

## Supplementary 1

### **Preliminary Experiment**

The preliminary experiment was conducted to 1) decide what model to examine in the main experiment, and 2) test the validity of the items that will be used in the main experiment.

### **Method**

The method is the same as that described in the manuscript, except for the sample size.

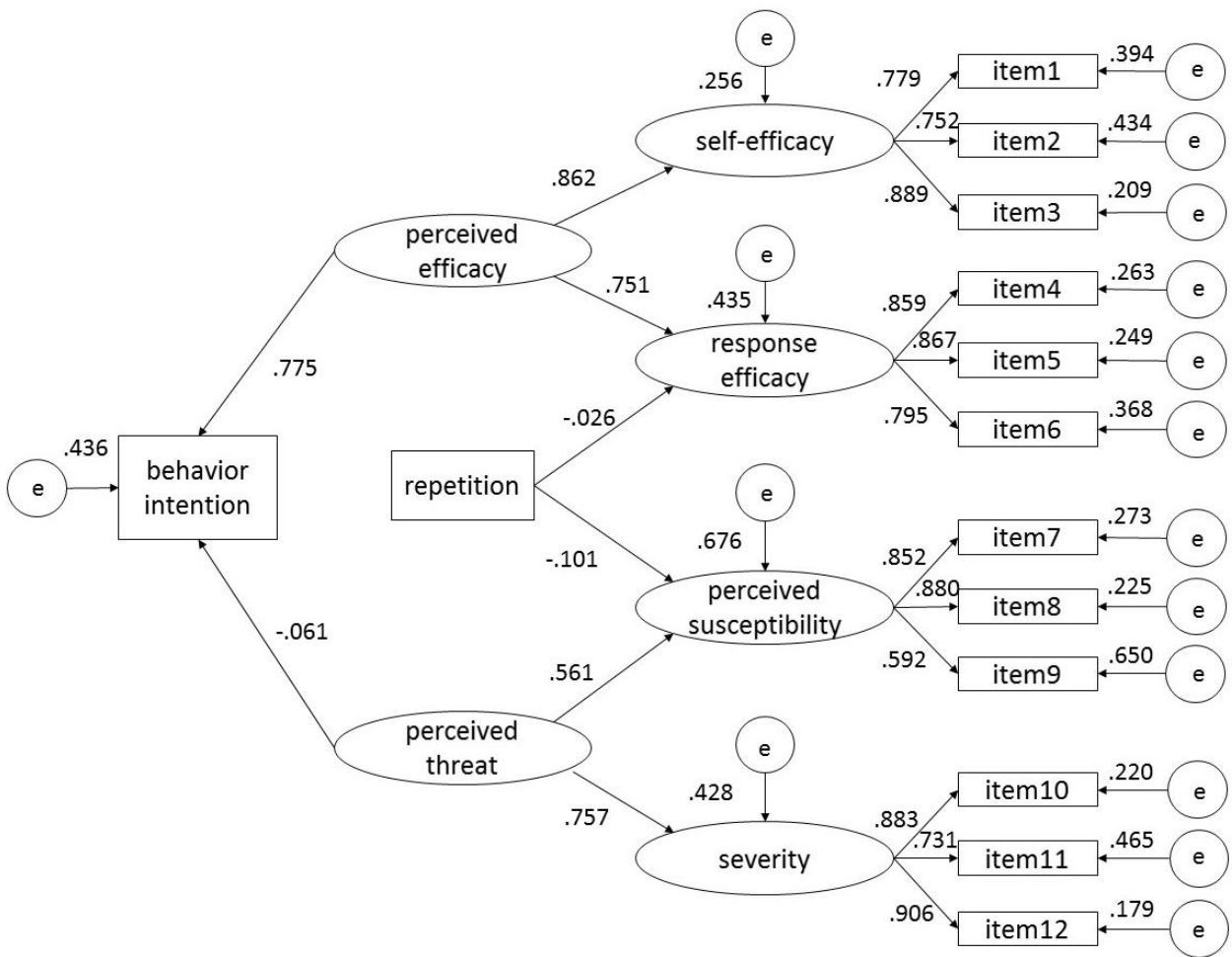
### **Results**

We used the *lavaan* package in R to perform structural equation modeling (SEM) based on data from 372 users of the Yahoo! Crowdsourcing Service in Japan. There were no missing data. We chose a robust maximum likelihood estimator, which produces Satorra-Bentler rescaled  $\chi^2$  to correct for non-normality-induced bias. Table 1' shows the correlation table with means and standard deviations, and the theoretical model is presented in Figure 1' (standardized parameter estimates provided). The comparative fit index (CFI) = .972, Tucker-Lewis index (TLI) = .963, and root mean square error of approximation (RMSEA) = .041. These values indicate a good fit between the model and the observed data. We also performed validity tests for items 1–12, and present the results in Table 2'. The results indicate that the items used in the study are valid.

**Table 1'. Correlations for SEM analyses**

Observed variable	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. item 1	1													
2. item 2	0.583	1												
3. item 3	0.698	0.664	1											
4. item 4	0.425	0.455	0.447	1										
5. item 5	0.490	0.500	0.534	0.731	1									
6. item 6	0.372	0.384	0.371	0.717	0.673	1								
7. item 7	0.143	0.117	0.154	0.057	0.159	0.080	1							
8. item 8	0.176	0.132	0.127	0.045	0.188	0.085	0.754	1						
9. item 9	0.080	0.148	0.112	0.065	0.133	0.081	0.482	0.523	1					
10. item 10	0.189	0.223	0.236	0.169	0.300	0.176	0.386	0.362	0.341	1				
11. item 11	0.137	0.168	0.206	0.191	0.272	0.202	0.180	0.219	0.214	0.628	1			
12. item 12	0.116	0.184	0.172	0.173	0.245	0.140	0.316	0.278	0.304	0.799	0.680	1		
13. Behavior Intention	0.478	0.474	0.597	0.452	0.520	0.409	0.142	0.131	0.139	0.169	0.204	0.150	1	
14. Repetition	0.145	0.011	0.139	0.074	0.062	0.074	-0.071	-0.055	-0.146	-0.004	-0.027	0.008	0.187	1

Note. The variables were standardized to have a mean of 0 and a standard deviation of 1.  $N = 372$ .



**Figure 1'. The theoretical structure equation model and its results**

CFI = .972; TLI = .963; RMSEA = .041; degrees of freedom = 70; e = error.

**Table 2'. Validity test for items 1–12**

	self-efficacy	response efficacy	perceived susceptibility	severity
average variance extracted (AVE)	0.654	0.707	0.671	0.712
square root of AVE	0.809	0.841	0.785	0.844

convergent validity: AVE > .5

**Inter-construct correlations**

	self-efficacy	response efficacy	perceived susceptibility	severity
self-efficacy	1			
response efficacy	0.420	1		
perceived susceptibility	0.043	0.033	1	
severity	0.077	0.059	0.018	1

discriminant validity: square root of AVE > inter-construct correlations

## References

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