

# Tables

September 28, 2017

Subject Demographic Breakdown

Age	% of Sample	Race	% of Sample
18	9.71	White	6.31
19	18.93	Asian	42.72
20	25.73	Hispanic	18.93
21	27.18	Other	32.04
22	8.74		
23	3.4	Major	
24 +	6.32	Engineering/Math	30.1
		Science	27.67
		Social Science	33.98
		Art/Humanities	6.8
		Undeclared	1.46
Sex			
Male	36.89		
Female	63.11		
# of Subjects	206	# of Subjects	206

Table 1: Means of Main Outcomes

Outcome	CL-L / R-L	CL-H / R -L	CL-L / R-H	CL-H / R-H
Memorization Task (% correct) ( <i>s.d.</i> )	0.9635 (0.188)	0.6826 (0.466)	0.9466 (0.225)	0.6994 (0.459)
Multiplication Task (# correct of 4) ( <i>s.d.</i> )	2.7388 (1.255)	2.5787 (1.314)	2.6685 (1.303)	2.4129 (1.294)
Multiplication Task (# attempted) ( <i>s.d.</i> )	3.7893 (0.644)	3.6573 (0.850)	3.7584 (0.670)	3.7978 (0.613)
Multiplication Task (% correct of those attempted) ( <i>s.d.</i> )	0.7135 (0.302)	0.7041 (0.317)	0.6983 (0.321)	0.6402 (0.324)
Payoff (reward adjusted) ( <i>s.d.</i> )	\$2.01 (0.991)	\$1.41 (1.253)	\$1.92 (1.045)	\$1.31 (1.175)

Table 2: OLS Estimates of Main Treatment Effects on Performance Indicators

Outcomes	(1) Correct Recall	(2) # of Digits Correct	(3) # of Digits Attempted	(4) % Correct of Attempted	(5) Reward Adjusted Payoff
High Cognitive Load	-0.302*** (0.0311)	-0.185** (0.0805)	-0.156*** (0.0535)	-0.0163 (0.0193)	-0.626*** (0.0815)
High Reward	-0.0220 (0.0138)	-0.0838 (0.0810)	-0.0567 (0.0524)	-0.0132 (0.0208)	-0.101 (0.0662)
High Cognitive Load × High Reward	0.0558 (0.0350)	-0.0898 (0.123)	0.192** (0.0763)	-0.0504* (0.0301)	0.0255 (0.112)
period	0.00652*** (0.00192)	0.0658*** (0.00601)	0.0398*** (0.00505)	0.0101*** (0.00171)	0.0538*** (0.00552)
Constant	0.912*** (0.0180)	2.110*** (0.106)	3.438*** (0.0698)	0.614*** (0.0257)	1.501*** (0.0809)
Observations	1,648	1,648	1,648	1,648	1,648
Number of subjects	103	103	103	103	103

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 3: OLS Estimates of Main Treatment Effects Conditional on Failing Recall

Outcomes	(1) # of Digits Correct	(2) # of Digits Attempted	(3) % Correct of Attempted
High Cognitive Load	0.289 (0.361)	0.0168 (0.266)	0.0624 (0.0886)
High Reward	0.137 (0.383)	0.179 (0.301)	-0.0112 (0.0963)
High Cognitive Load × High Reward	-0.224 (0.415)	-0.0869 (0.308)	-0.0104 (0.106)
period	0.0521*** (0.0143)	0.0432*** (0.0108)	0.00527 (0.00415)
Constant	1.569*** (0.319)	3.200*** (0.280)	0.517*** (0.0771)
Observations	297	297	297
Number of subjects	89	89	89

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 4: OLS Estimates of Main Treatment Effects Conditional on Succeeding Recall

Outcomes	(1) # of Digits Correct	(2) # of Digits Attempted	(3) % Correct of Attempted
High Cognitive Load	-0.138* (0.0825)	-0.158*** (0.0567)	-0.00159 (0.0207)
High Reward	-0.0850 (0.0798)	-0.0654 (0.0491)	-0.0105 (0.0211)
High Cognitive Load × High Reward	-0.137 (0.131)	0.226*** (0.0808)	-0.0721** (0.0332)
period	0.0687*** (0.00677)	0.0394*** (0.00516)	0.0107*** (0.00195)
Constant	2.107*** (0.111)	3.449*** (0.0680)	0.613*** (0.0282)
Observations	1,351	1,351	1,351
Number of subjects	103	103	103

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 5: MLE Estimates (Logit and Ordered Logit)

Outcomes	(1) Correct Recall	(2) # of Digits Correct	(3) # of Digits Attempted	(4) % Correct of Attempted	(5) Reward Adjusted Payoff
High Cognitive Load	-3.010*** (0.341)	-0.345** (0.152)	-0.630*** (0.225)	-0.130 (0.141)	-1.245*** (0.168)
High Reward	-0.530 (0.370)	-0.165 (0.147)	-0.452* (0.253)	-0.0938 (0.148)	-0.190 (0.126)
High Cognitive Load × High Reward	0.698 (0.433)	-0.107 (0.226)	0.825** (0.347)	-0.312 (0.213)	0.0716 (0.222)
period	0.0586*** (0.0172)	0.120*** (0.0112)	0.196*** (0.0228)	0.0688*** (0.0124)	0.108*** (0.0115)
Constant	3.367*** (0.326)	x x	x x	x x	x x
Observations	1,648	1,648	1,648	1,648	1,648
Number of subjects	103	103	103	103	103

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 6: OLS Estimates of Performance Conditional on Order

# of Digits Correct	(1) Order 1	(2) Order 2	(3) Order 3	(4) Order 4
High Cognitive Load	-0.132 (0.280)	-0.775*** (0.260)	-0.400* (0.231)	0.113 (0.248)
High Reward	-0.193 (0.365)	-0.0558 (0.454)	0.0692 (0.379)	0.280 (0.423)
High Cognitive Load × High Reward	-0.473** (0.230)	0.712*** (0.237)	-0 (0.235)	-0.630*** (0.202)
period	0.104*** (0.0361)	0.119** (0.0524)	0.0346 (0.0432)	0.0717 (0.0466)
Constant	2.132*** (0.187)	1.373** (0.566)	1.987*** (0.348)	2.449*** (0.714)
Observations	448	416	416	368
Number of subjects	28	26	26	23

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 7: OLS Estimates of Reward Adjusted Payoff Conditional on Order

Reward Adjusted Payoff	(1) Order 1	(2) Order 2	(3) Order 3	(4) Order 4
High Cognitive Load	-0.603*** (0.218)	-0.883*** (0.220)	-0.900*** (0.164)	-0.633*** (0.224)
High Reward	-0.268 (0.280)	-0.398 (0.400)	0.286 (0.275)	-0.140 (0.320)
High Cognitive Load × High Reward	-0.321 (0.238)	0.743*** (0.195)	0.166 (0.203)	-0.522*** (0.167)
period	0.0938*** (0.0284)	0.0512 (0.0476)	-0.00505 (0.0309)	0.0212 (0.0379)
Constant	1.480*** (0.166)	1.409*** (0.498)	1.648*** (0.244)	2.277*** (0.551)
Observations	448	416	416	368
Number of subjects	28	26	26	23

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 8: OLS Estimates of Performance with Order Effects

Outcomes	(1) Correct Recall	(2) # of Digits Correct	(3) # of Digits Attempted	(4) % Correct of Attempted	(5) Reward Adjusted Payoff
High Cognitive Load	-0.173*** (0.0602)	-0.0473 (0.222)	-0.128 (0.124)	0.0268 (0.0511)	-0.395** (0.189)
High Reward	0.145** (0.0644)	-0.0232 (0.252)	-0.220* (0.132)	0.0454 (0.0627)	0.147 (0.210)
High Cognitive Load × High Reward	0.0179 (0.0686)	-0.473** (0.227)	-0.0804 (0.118)	-0.132** (0.0525)	-0.321 (0.235)
Order 2	0.189*** (0.0663)	-0.434 (0.318)	-0.257* (0.142)	-0.0494 (0.0787)	-0.102 (0.251)
Order 3	0.111** (0.0469)	-0.514* (0.287)	-0.253* (0.140)	-0.0635 (0.0691)	-0.266 (0.228)
Order 4	0.247*** (0.0918)	0.0972 (0.383)	-0.356** (0.172)	0.0941 (0.0957)	0.368 (0.299)
High Cognitive Load × Order 2	-0.0563 (0.0816)	-0.584** (0.241)	-0.145 (0.130)	-0.148*** (0.0517)	-0.450* (0.237)
High Cognitive Load × Order 3	-0.309*** (0.102)	-0.158 (0.316)	-0.254 (0.195)	-0.0160 (0.0779)	-0.317 (0.257)
High Cognitive Load × Order 4	-0.147 (0.103)	0.206 (0.310)	0.306** (0.154)	-0.00896 (0.0773)	-0.155 (0.289)
High Reward × Order 2	-0.331*** (0.119)	-0.320 (0.439)	0.140 (0.246)	-0.133 (0.117)	-0.620* (0.357)
High Reward × Order 3	-0.0268 (0.0419)	-0.297 (0.234)	-0.0755 (0.129)	-0.0983* (0.0561)	-0.237 (0.195)
High Reward × Order 4	-0.307** (0.120)	0.396 (0.433)	0.620*** (0.220)	-0.00429 (0.108)	-0.122 (0.344)
High Cognitive Load × High Reward × Order 2	0.0783 (0.0932)	1.185*** (0.326)	0.600*** (0.206)	0.260*** (0.0785)	1.064*** (0.303)
High Cognitive Load × High Reward × Order 3	0.165 (0.104)	0.473 (0.325)	0.532*** (0.201)	0.0659 (0.0834)	0.487 (0.309)
High Cognitive Load × High Reward × Order 4	-0.105 (0.0880)	-0.157 (0.302)	-0.0609 (0.152)	-0.000712 (0.0711)	-0.200 (0.287)
period	-0.0148** (0.00693)	0.0833*** (0.0222)	0.0609*** (0.0134)	0.0117** (0.00595)	0.0419** (0.0185)
Constant	0.957*** (0.0345)	2.185*** (0.199)	3.473*** (0.115)	0.608*** (0.0479)	1.610*** (0.169)
Observations	1,648	1,648	1,648	1,648	1,648
Number of subjects	103	103	103	103	103

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 9: OLS Estimates of Performance Conditional on Failed Recall with Order Effects

Outcomes	(1) # of Digits Correct	(2) # of Digits Attempted	(3) % Correct of Attempted
High Cognitive Load	0.891 (0.589)	0.285 (0.360)	0.177 (0.139)
High Reward	0.937 (0.773)	0.0727 (0.520)	0.239 (0.201)
High Cognitive Load × High Reward	-0.650 (0.708)	-0.449 (0.396)	-0.0906 (0.179)
Order 2	1.539** (0.616)	0.309 (0.475)	0.343** (0.158)
Order 3	0.396 (0.501)	0.571 (0.398)	0.0420 (0.125)
Order 4	2.388*** (0.730)	0.0507 (0.567)	0.649*** (0.191)
High Cognitive Load × Order 2	-1.644*** (0.592)	-0.784** (0.373)	-0.270* (0.143)
High Cognitive Load × Order 3	-1.128 (0.746)	-0.903* (0.486)	-0.167 (0.177)
High Cognitive Load × Order 4	-1.534** (0.719)	-0.00891 (0.434)	-0.430** (0.179)
High Reward × Order 2	-2.752** (1.280)	-0.105 (0.867)	-0.758** (0.328)
High Reward × Order 3	-0.231 (0.863)	-0.684 (0.443)	0.0441 (0.250)
High Reward × Order 4	-1.803 (1.154)	0.425 (0.740)	-0.564* (0.306)
High Cognitive Load × High Reward × Order 2	1.838** (0.859)	1.073* (0.561)	0.374* (0.215)
High Cognitive Load × High Reward × Order 3	0.257 (0.994)	0.774 (0.471)	-0.0666 (0.273)
High Cognitive Load × High Reward × Order 4	0.860 (0.844)	0.186 (0.421)	0.214 (0.226)
period	-0.00604 (0.0584)	0.0744 (0.0468)	-0.0150 (0.0157)
Constant	1.490*** (0.475)	2.896*** (0.457)	0.538*** (0.133)
Observations	297	297	297
Number of subjects	89	89	89

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 10: OLS Estimates of Performance Conditional on Successful Recall with Order Effects

Outcomes	(1) # of Digits Correct	(2) # of Digits Attempted	(3) % Correct of Attempted
High Cognitive Load	-0.0989 (0.222)	-0.124 (0.127)	0.0210 (0.0515)
High Reward	-0.222 (0.256)	-0.229* (0.131)	-0.00259 (0.0661)
High Cognitive Load × High Reward	-0.507** (0.251)	-0.0728 (0.125)	-0.152*** (0.0572)
Order 2	-0.667** (0.318)	-0.272* (0.141)	-0.104 (0.0817)
Order 3	-0.662** (0.287)	-0.293** (0.131)	-0.0924 (0.0717)
Order 4	-0.229 (0.389)	-0.357** (0.175)	0.0127 (0.0986)
High Cognitive Load × Order 2	-0.509** (0.256)	-0.0790 (0.135)	-0.153*** (0.0568)
High Cognitive Load × Order 3	-0.000285 (0.318)	-0.368* (0.214)	0.0372 (0.0792)
High Cognitive Load × Order 4	0.390 (0.309)	0.257 (0.168)	0.0409 (0.0772)
High Reward × Order 2	0.0644 (0.449)	0.113 (0.255)	-0.0259 (0.118)
High Reward × Order 3	-0.267 (0.228)	-0.0306 (0.119)	-0.0999* (0.0579)
High Reward × Order 4	0.786* (0.449)	0.599** (0.234)	0.0982 (0.114)
High Cognitive Load × High Reward × Order 2	1.214*** (0.334)	0.573*** (0.198)	0.275*** (0.0852)
High Cognitive Load × High Reward × Order 3	0.504 (0.340)	0.706*** (0.233)	0.0523 (0.0906)
High Cognitive Load × High Reward × Order 4	-0.296 (0.353)	0.00385 (0.202)	-0.0314 (0.0837)
period	0.104*** (0.0234)	0.0572*** (0.0143)	0.0177*** (0.00617)
Constant	2.203*** (0.204)	3.527*** (0.100)	0.601*** (0.0514)
Observations	1,351	1,351	1,351
Number of subjects	103	103	103

Robust standard errors clustered at the subject level in parentheses  
\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 11: MLE Estimates of Performance with Order Effects

Outcomes	(1) Correct Recall	(2) # of Digits Correct	(3) # of Digits Attempted	(4) % Correct of Attempted	(5) Reward Adjusted Payoff
High Cognitive Load	-1.362*** (0.527)	-0.0889 (0.421)	-0.577 (0.558)	0.176 (0.380)	-0.791** (0.381)
High Reward	1.577** (0.748)	0.0323 (0.464)	-0.926 (0.699)	0.394 (0.445)	0.400 (0.423)
High Cognitive Load × High Reward	-0.209 (0.696)	-0.933** (0.442)	0.0120 (0.658)	-0.945** (0.392)	-0.760* (0.460)
Order 2	3.458*** (1.191)	-0.833 (0.579)	-1.374* (0.729)	-0.414 (0.549)	-0.334 (0.493)
Order 3	1.542* (0.807)	-0.835 (0.521)	-1.230** (0.553)	-0.413 (0.466)	-0.513 (0.429)
Order 4	3.847*** (1.400)	0.271 (0.736)	17.05 (0.682)	0.817 (0.700)	0.897 (0.636)
High Cognitive Load × Order 2	-2.245** (1.004)	-1.070** (0.441)	-0.930 (0.682)	-1.006*** (0.374)	-0.783* (0.467)
High Cognitive Load × Order 3	-2.828*** (1.026)	-0.186 (0.584)	0.218 (0.774)	-0.0659 (0.548)	-0.600 (0.540)
High Cognitive Load × Order 4	-3.053** (1.337)	0.345 (0.614)	-16.51 (0.601)	-0.0988 (0.601)	-0.453 (0.633)
High Reward × Order 2	-4.937*** (1.576)	-0.421 (0.794)	1.292 (1.193)	-0.815 (0.811)	-1.067 (0.710)
High Reward × Order 3	-0.472 (1.043)	-0.830** (0.406)	-0.797 (0.660)	-0.858** (0.369)	-0.730** (0.363)
High Reward × Order 4	-4.404*** (1.535)	0.567 (0.824)	-15.30 (0.660)	-0.245 (0.782)	-0.497 (0.728)
High Cognitive Load × High Reward × Order 2	2.638** (1.317)	2.185*** (0.608)	2.013** (0.985)	1.775*** (0.547)	1.979*** (0.590)
High Cognitive Load × High Reward × Order 3	1.141 (1.220)	0.988* (0.580)	0.858 (0.798)	0.522 (0.567)	1.259** (0.610)
High Cognitive Load × High Reward × Order 4	1.203 (1.226)	-0.0742 (0.620)	16.65 (0.568)	0.0863 (0.568)	-0.173 (0.607)
period	-0.138** (0.0641)	0.165*** (0.0417)	0.306*** (0.0738)	0.0855** (0.0430)	0.0902** (0.0380)
Constant	3.226*** (0.473)	x	x	x	x
Observations	1,648	1,648	1,648	1,648	1,648
Number of subjects	103	103	103	103	103

Robust standard errors clustered at the subject level in parentheses  
 \*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 12: Means of Main Outcomes

Outcome	CL-L / R-L	CL-H / R-L	CL-L / R-H	CL-H / R-H
Memorization Task (proportion correct) (s.d.)	0.9441748 (0.2298631)	0.7621359 (0.4262931)	0.9466019 (0.2250993)	0.7621359 (0.4262931)
Multiplication Task (# correct out of 4) (s.d.)	2.730583 (1.355)	2.735437 (1.356)	2.757282 (1.336)	2.786408 (1.337)
Multiplication Task (# attempted) (s.d.)	3.8762 (0.475)	3.8714 (0.503)	3.8277 (0.610)	3.8350 (0.551)
Multiplication Task (proportion correct of those attempted) (s.d.)	0.6955906 (0.334)	0.700445 (0.335)	0.7113673 (0.329)	0.7168285 (0.327)
Payoff (reward adjusted) (s.d.)	\$1.6182 (1.112)	\$1.3567 (1.216)	\$1.6840 (1.096)	\$1.3363 (1.183)
Price for Bid (% of winnings) (s.d.)	24.82% (29.434)	27.09% (29.887)	23.63% (27.163)	26.37% (29.146)

Table 13: OLS Estimates of Treatment Effects on WTP for Suggestions

WTP for Suggestion	(1) Full Sample	(2) Failed Recall	(3) Successful Recall
High Cognitive Load	2.296 (2.166)	-0.635 (8.526)	2.379 (2.206)
High Reward	-1.078 (1.981)	1.114 (10.20)	-0.710 (1.852)
High Cognitive Load $\times$ High Reward	0.466 (2.587)	-5.193 (11.16)	1.441 (2.605)
period	-0.487*** (0.187)	0.110 (0.416)	-0.563*** (0.188)
Constant	28.89*** (2.559)	31.43*** (9.843)	29.13*** (2.569)
Observations	1,648	241	1,407
Number of subjects	103	84	103

Robust standard errors clustered at the subject level in parentheses  
\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 14: OLS Estimates of Treatment Effects on WTP for Suggestions sorted by Suggestion Quality

WTP for Suggestions	(1) 3 Flips	(2) 2 Flips	(3) 1 Flip	(4) 0 Flips
High Cognitive Load	1.954 (3.317)	3.798 (3.295)	2.613 (2.936)	0.845 (3.942)
High Reward	-2.412 (2.993)	0.426 (2.842)	2.476 (3.060)	-4.640 (3.907)
High Cognitive Load $\times$ High Reward	2.291 (4.116)	-6.864* (4.163)	-0.0680 (4.302)	6.505 (5.153)
period	-0.566* (0.302)	-0.538** (0.262)	-0.543** (0.252)	-1.003*** (0.320)
Constant	27.01*** (3.937)	26.73*** (3.153)	27.78*** (3.536)	40.56*** (5.226)
Observations	412	412	412	412
Number of subjects	103	103	103	103

Robust standard errors clustered at the subject level in parentheses  
\*\*\* p<0.01, \*\* p<0.05, \* p<0.1



Table 15: OLS Estimates of WTP for Suggestions Conditional on Order

WTP for Suggestion	(1) Order 1	(2) Order 2	(3) Order 3	(4) Order 4
High Cognitive Load	-13.57* (7.293)	-4.905 (5.304)	14.39** (6.835)	18.08*** (6.572)
High Reward	-28.56** (12.67)	15.80 (11.32)	-25.32** (12.21)	25.14** (9.933)
High Cognitive Load $\times$ High Reward	4.050 (5.895)	2.602 (4.644)	-3.543 (5.500)	-1.759 (4.349)
period	2.493* (1.452)	1.533 (1.355)	2.663* (1.606)	2.472** (1.220)
Constant	22.50*** (4.847)	8.109 (15.48)	11.02 (12.21)	-17.63 (17.60)
Observations	480	352	368	448
Number of subjects	30	22	23	28

Robust standard errors clustered at the subject level in parentheses

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

Table 16: OLS Estimates of WTP for Suggestions with Order Effects

WTP for Suggestion	(1) Full Sample	(2) Failed Recall	(3) Successful Recall
High Cognitive Load	-12.87** (5.617)	-16.62 (25.96)	-12.96** (5.660)
High Reward	-27.18*** (7.389)	-25.19 (35.26)	-25.76*** (6.856)
High Cognitive Load × High Reward	4.050 (5.829)	1.444 (35.70)	4.013 (5.239)
Order 2	-23.09*** (8.143)	-11.29 (32.37)	-22.74*** (8.090)
Order 3	-9.689 (7.082)	-2.856 (28.30)	-9.814 (7.139)
Order 4	-38.35*** (9.746)	-50.68 (33.53)	-36.39*** (9.829)
High Cognitive Load × Order 2	4.819 (5.868)	-13.90 (32.01)	4.729 (5.710)
High Cognitive Load × Order 3	25.89*** (8.245)	24.45 (30.18)	26.66*** (8.920)
High Cognitive Load × Order 4	30.34*** (8.310)	43.66 (29.89)	30.36*** (8.565)
High Reward × Order 2	49.28*** (12.71)	44.39 (47.97)	47.19*** (11.88)
High Reward × Order 3	4.606 (6.330)	-13.65 (37.17)	5.496 (5.863)
High Reward × Order 4	51.11*** (12.41)	61.92 (43.69)	48.54*** (12.09)
High Cognitive Load × High Reward × Order 2	-1.448 (7.398)	16.07 (42.39)	-1.103 (6.902)
High Cognitive Load × High Reward × Order 3	-7.593 (7.947)	-6.876 (40.60)	-6.933 (8.452)
High Cognitive Load × High Reward × Order 4	-5.809 (7.239)	-21.92 (38.22)	-3.081 (6.836)
period	2.320*** (0.699)	3.424* (1.759)	2.172*** (0.678)
Constant	22.93*** (3.816)	21.20 (25.08)	23.21*** (3.826)
Observations	1,648	241	1,407
Number of subjects	103	84	103

Robust standard errors clustered at the subject level in parentheses

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1