Exhibit B

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ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

BOLLEA
V.
GAWKER MEDIA

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Expert Report of:

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I. Summary of Opinion

I conducted a survey in which I asked 200 Americans to estimate a fair and reasonable amount of money that a person should receive as compensation for the loss of privacy experienced as a result of having had a secretly-filmed sex tape of one's self posted online without one's consent. Based on the survey data, I conclude with a reasonable degree of certainty that:

- The range of money deemed as fair and reasonable compensation for a loss of privacy such as the one experienced by Terry Bollea is approximately $7,000,000 to $10,000,000

I reserve the right to revisit this analysis and amend these conclusions should additional information and/or documents become available for review. I further reserve the right to respond to opinions and issues raised by any opposing experts. Finally, I reserve the right to use demonstrative and/or other exhibits to present the opinions expressed in this report and/or any supplemental, amended, and/or rebuttal reports.

II. Background and Scope of the Assignment

I have been retained by Harder Mirell & Abrams LLP (hereafter referred to as HMA) as an independent outside consultant to provide an expert opinion on the value of a person's right of privacy, including the value of the loss of privacy. Specifically, I have been asked to determine a range of reasonable or fair compensation for being observed naked and having sex on a video published and viewed online without consent.

My opinions are based on the following:

1. Information and documents produced in this case by HMA;
2. My professional background, training, education and more than 8 years' experience in survey design and conducting research on privacy;
3. A survey I conducted (the purpose, design, results, and conclusions from which I describe in the following sections of this report).

III. Methodology

I conducted a survey in which I asked 200 respondents to estimate the fair and reasonable amount of money that a person should receive as compensation for the loss of privacy experienced as a result of having had a secretly-filmed sex tape of one's self posted online

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without one's consent. Respondents were randomly selected from a pool of American individuals with annual household incomes of at least $200,000.[1]

Key Elements of the Survey
The design and text of the survey are presented in Appendices A and B, respectively. Here, I summarize the key elements of the survey, designed to assess a fair and reasonable compensation value for a person in a similar situation as Terry Bollea.

1. Participants were asked to imagine that "you had sex with an acquaintance of yours in a private bedroom in a private home. Unbeknownst to both of you at the time, this sexual interaction was secretly filmed. You learned of this recently, when you discovered that a minute-and-a-half long portion of the sex tape – the tape of you having sex with your acquaintance in a bedroom in a private home – had been posted on the Internet."

2. Next, participants were asked three comprehension questions about the scenario they had been asked to imagine. Participants could not continue to the rest of the survey until they had answered these questions correctly.

3. *Qualitative Measure of Privacy Violation.* After having passed the comprehension check questions, participants were asked to indicate, qualitatively, the extent to which, if at all, the situation described above represented a violation of privacy. Specifically, participants were asked to "rate the extent to which, if at all, your privacy has been violated." Participants moved a scroll bar to indicate the extent to which, if at all, the situation represented a violation of privacy. Below is an image of the scroll bar that participants used to answer this question. Participants moved the grey circle scroller to the spot on the line that they felt indicated the extent to which, if at all, the situation represented a privacy invasion:

4. *Quantitative Measures of Fair Compensation for the Privacy Violation.* Next, participants were asked to express this privacy violation in monetary terms. To increase

[1] Since it is reasonable to expect that valuations depend on income level, I recruited participants from a relatively high income population (to closer match that of Terry Bollea).

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the validity of respondents' valuations, I used a two-step process to elicit these valuations. First, participants were asked to specify the units in which they thought the compensation amount should be expressed: tens of dollars, hundreds of dollars, thousands of dollars, millions of dollars, or billions of dollars. Then, participants were asked whether they were comfortable providing a more specific number (beyond the units). If yes, then participants were asked to provide a specific value of money that they thought would be fair and reasonable compensation for the sex-tape situation that they had been asked to imagine.

a. Specifically, participants were first asked:

For starters, from the options below, please select the range that you think is most appropriate to express the value:

- tens of dollars (i.e., $0-$99)
- at least a hundred dollars ($100) but less than a thousand dollars ($1,000)
- at least a thousand dollars ($1,000) but less than a million dollars ($1,000,000)
- at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000)
- at least a billion dollars ($1,000,000,000+)

b. Next, respondents were asked whether they could be more specific. If yes, then they were asked to provide a specific dollar value. Participants were presented with a scroll bar and asked how many of the units (as articulated above, in 4a) they would request, such that they would feel adequately and fairly compensated for the situation of having the sex video posted online and viewable by anyone with Internet access. This scroll bar was tailored to the individual participant, based on the units they had specified in 4a. So for example, if a participant had specified that it is most appropriate to express the value as at least a million dollars but less than a billion dollars, then he was given the following scroll bar on which to input a specific compensation value:

As the participant moved the grey circle to the right, the corresponding number appeared. In the example below, the scroller has been moved to indicate 149 million dollars.

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Additional Elements of the Survey

The survey featured several other elements which I outline below. Note that the survey design and wording are presented in Appendices A and B, respectively.

1. Participants were also asked the qualitative and quantitative measures (outlined in the section above) with respect to a different, control scenario. This other scenario described a less egregious privacy violation. Specifically, participants were asked to imagine a scenario in which "a new neighbor of yours invited you over to their home for a coffee. You accepted the invitation and went over to your new neighbor's house for a coffee to get acquainted. Unbeknownst to both of you at the time, this friendly interaction was secretly filmed. You learned of this recently, when you discovered that a minute-and-a-half long portion of the tape – the tape of you chatting with your new neighbor over coffee in that neighbor's kitchen in their private home – had been posted on the Internet."

   The idea behind including this control scenario is that respondents' answers to these measures should be sensitive to the scenario: if respondents generally indicate that the sex-tape scenario is a greater violation of privacy both in qualitative and quantitative terms, this means that the respondents are taking the task seriously, and hence, suggests that the data are reliable and trustworthy.

2. In both scenarios, respondents were asked to imagine that a certain number of people had viewed the video. Half of respondents were asked to imagine that 7 million people had viewed the video; the other half of respondents were asked to imagine that one stranger on the Internet had viewed the video. The latter group of respondents, after having given a specific monetary compensation amount assuming that one stranger had viewed the video, was then asked:

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Please indicate approximately what the fair and adequate compensation would be in each of the following scenarios.

(Please select a value in the first column and a unit in the second column. For a value in the tens or hundreds, please enter a number 1-9. Otherwise, enter a value 1-999.)

The fair and adequate compensation...

	Value Please enter a number 1-999	Unit
...if **one thousand** (1,000) people viewed the coffee chat video would be:		
...if **one hundred thousand** (100,000) people viewed the coffee chat video would be:		
...if **1 million** (1,000,000) people viewed the coffee chat video would be:		
...if **2.5 million** (2,500,000) people viewed the coffee chat video would be:		
...if **7 million** (7,000,000) people viewed the coffee chat video would be:		

Upon clicking on the "Unit" drop down menus, the following choices appeared:
"tens of dollars"
"hundred dollars"
"thousand dollars"
"million dollars"
"billion dollars"

3. In addition, to test whether the fair and reasonable compensation might depend on whether a person is famous, I also varied the perspective that I asked participants to adopt. Specifically, half of participants were asked to answer the questions, assuming that they were a famous American sports figure. The other half of participants were not asked to imagine that they were famous. This factor – perspective – did not impact participants' responses; hence in the results section below, I collapse across this factor.

IV. **Results**

Qualitative assessments of privacy violation

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The positioning of the scroller, and hence, the extent to which participants thought a privacy violation had occurred depended, sensibly, on the scenario. Specifically, participants judged the privacy violation to be statistically greater for the sex tape scenario relative to the coffee scenario.[2]

For the sex-tape scenario, on average, participants moved the scroller to this position:

Whereas for the coffee-tape (i.e., control), scenario, on average, participants moved the scroller to this position:

Quantitative assessments of privacy violation

Range. Most (56% of) participants thought the appropriate range for the sex tape scenario is "at least a million but less than a billion." The distribution of the appropriate range espoused by participants for the sex tape scenario is shown in Appendix C.

Again, as with the qualitative measure, participants were appropriately sensitive to the scenario. For the coffee (i.e., control) condition, participants most commonly thought the appropriate range is "at least a thousand but less than a million." The distribution of the appropriate range espoused by participants for the control, coffee tape scenario is shown in Appendix D.

In sum, the appropriate range given for the sex scenario was statistically significantly higher than that given for the coffee (control) scenario.[3]

Specific compensation amount. Sixty-one percent of participants were comfortable providing a specific compensation amount. The results reported in this subsection are therefore restricted to

[2] Statistics: $t(199)=6.26$, $p<.0005$

[3] Statistics: a (non-parametric) related-samples Wilcoxon Signed Rank Test revealed that the medians are statistically significantly different, $p<.0005$

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the 122 participants (i.e. 61% of 200) who were willing to specify a compensation amount (as opposed to merely a range).

Among those who had been asked, from the outset of the survey, to imagine that 7 million people had viewed the sex tape, the median amount of money deemed to be fair and reasonable compensation was **$7,000,000.** This value was statistically significantly higher than the amount of money that these participants deemed to be fair and reasonable compensation for the control scenario, in which 7 million people had viewed the coffee tape: $206,000.[4]

Recall that half of participants were asked to first provide a compensation value, assuming that only one stranger had viewed the video. These participants were subsequently asked to indicate the fair and reasonable compensation value, assuming that instead of only one person viewing the video (as they had been initially asked), 7 million people had seen it. Among these participants, the median amount of money deemed to be fair and reasonable compensation was **$10,000,000**. This value was statistically significantly higher than the amount of money that these participants deemed to be fair and reasonable compensation for the control scenario, in which 7 million people had viewed the coffee tape: $99,950.[5]

Frequency distribution of fair compensation value

Using the range data plus the specific compensation amount data, I produced the following table that shows the frequency distribution of participants' perceptions of the fair compensation value at different thresholds. For example, as indicated in the table below, 33.5% of participants said that the fair compensation value is at least ten million dollars.

Percent of participants	**specifying a fair compensation value of *at least*:**
98.0%	tens of dollars
97.0%	$100 (one hundred dollars)
90.0%	$1,000 (one thousand dollars)
84.5%	$10,000 (ten thousand dollars)
81.0%	$100,000 (one hundred thousand dollars)
66.5%	$1,000,000 (one million dollars)
33.5%	$10,000,000 (ten million dollars)
22.5%	$100,000,000 (one hundred million dollars)
10.5%	$1,000,000,000 (one billion dollars)
10.5%	$10,000,000,000 (ten billion dollars)
2.0%	$100,000,000,000 (one hundred billion dollars)

[4] Statistical test comparing the sex-tape valuation of $7M to the coffee-tape valuation of $206K: a related-samples Wilcoxon Signed Rank test indicated $p<.0005$

[5] Statistical test comparing the sex-tape valuation of $10M to the coffee-tape valuation of $99.5K: a related-samples Wilcoxon Signed Rank test indicated $p<.0005$.

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Appendix A: Survey design

Design – independent variables:

- Perspective: famous vs self: Participants either took on the role of self or of a famous person (between-subjects variable)
- Scenario: control (coffee) vs sex tape: All participants evaluated two scenarios – one control version, one sex version (order of presentation was counterbalanced – i.e., randomized - between-subjects in case there are order effects; there were none, thus results collapse across order).
- Viewership: one person vs. 7 million people (between-subjects variable). Note that participants in the "one person" condition who were willing to provide a specific compensation value for the given scenario were then asked to provide a compensation value, supposing that 1,000; 100,000; 1,000,000; 2,500,000; and 7,000,000 people, respectively, had viewed the video.

Therefore, each participant was randomized to one of eight versions of the survey:

Perspective: Self Scenario presentation order: coffee, sex Viewership: 1 person	Perspective: Self Scenario presentation order: sex, coffee Viewership: 1 person
Perspective: Famous Scenario presentation order: coffee, sex Viewership: 1 person	Perspective: Famous Scenario presentation order: sex, coffee Viewership: 1 person
Perspective: Self Scenario presentation order: coffee, sex Viewership: 7 million people	Perspective: Self Scenario presentation order: sex, coffee Viewership: 7 million people
Perspective: Famous Scenario presentation order: coffee, sex Viewership: 7 million people	Perspective: Famous Scenario presentation order: sex, coffee Viewership: 7 million people

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Appendix B: Survey Screen Shots

Below is the survey text for the following version (i.e., the following levels of the independent variables – see Appendix A for clarification):

- Perspective: **Famous**
- Scenario presentation order: **sex, coffee**
- Viewership: **1 person**

The survey was the same in the other versions, except where indicated by footnotes at the end of each survey page. The end of each survey page is denoted by the icon: 

<survey text begins now>

What is your annual household income?

▾

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[6] Respondents indicating annual household income <$200,000 were screened out. The response options (visible upon clicking the black triangle icon) were:
__Less than $49,000
__$50,000 - $99,000
__$100,000-$149,999
__$150,000-$199,999
__$200,000-$249,999
__$250,000-$299,999
__$300,000-$349,999
__$350,000-$399,999
__$400,000-$449,999
__$450,000-$499,999
__$500,000-$549,999
__$550,000-$599,999
__$600,000-$649,999
__$650,000-$699,999
__$700,000-$749,999
__$750,000-$799,999
__$800,000-$849,999

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Welcome.

This survey consists of the following tasks:

1. You will be presented with a description of a situation.
2. You will be asked some simple multiple choice questions to be sure you have correctly understood the facts of the situation. If you have misunderstood the facts of the situation, you will be shown the description of the situation again.
3. Most importantly, you will then be asked some brief, closed-ended questions about your opinion of the situation. There are no correct or incorrect answers to these questions, which are about your opinion of the situation.

IMPORTANT: Please do not use the back button in your browser at ANY point during this survey - this will cause an error message and invalidate your responses.

Press >> to continue.

>>

__$850,000-$899,999
__$900,000-$949,999
__$950,000-$999,999

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Please imagine the following:

Imagine that you are a very famous American sports figure. For example, when you walk out in public, many people instantly recognize you.

Five years ago your spouse left you. You eventually divorced each other. You recently got married again (to a new person).

While you and your ex-spouse were separated – living in separate homes in different cities – you had sex with an acquaintance of yours in a private bedroom in a private home. Unbeknownst to both of you at the time, this sexual interaction was secretly filmed. You learned of this recently, when you discovered that a minute-and-a-half long portion of the sex tape – the tape of you having sex with your acquaintance in a bedroom in a private home – had been posted on the Internet. Therefore, anyone with an Internet connection could access this video and watch you having sex with your acquaintance.

The video depicts you and your acquaintance. Specifically, the video:

- depicts full frontal footage of you, naked and visibly sexually aroused
- depicts you participating in sexual intercourse
- includes audio, and captures you saying things that were intended only for your acquaintance in the bedroom, and so are embarrassing in the context of being viewed by the general public

Please make sure you understand the situation. When you are ready to proceed to the comprehension check questions – the questions designed to make sure you understand the situation – please click >>.

>>

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[7] Notes on how this text was different for different versions:

- In the *Perspective: self* version, the first two sentences were omitted (i.e., "Imagine that you are a very famous American sports figure. For example, when you walk out in public, many people instantly recognize you.")
- In the *Scenario: coffee (i.e., control)* version, the sentence "five years ago your spouse left you," up to and including the bullet point "includes audio, and captures you saying things that were intended only for your acquaintance in the bedroom, and so are embarrassing in the context of being viewed by the general public" was replaced with: "A few years ago a new neighbor of yours invited you over to their home for a coffee. You accepted the invitation and went over to your new neighbor's house for a coffee to get acquainted. Unbeknownst to both of you at the time, this friendly interaction was secretly filmed. You learned of this recently, when you discovered that a minute-and-a-half long portion of the tape – the tape of you chatting with your new neighbor over coffee in that neighbor's kitchen in their private home – had been posted on the Internet. Therefore, anyone with an Internet connection could access this video and watch you having coffee and chatting with your new neighbor.

  The video depicts you and your new neighbor. Specifically, the video:

  - depicts you sitting at the neighbor's kitchen table having coffee and chatting
  - includes audio, and captures you making small talk (you are not saying anything embarrassing)"

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Please answer the following questions about the situation that was described to you on the previous page.

Which, if any, of the following statements is true?

- You were asked to imagine that you are a very famous American sports figure.
- You were asked to imagine that you have only been married once.
- You were asked to imagine that you love to travel the world.
- You were asked to imagine that you sell pornography for a living.
- None of the above.

Which, if any, of the following statements is true?

- You were asked to imagine that you posted an illicit video online.
- You were asked to imagine that you were secretly filmed having sex.
- You were asked to imagine that you were relieved that your spouse left you.
- You were asked to imagine that you secretly filmed an acquaintance of yours having sex.
- None of the above.

Which, if any, of the following statements is true?

- You were asked to imagine that you watched a 1 min and 30 second video of a famous person having sex.
- You were asked to imagine that you were married to a famous person.
- You were asked to imagine that a 1 min and 30 second video that showed you having sex with an acquaintance was posted online.
- You were asked to imagine that you were a famous movie star.
- None of the above.

>>

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- In the *Viewership: 7 million* version, the following line was added after the third bullet point (i.e., after "includes audio, and captures you saying things that were intended only for your acquaintance in the bedroom, and so are embarrassing in the context of being viewed by the general public"): "Approximately 7 million people viewed the video."

[8] Order of response options was randomized. The correct answers are as follows:

- The correct answer to the first question is "You were asked to imagine that you are a very famous American sports figure."
    - *In the Perspective: self* version, this response option was: "You were asked to imagine a situation involving you and a video tape."

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Unfortunately, one or more of your answers was incorrect. When you press next, we'll take you back to the description of the situation. Then, you'll be asked the comprehension questions again.

Thanks for your patience and attention to detail!

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- The correct answer to the second question is: "You were asked to imagine that you were secretly filmed having sex."
    - In the *Scenario: coffee* version, this response option was: "You were asked to imagine that you were secretly filmed having coffee with your new neighbor."
- The correct answer to the third question is: "You were asked to imagine that a 1 min and 30 second video that showed you having sex with an acquaintance was posted online."
    - In the *Viewership: 1 person, Scenario: coffee* version, *this response option was:* "You were asked to imagine that a 1 min and 30 second video that showed you having coffee with your new neighbor was posted online."
    - In the *Viewership: 7 million, Scenario: sex* version this response option was: "You were asked to imagine that approximately 7 million people watched a 1 min and 30 second video that showed you having sex with an acquaintance.
    - In the *Viewership: 7 million, Scenario: coffee* version, this response option was: "You were asked to imagine that approximately 7 million people watched a 1 minute and 30 second video that showed you having coffee with your new neighbor."

[9] Some of the distractor items (i.e., incorrect answers) were different in the different scenarios, specifically:

- Question 2
    - In the *Scenario: coffee* version, the distractor item "You were asked to imagine that you secretly filmed an acquaintance of yours having sex." was replaced with "You were asked to imagine that you secretly filmed an acquaintance of yours having coffee with someone."
- Question 3: The distractor item "You were asked to imagine that you watched a 1 min and 30 second video of a famous person having sex." was replaced with the following:
    - In the *Viewership: 7 million, Scenario: sex* version, it was replaced with: "You were asked to imagine that you were one of approximately 7 million people who watched a 1 min and 30 second video of a famous person having sex."
    - In the *Viewership: 7 million, Scenario: coffee* version, it was replaced with: "You were asked to imagine that you were one of approximately 7 million people who watched a 1 minute and 30 second video of a famous person having coffee."
    - In the *Viewership: 1 person, Scenario: coffee* version, it was replaced with: "You were asked to imagine that you watched a 1 min and 30 second video of a famous person having coffee."

[10] If the respondent did not answer all three comprehension check questions correctly, then s/he was taken to this page. Upon clicking the >> button, the respondent was then re-directed back to the scenario description page.

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Now, we will ask you some questions about your opinions with respect to the situation described. Again, imagine that you are the person in the situation - i.e., imagine that you are the famous person who has been secretly filmed having sex with your acquaintance in their private home.

Please rate the extent to which, if at all, your privacy has been violated:

NO violation of my privacy — COMPLETE violation of my privacy

Please drag the scroll bar to indicate where you stand on this issue.

>>

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Now, imagine that a representative from the website that put the sex video online shows up at your doorstep. This person has come to write you a check to compensate you for the situation. We would like to know how much the person should make the check out for, such that you feel adequately and fairly compensated for the secretly-filmed sex video having been posted online.

We understand that it may be difficult to answer this question. Nonetheless, we would like you to take a moment to estimate what you think would be a fair amount of money to receive as compensation for the situation. In providing your estimate, please assume that this is the after-tax amount of compensation.

For starters, we'd like you to specify what the compensation should be for one person having viewed the video. That is, what would be the amount you would deem as fair compensation for **one stranger** on the Internet to have viewed the sex video on one occasion.

From the options below, please select the range that you think is most appropriate to express the value – i.e., the amount of money you would deem as fair compensation for one person to have viewed the sex video:

- tens of dollars (i.e., $0-$99)
- at least a hundred dollars ($100) but less than a thousand dollars ($1,000)
- at least a thousand dollars ($1,000) but less than a million dollars ($1,000,000)
- at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000)
- at least a billion dollars ($1,000,000,000+)

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[11] In the *Perspective: self* version, "you are the famous person who has" was replaced with "you have been"
In the *Scenario: coffee* version, the second portion of this sentence, specifically, from the word "secretly" onward, read: "secretly filmed having a coffee with your neighbor in their private home."

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You have indicated that the amount of money that you would request, such that you feel adequately and fairly compensated for the situation of having the sex video posted online and viewed by **one stranger** is .

Does this sound about right?

- Yes
- No (if you click this option, you'll be taken to the previous page where you can re-specify the units you think that are most appropriate to express the fair compensation value)

>>

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To recap, we've asked you to imagine that a representative from the website that put the sex video online shows up at your doorstep. This person has come to write you a check to compensate you for the situation.

So far, you have indicated that the amount of money that you would request, such that you feel adequately and fairly compensated for the situation of having the video posted online and viewed by one person is .

Can you be more specific?

- Yes, let's drill down a bit on that number.
- No, is as specific as I can get for this question.

>>

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[12] In the *Scenario: coffee* version, all mentions of "sex video" were replaced with "coffee chat video"
In the *Viewership: 7 million* version:

- the text "and viewed by approximately 7 million people." was appended to the sentence: "We would like to know how much the person should make the check out for, such that you feel adequately and fairly compensated for the secretly-filmed sex video having been posted online"
- the third paragraph was omitted (i.e., "For starters, we'd like you to specify…"
- all mentions of "one stranger " and "one person" were replaced with the text: "approximately 7 million people" (from this point onward in the survey)

[13] The range that the participant had specified earlier in the survey was piped in here (i.e., at the end of the sentence: "You have indicated that the amount of money that you would request, such that you feel adequately and fairly compensated for the situation of having the sex video posted online and viewed by one stranger is"

[14] The specific range that the participant had indicated (two pages prior) was piped in to the "No" response option: For example, if the respondent had specified earlier that the range that is most appropriate to express the value is "at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000)," the "No" response option read: "No, at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000) is as specific as I can get

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Please answer the following question:

As a starting point, you indicated that the amount of money that you would request, such that you feel adequately and fairly compensated for the situation of having the sex video posted online and viewed by one person is at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000).

Approximately how many millions?

1 MILLION 999 MILLION

Scroll to select a value in MILLIONS:

>>

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You have indicated that the amount of money that you would request, such that you feel adequately and fairly compensated for one person to have viewed the sex video is approximately ${q://QID422/ChoiceNumericEntryValue/1} million dollars (i.e., $${q://QID422/ChoiceNumericEntryValue/1},000,000).

Does this sound about right?

- Yes, that sounds about right
- No (if you click this option, you'll be taken to the previous page where you can re-specify the amount)

>>

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for this question." If the participant answered "No" to this question, then s/he was taken to the next scenario or demographics, as appropriate.

[15] The above question was tailored based on the range the participant had provided earlier. Here, the question is displayed assuming that the respondent had specified at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000) as the appropriate compensation range.

[16] The above question text was tailored based on the range the participant had provided earlier – i.e., in the actual survey "{q://QID422/ChoiceNumericEntryValue/1}" was replaced with the range that had been specified two pages earlier in the survey.

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Now, we would like you to adjust this compensation value – to the extent, if at all, you deem appropriate – based on the number of people who viewed the video tape.

Reminder: You indicated that for ONE PERSON to have viewed the sex video, approximately s{q://QID422/ChoiceNumericEntryValue/1} million dollars (i.e., ss{q://QID422/ChoiceNumericEntryValue/1},000,000) would make you feel adequately and fairly compensated.

Please indicate approximately what the fair and adequate compensation would be in each of the following scenarios.

(Please select a value in the first column and a unit in the second column. For a value in the tens or hundreds, please enter a number 1-9. Otherwise, enter a value 1-999.)

The fair and adequate compensation...

	Value Please enter a number 1-999	Unit
...if **one thousand** (1,000) people viewed the sex video would be:		
...if **one hundred thousand** (1,000,000) people viewed the sex video would be:		
...if **1 million** (1,000,000) people viewed the sex video would be:		
...if **2.5 million** (2,500,000) people viewed the sex video would be:		
...if **7 million** (7,000,000) people viewed the sex video would be:		

>>

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[17] The above page, as well as the following page, were displayed only to participants in the *Viewership: 1 person* version.

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You have indicated the amount of money that you would request, such that you feel adequately and fairly compensated for the situation of having the sex video video posted online, in several scenarios. Please review your responses in the table below:

Number of people viewing the video	Amount you deem to be fair compensation
1 thousand (1,000)	
1 hundred thousand (100,000)	
1 million (1,000,000)	
2.5 million (2,500,000)	
7 million (7,000,000)	

Does this sound about right?

- Yes
- No (if you select this, you will be taken to the previous page where you can re-specify your values)

>>

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[18] The respondent-specified values articulated on the previous page were displayed in the corresponding "Amount you deem to be fair compensation" column.

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Now for a few final questions:

What is your gender?

- Male
- Female

What year were you born?

▼

What is your marital status?

- Single never married
- Married
- Divorced
- Separated
- Widowed
- Living with partner

>>

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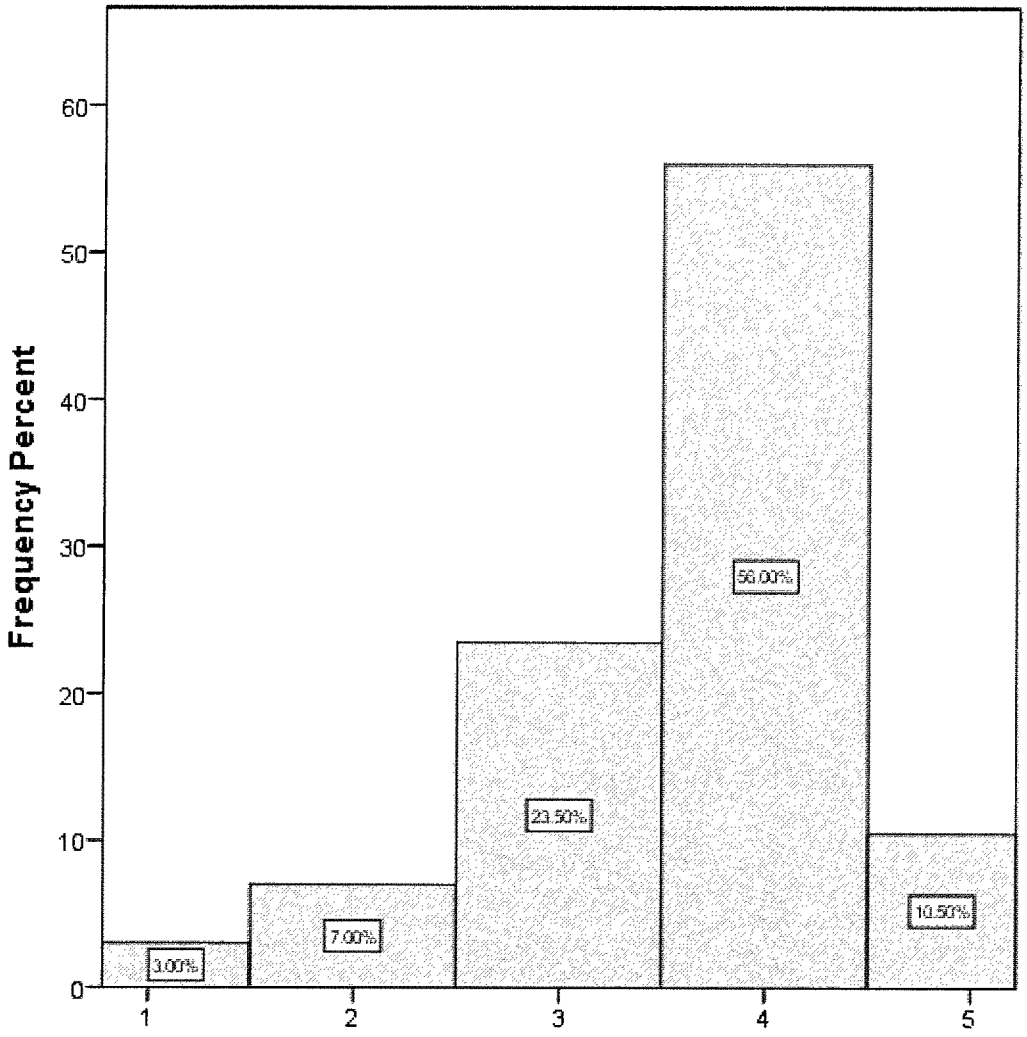
Appendix C: Frequency distribution of the appropriate range of fair compensation values for the *sex tape scenario*

Note: numbers on the x axis correspond to the following response options from the survey:

1 = tens of dollars (i.e., $0-$99)
2 = at least a hundred dollars ($100) but less than a thousand dollars ($1,000)
3 = at least a thousand dollars ($1,000) but less than a million dollars ($1,000,000)
4 = at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000)
5 = at least a billion dollars ($1,000,000,000+)



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Appendix D: Frequency distribution of the appropriate range of fair compensation values for the *coffee tape scenario*

Note: numbers on the x axis correspond to the following response options from the survey

1 = tens of dollars (i.e., $0-$99)
2 = at least a hundred dollars ($100) but less than a thousand dollars ($1,000)
3 = at least a thousand dollars ($1,000) but less than a million dollars ($1,000,000)
4 = at least a million dollars ($1,000,000) but less than a billion dollars ($1,000,000,000)
5 = at least a billion dollars ($1,000,000,000+)