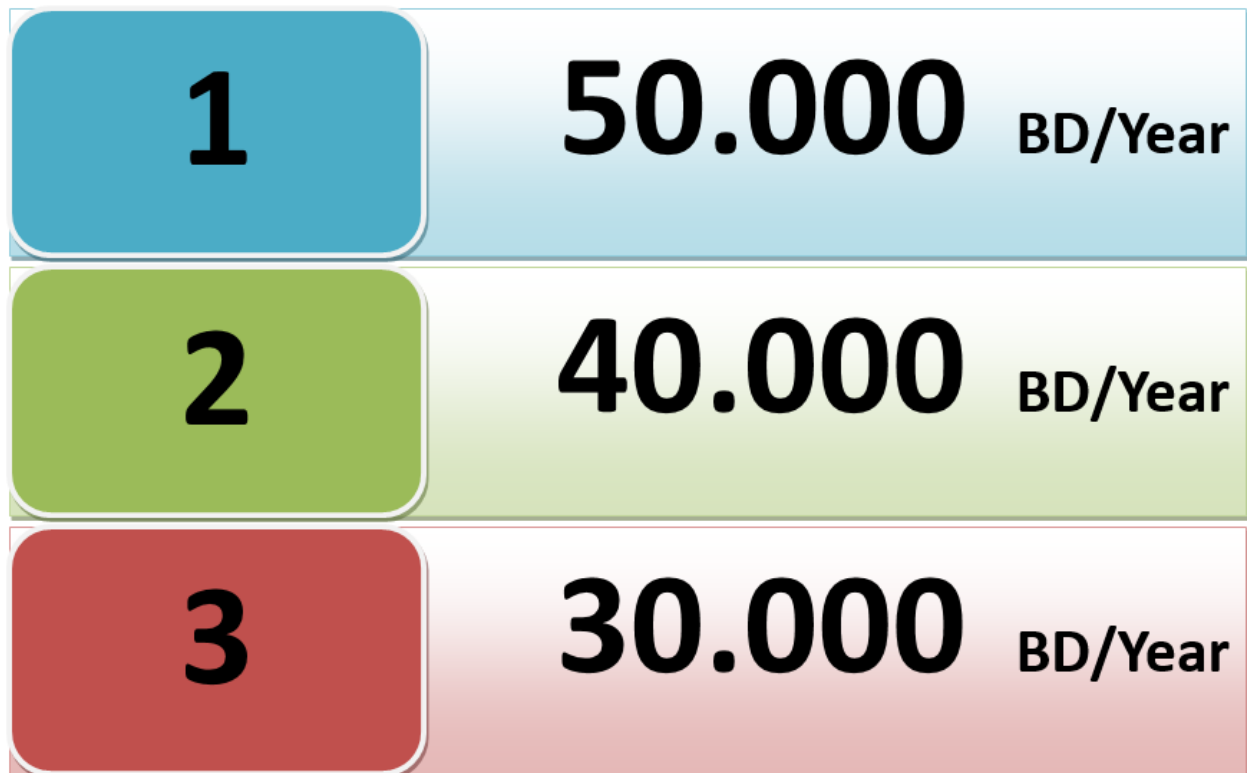
Equality Condition Structure

Bimboola

In this study you will become a citizen of a new society called Bimboola. You will start a new life there, and become a member of Bimboolean society. Bimboola is just like any other society.

Bimboola is a society that is quite equal in its wealth distribution. This means that the wealth gap between the poorest and wealthiest people in Bimboola is quite small (in particular compared to the wealth gap in other societies).

There are three main income groups in Bimboolean society. The income distribution in Bimboola takes the shape of the picture below.



You can see in the picture that:

- **income group 1** earns on average 50.000 BD per year
- **income group 2** earns on average 40.000 BD per year
- **income group 3** earns on average 30.000 BD per year

In order to start off your new life in Bimboola you will be assigned in one of these income levels.

On the next page you will receive information about the Bimboolean income group to which you have been assigned. Please read this information carefully.

IC Assigned

You have been assigned to **income group 2**

1	77.000 BD/Year
2	40.000 BD/Year
3	3.000 BD/Year

Bimboolean citizens in **income group 2** earn on average 40.000 BD/Year

New Life

To begin your new life in Bimboola, the daily essentials must be purchased. The following questions will ask you to select items which you require. However, you can only select the items that you can afford, this is determined by your group's annual income.

PLEASE NOTE: you are assigned to **income group 2**, so you will earn on average **40.000 BD** per year.

Houses Introd

In the next slides you will see different houses available in Bimboola. They are organized in three groups of three houses depending on their price. After viewing these options, please select the one you would like to purchase.

Important: you can only choose from those houses that your income group can afford. The items are numbered by income group so you know what you can afford.

IC Houses 1

1A



1B



1C



Houses2

2A



2B



2C



IC Houses 3

3A



3B



3C



IC Houses Choose

Please select the house you would like to buy by clicking on one of the pictures:

Remember you can only choose from those houses that your income group can afford. You belong to **income group 2**, so you will earn on average **40,000 BD** per year.



1A



1B



1C



2A



Cars Introd

You selected your house!

Congratulations! Now you have a house!

In the next slides you will see different means of transport available in Bimboola. They are organized in three groups of three means of transport depending on their price. After viewing these options, please select the one you would like to purchase.

Important: you can only choose from those means of transport that your income group can afford. The items are numbered by income group so you know what you can afford.

IC Cars1

1A



1B



1C



Cars2

2A



2B



2C



IC Cars3 new

3A



3C



IC Cars Choose new

Please select the means of transport you would like to buy by clicking on one of the pictures:

Remember you can only choose from those means of transport that your income group can afford. You belong to **income group 2**, so you will earn on average **40.000**

BD per year.



1A



1B



1C



2A



Holidays Introd

You selected your means of transport!

Congratulations! Now you have a means of transport!

In the next slides you will see different holidays available in Bimboola. They are organized in three groups of three holidays depending on their price. After viewing these options, please select the one you would like to purchase.

Important: you can only choose from those holidays that your income group can afford. The items are numbered by income group so you know what you can afford.

IC Holidays1

1A- A space trip (day trip in a space shuttle)



1B- Holidays in your private island (overseas, as long as you like)



1C- Luxury hotel holiday in an exotic country (overseas, as long as you like)



Holidays2

2A- A motor home holiday (domestic, 1 week)



2B- A 4WD adventure (domestic, 1 week)



2C- A stay at a holiday village (domestic, 1 week)



IC Holidays3

Unfortunately, people in income group 3 cannot afford a holiday.

IC Holidays Choose

Please select the holiday you would like to enjoy by clicking on one of the pictures:

Remember you can only choose from those holidays that your income group can afford. You belong to **income group 2**, so you will earn on average **40.000 BD** per year.

- 1A- A space trip (day trip in a space shuttle)



- 1B- Holidays in your private island (overseas, as long as you like)



- 1C- Luxury hotel in an exotic place (overseas, as long as you like)



- 2A - A motor home holiday (domestic, 1 week)



- 2B - A 4WD adventure (domestic, 1 week)



EC Assigned

You have been assigned to **income group 2**

1	50.000 BD/Year
2	40.000 BD/Year
3	30.000 BD/Year

Bimboolean citizens in **income group 2** earn on average 40.000 BD/Year

EC Houses 1

1A



1B



1C



EC Houses 3

3A



3B



3C



EC Houses Choose

Please select the house you would like to buy by clicking on one of the pictures:

Remember you can only choose from those houses that your income group can afford. You belong to **income group 2**, so you will earn on average **40,000 BD** per year.



1A



1B



1C



2A



2B



EC Cars1

1A



1B



1C



EC Cars3 new

3A



3B



3C



EC Cars Choose new

Please select the means of transport you would like to buy by clicking on one of the pictures:

Remember you can only choose from those means of transport that your income group can afford. You belong to **income group 2**, so you will earn on average **40.000 BD** per year.



1A



1B



1C



2A



EC Holidays1

1A - City hopping in Europe (overseas, 2 weeks)



1B - A cultural trip to Thailand (overseas, 2 weeks)



1C - A snorkeling-diving holiday (domestic, 2 weeks)



EC Holidays3

3A - A weekend in a historical town nearby (domestic, 2 days)



3B - A camping trip (domestic, 3 days)



3C - A weekend at a theme park (domestic, 2 days)



EC Holidays Choose

Please select the holiday you would like to enjoy by clicking on one of the pictures:

Remember you can only choose from those holidays that your income group can afford. You belong to **income group 2**, so you will earn on average **40,000 BD** per year.

- 1A - City hopping in Europe (overseas, 2 weeks)



- 1B - A cultural trip to Thailand (overseas, 2 weeks)



- 1C - A snorkeling-diving holiday (domestic, 2 weeks)



- 2A - A motor home holiday (domestic, 1 week)



- 2B - A 4WD adventure (domestic, 1 week)

- 2C - A stay at a holiday villaqe (domestic, 1 week)

Manipulation Check, Wealth and Identity

You selected your holiday!

Congratulations!

According to the information that you have about Bimboola, please answer the next questions:

Which income level have you been assigned to?

- 1 2 3
-

How wealthy is your group?

- 1 Very Poor
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9 Very Wealthy

How poor is your group?

- 1 Very Poor
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9 Very Wealthy

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