

Appendix 1

Survey

PART 1 - Consent Form

Welcome to this survey! Here is a standard consent form. Please read and follow the instructions at the bottom of the page.

Do you want to participate in this survey about employees' perceptions of organisations?

This is a request to participate in a survey where the purpose is to examine people's attitudes and perceptions of different types of organisations. The survey is voluntary and anonymous. We will not record any personal data in this questionnaire (not IP address, email, or other information that makes you identifiable). You will be asked to state your gender and age and to answer some questions about your current job, but you can choose not to answer these questions if you do not want to. It will also have no consequences for you if you choose to end the survey after you have started.

The survey will take about 8-10 minutes and your answers will be registered electronically.

Sincerely, Ann Cindy Pillai and Ellen Stuvik

Consent

I have received and understood the information about this survey on attitudes to and perceptions of organisations. By clicking on "YES, I GIVE MY CONSENT" I give my consent to participate in this survey, and that my data can be used for research purposes.

PART 2 - Demographics + Working Conditions

1. What is your gender?
 - i. Male
 - ii. Female
 - iii. Other
 - iv. Do not want to answer
2. How old are you?
 - i. [Write]
3. What is your highest completed education?
 - i. Less than primary school
 - ii. Primary school
 - iii. High school
 - iv. Certificate of apprenticeship
 - v. Bachelor's degree

- vi. Master's degree
 - vii. Higher than master's degree
 - viii. Other
4. If other, please specify your highest completed education:
 - i. [Write]
 5. Which of the following options suits your job situation as of today?
 - i. Is currently working
 - ii. Have been working
 - iii. Have never worked
 6. How much work experience do you have?
 - i. [Write]
 7. How long have you been working in your current job?
 - i. [Write]
 8. Do you have managerial responsibilities in your current job?
 - i. Yes
 - ii. No
 9. If yes, how many employees do you have managerial responsibility for?
 - i. [Write]

PART 3 - Scenario

In this part of the survey, you will read about a hypothetical situation from working life. Try to imagine that this is a real situation, and answer in the way you think would be natural for you in this situation. We are interested in your opinions!

Scenario A: "Business as usual"

Imagine that your company is introducing a new charitable measure where they are donating an amount of money to a charitable purpose. Specifically, the company will donate 200.000 kroner to *A Better Future*, which is a foundation that works for sustainable consumption. In an internal e-mail, the management writes the following: "Although this is a big expense for us, sustainability is an important purpose that we believe is morally right for the company to contribute to".

What do you think about the company and this initiative? Please answer the questions below.

1. To what extent are you positive about the company's new charitable initiatives?
 - i. 1-7
2. To what extent are you positive about working with *A Better Future*?
 - i. 1-7
3. To what extent would you be proud to work for a company that donates to *A Better Future*?
 - i. 1-7

4. To what extent do you think you would tell people you know about your company's initiatives?
 - i. 1-7
5. To what extent do you think this company contributes to improving society and the environment?
 - i. 1-7

Scenario B: Win-Win Situation

Imagine that your company is introducing a new charitable measure where they are donating an amount of money to a charitable purpose. Specifically, the company will donate 200.000 kroner to *A Better Future*, which is a foundation that works for sustainable consumption. In an internal email, the management writes the following: "Although this is a big expense for us, sustainability is an important purpose that we believe is morally right for the company to contribute to. In addition, we believe that *A Better Future* can give us useful advice on how we can reduce our own climate emissions, which in the long run can provide increased profits because sustainability is important to our customers, and this can give us an increased reputation".

What do you think about the company and this initiative? Please answer the questions below.

1. To what extent are you positive about the company's new charitable initiatives?
 - i. 1-7
2. To what extent are you positive about working with *A Better Future*?
 - i. 1-7
3. To what extent would you be proud to work for a company that donates to *A Better Future*?
 - i. 1-7
4. To what extent do you think you would tell people you know about your company's initiatives?
 - i. 1-7
5. To what extent do you think this company contributes to improving society and the environment?
 - i. 1-7

PART 4 - Prosocial Measures

In this study, we are interested in people's thoughts about so-called prosocial measures, which are various measures or things you do that can be of help or benefit to others. The following are some examples of prosocial measures:

- a. Spend money on others (friend/colleague etc.)
- b. Donate a sum of money to a charity
- c. Engage in social responsibility (charitable work, etc.)

There are many private individuals who do prosocial actions in their spare time, and it has gradually become more and more common for companies to also get involved and take prosocial measures.

1. Do you observe that your current company is taking prosocial measures?
 - i. Yes
 - ii. No
2. If yes, what?
 - i. The company sponsors sports teams
 - i. Yes
 - ii. The company sponsors charitable causes (Red Cross, UNICEF, etc.)
 - i. Yes
 - iii. Gifts for special occasions for employees (Birthday, wedding, Christmas, birth, etc.)
 - i. Yes
 - iv. Health services for employees (Glasses, doctor's appointments, chiropractor, training membership, etc.)
 - i. Yes
 - v. Car for employees
 - i. Yes
 - vi. Fuel for company car
 - i. Yes
 - vii. Discounted travel for employees (public transport, hotel, rental car, airline ticket, etc.)
 - i. Yes
 - viii. Pension for employees
 - i. Yes
 - ix. Insurance for employees
 - i. Yes
 - x. Education/courses for employees
 - i. Yes
 - xi. Environmentally friendly workday in the workplace (electric car, waste sorting, etc.)
 - i. Yes
 - xii. The company is environmentally lighthouse-certified
 - i. Yes
 - xiii. Social activities for employees (Business team, club, etc.)
 - i. Yes
 - xiv. Participate in charitable work on behalf of the company (Collector, etc.)
 - i. Yes

- xv. Bonus for employees
 - i. Yes
 - xvi. Organic canteen food in the workplace
 - i. Yes
 - xvii. Gender-neutral salary in the company
 - i. Yes
 - xviii. Other
 - i. [Write]
3. Please specify other prosocial measures you are observing from your current business:
- i. [Write]

We now want to know what your personal attitudes are towards these prosocial measures in your current company:

1. To what extent do you think your company is doing this because it is the right thing to do?
 - i. 1-5
2. To what extent do you think your company takes such measures because it can increase profits?
 - i. 1-5
3. To what extent do you think the company does it because it can give a more positive reputation?
 - i. 1-5

We now want to know what your personal attitudes are towards prosocial measures that companies do:

1. To what extent do you think companies take prosocial measures because it is the right thing to do?
 - i. 1-5
2. To what extent do you think companies take such prosocial measures because it can increase profits?
 - i. 1-5
3. To what extent do you think companies take prosocial measures because it can give a more positive reputation?
 - i. 1-5

We now want to know what your personal attitudes are to your current company:

1. To what extent are you satisfied with your current job?
 - i. 1-5
2. How proud are you of your current job?
 - i. 1-5
3. To what extent do you believe that your company contributes to improving society and the environment?

- i. 1-5

We now want to know what your personal attitudes are towards prosocial measures and social responsibility:

1. To what extent do you think companies and organisations are responsible for participating in prosocial measures?
 - i. 1-5
2. What is the probability that you yourself do a prosocial measure after this survey?
 - i. 1-5

PART 5 - Intuition vs Analytical

In this part of the survey, we would like to know a little about some characteristics of you. Read through your claims?

1. I do not like to have to do a lot of thinking
 - i. 1-5
2. I try to avoid situations that require thinking in-depth about something
 - i. 1-5
3. I prefer to do something that challenges my thinking abilities rather than something that requires little thought
 - i. 1-5
4. I prefer complex to simple problems
 - i. 1-5
5. Thinking hard and for a long time about something gives me little satisfaction
 - i. 1-5
6. I trust my initial feelings about people
 - i. 1-5
7. I believe in trusting my hunches
 - i. 1-5
8. My initial impressions of people are almost always right
 - i. 1-5
9. When it comes to trusting people, I can usually rely on my “gut feelings”
 - i. 1-5
10. I can usually feel when a person is right or wrong even if I cannot explain how I know
 - i. 1-5

PART 6 - Attention Check

It is important for this survey that all participants have given their full attention to the instructions and have read all the questions carefully. However, not all participants do this. Therefore, in order to discover participants who only skim read, we ask you to answer the question below by selecting the option “Football”.

Based on the text you just read, what was this survey about?

1. Politics
2. Technology
3. Football
4. Feelings

What is the answer to the calculation $6 + 3$?

1. 9
2. 5
3. 11

PART 7 - Debrief

You have now participated in a study that is part of a master’s thesis at BI Norwegian Business School. You can read a little more about the purpose of the study below. If you have questions about the study, you can contact s1615571@bi.no (Ann Cindy Pillai) or s1615263@bi.no (Ellen Stuvik). If you have any comments on the study, you can write them here:

Brief information about the purpose of the study

In this master thesis, we are interested in how people think about prosocial measures in organisations. In this study, we are particularly concerned with how people think if organisations act prosocially, and at the same time make a profit from taking prosocial measures such as giving an amount to a charity to increase their reputation. We hope that the results can be used to better understand prosocial behaviour and the effect of such win-win initiatives.

Thank you for your participation:)