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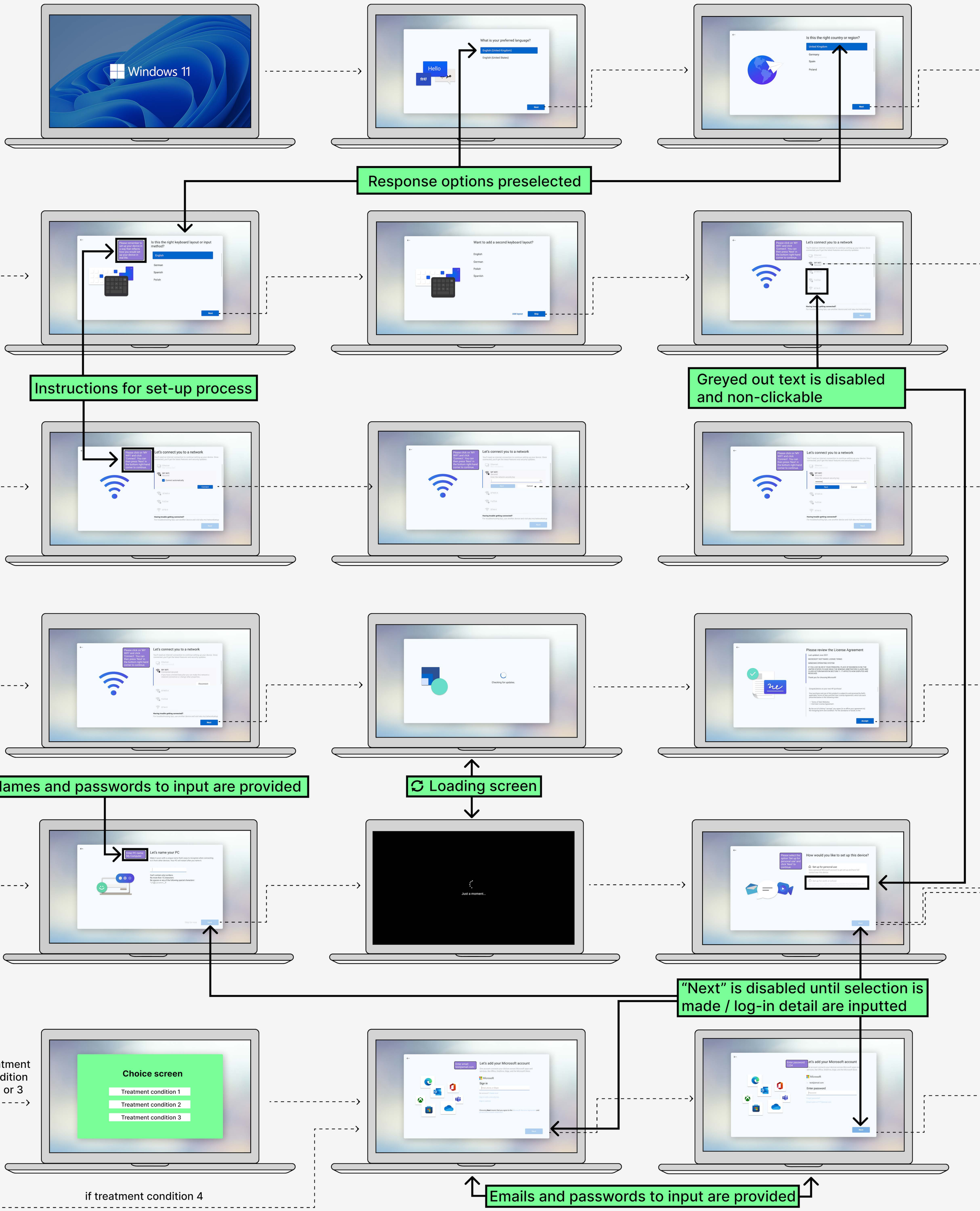
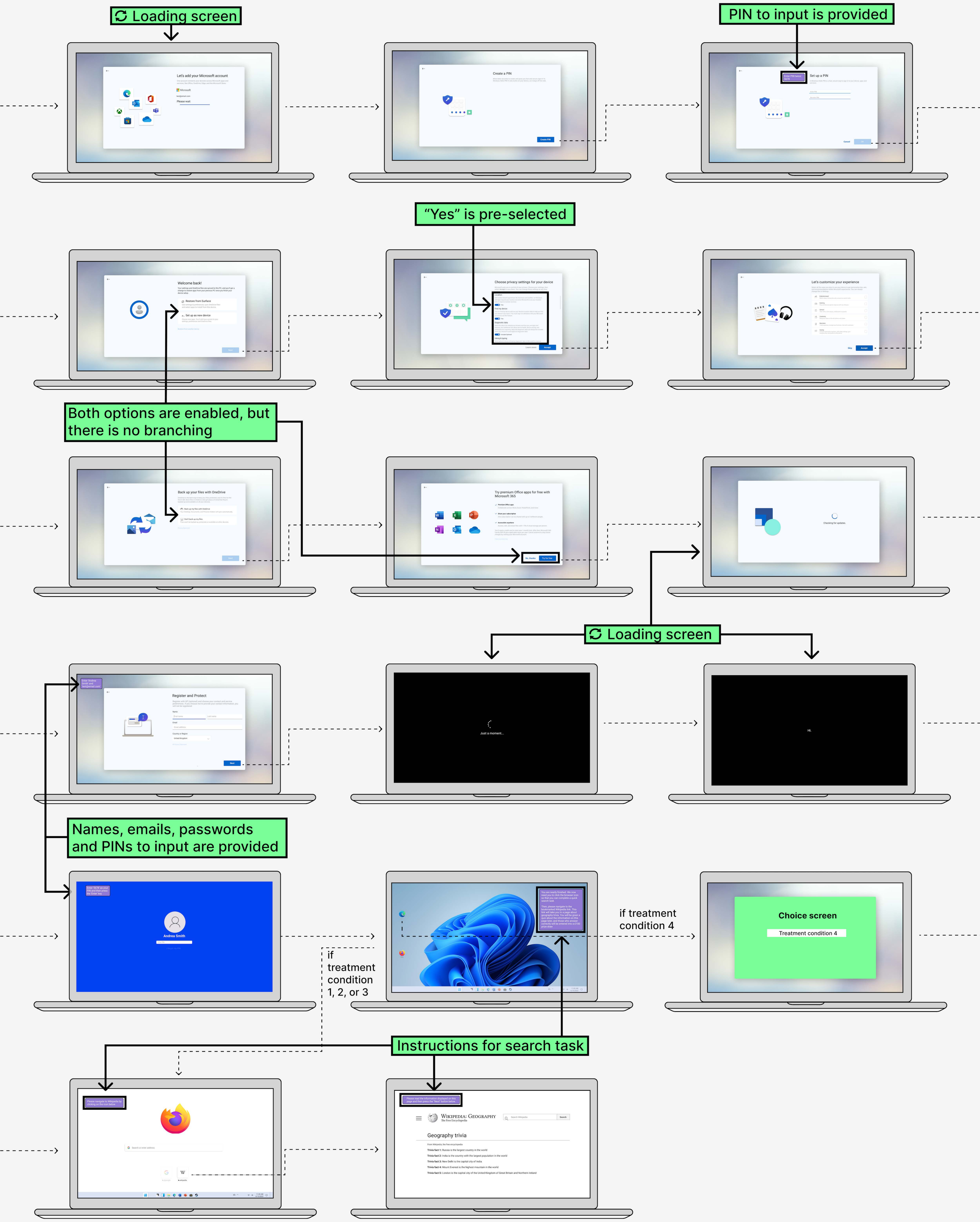
Setup journey | Windows

i

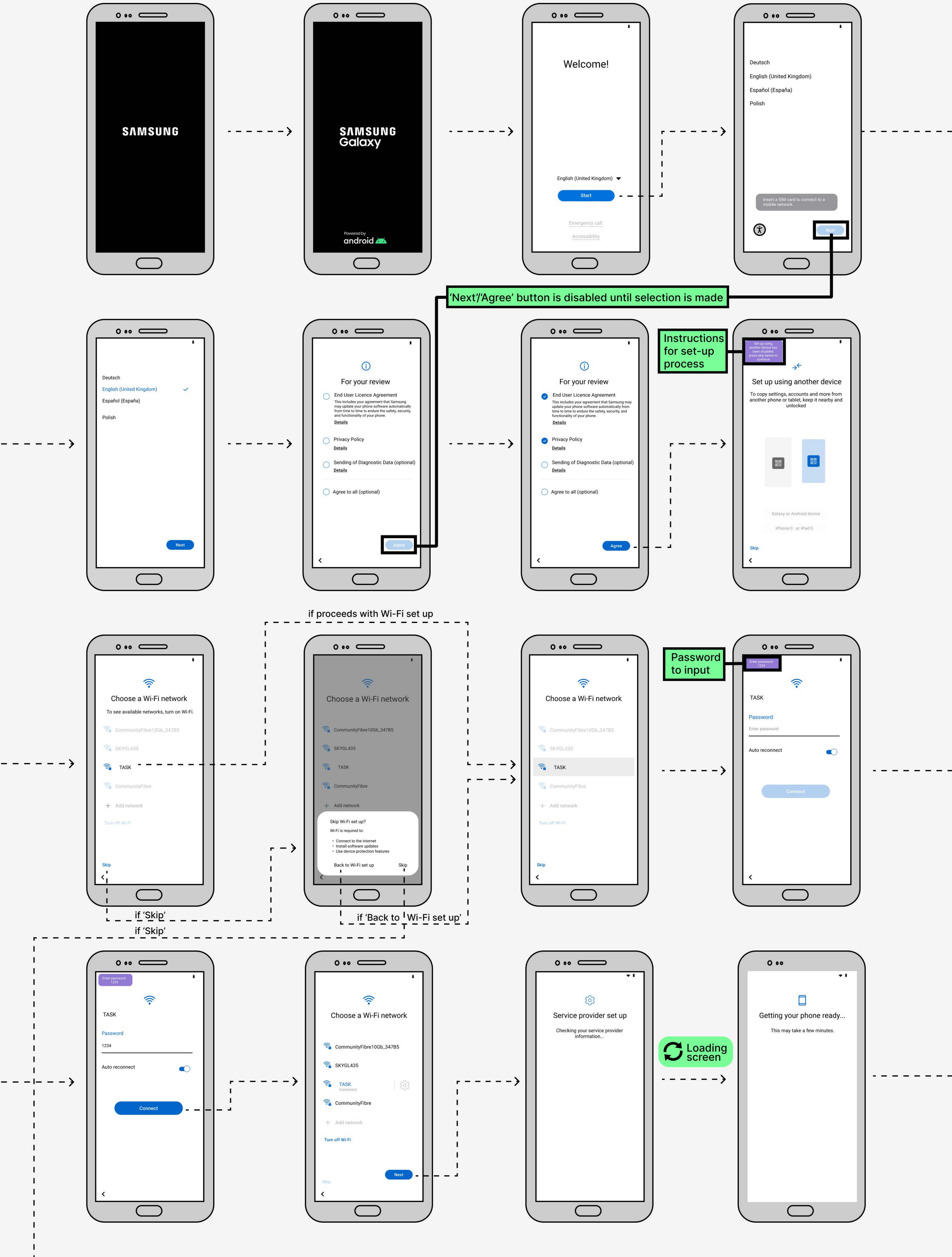
This journey is based on, but is not an identical copy of the set up process of Windows 11 on a new HP device. Users are able to navigate back and forth in the journey, and are provided with instructions and information (eg. names and passwords to input) throughout. Some features and buttons have been disabled; these are greyed out and are not clickable.

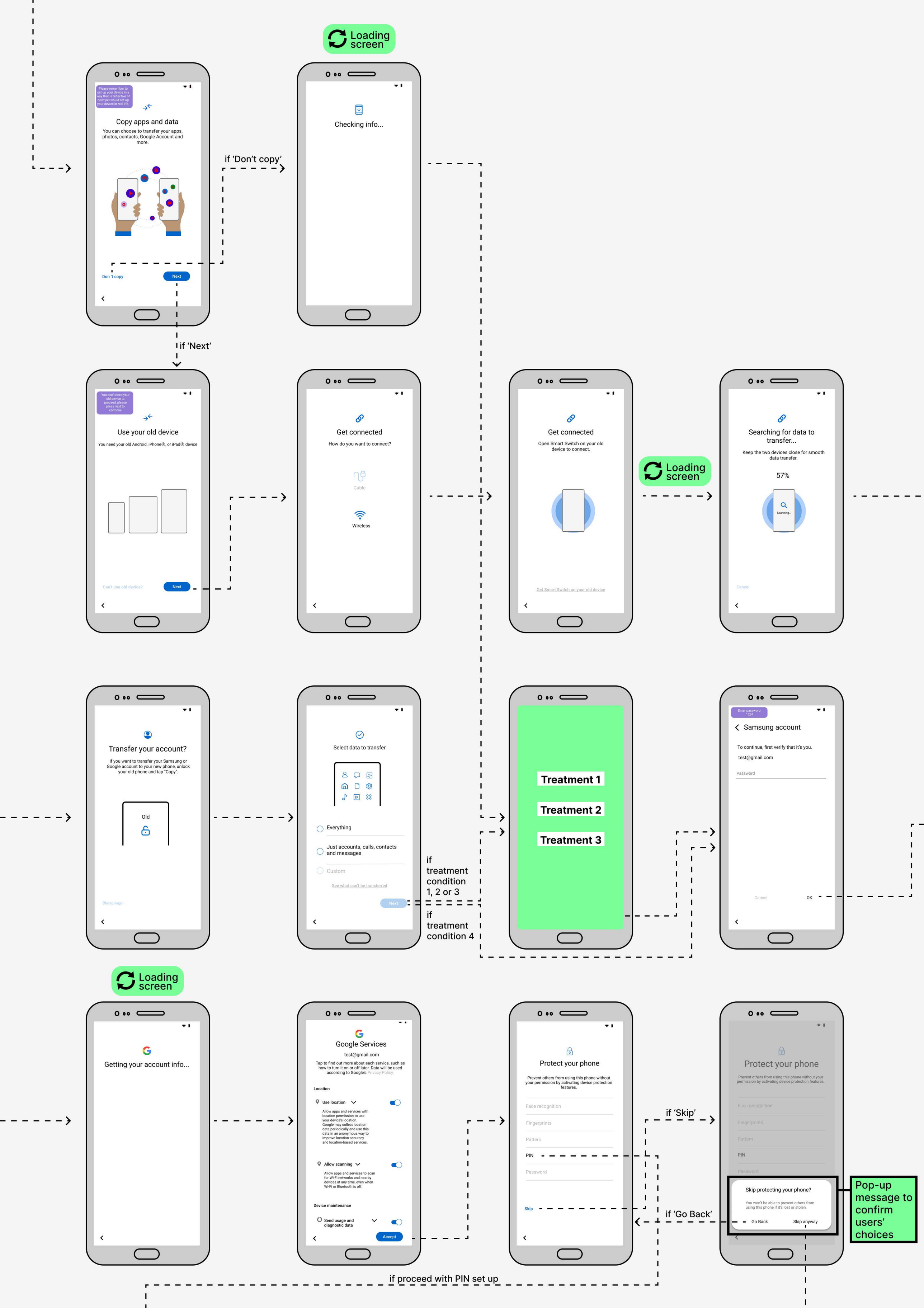



Loading screen
Let's add your Microsoft account
Please wait
Create a PIN
Create PIN
PIN to input is provided
Enter PIN twice: 5678
Set up a PIN
Cancel
OK
Welcome back!
Restore from Surface
Set up as new device
Next
"Yes" is pre-selected
Choose privacy settings for your device
Accept
Let's customize your experience
Skip
Accept
Both options are enabled, but there is no branching
Back up your files with OneDrive
Back up my files with OneDrive
Don't back up my files
Next
Try premium Office apps for free with Microsoft 365
No, thanks
Try for free
Checking for updates.
Loading screen
Enter 'Andrea Smith' and 'test@email.com'
Register and Protect
Next
Just a moment...
Hi.
Names, emails, passwords and PINs to input are provided
Enter '5678' as your PIN and then press the 'Enter' key
Andrea Smith
if treatment condition 1, 2, or 3
if treatment condition 4
Choice screen
Treatment condition 4
Instructions for search task
Please navigate to Wikipedia by clicking on the icon below
Please read the information displayed on this page and then press the "Next" button below.
Wikipedia: Geography
The Free Encyclopedia
Geography trivia

Setup journey | Android

This journey is based on, but is not an identical copy of the set up process of Android 13 on a new Samsung smartphone. Users are able to navigate back and forth in the journey, and are provided with instructions and information (eg. names and passwords to input) throughout. Some features and buttons have been disabled; these are greyed out and are not clickable.



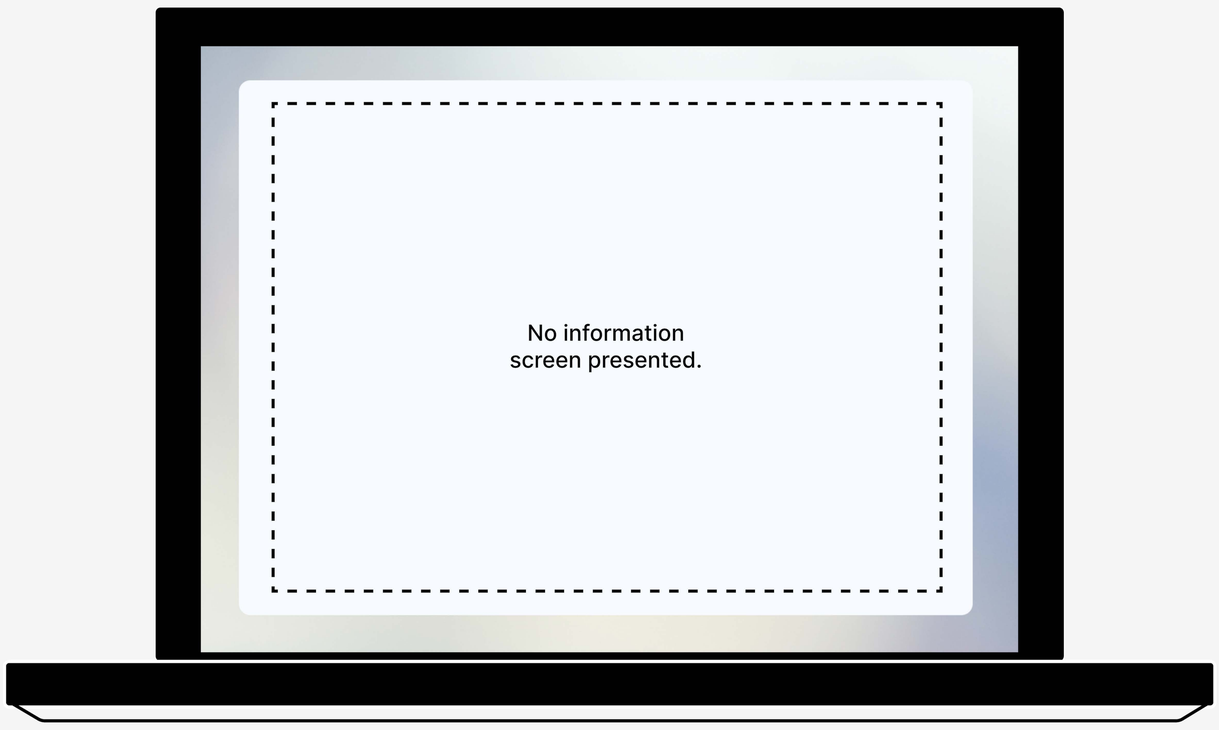

Loading screen
Please remember to set up your device in a way that is reflective of how you would set up your device in real life.
Copy apps and data
You can choose to transfer your apps, photos, contacts, Google Account and more.
Don't copy
Next
if 'Don't copy'
Checking info...
if 'Next'
You don't need your old device to proceed, please press next to continue
Use your old device
You need your old Android, iPhone®, or iPad® device
Can't use old device?
Next
Get connected
How do you want to connect?
Cable
Wireless
Get connected
Open Smart Switch on your old device to connect.
Get Smart Switch on your old device
Loading screen
Searching for data to transfer...
Keep the two devices close for smooth data transfer.
57%
Scanning...
Cancel
Transfer your account?
If you want to transfer your Samsung or Google account to your new phone, unlock your old phone and tap "Copy".
Old
Überspringen
Select data to transfer
Everything
Just accounts, calls, contacts and messages
Custom
See what can't be transferred
Next
if treatment condition 1, 2 or 3
if treatment condition 4
Treatment 1
Treatment 2
Treatment 3
Enter password: 1234
Samsung account
To continue, first verify that it's you.
test@gmail.com
Password
Cancel
OK
Loading screen
Getting your account info...
Google Services
test@gmail.com
Tap to find out more about each service, such as how to turn it on or off later. Data will be used according to Google's Privacy Policy.
Location
Use location
Allow apps and services with location permission to use your device's location. Google may collect location data periodically and use this data in an anonymous way to improve location accuracy and location-based services.
Allow scanning
Allow apps and services to scan for Wi-Fi networks and nearby devices at any time, even when Wi-Fi or Bluetooth is off.
Device maintenance
Send usage and diagnostic data
Accept
Protect your phone
Prevent others from using this phone without your permission by activating device protection features.
Face recognition
Fingerprints
Pattern
PIN
Password
Skip
if 'Skip'
if 'Go Back'
Skip protecting your phone?
You won't be able to prevent others from using this phone if it's lost or stolen.
Go Back
Skip anyway
Pop-up message to confirm users' choices
if proceed with PIN set up

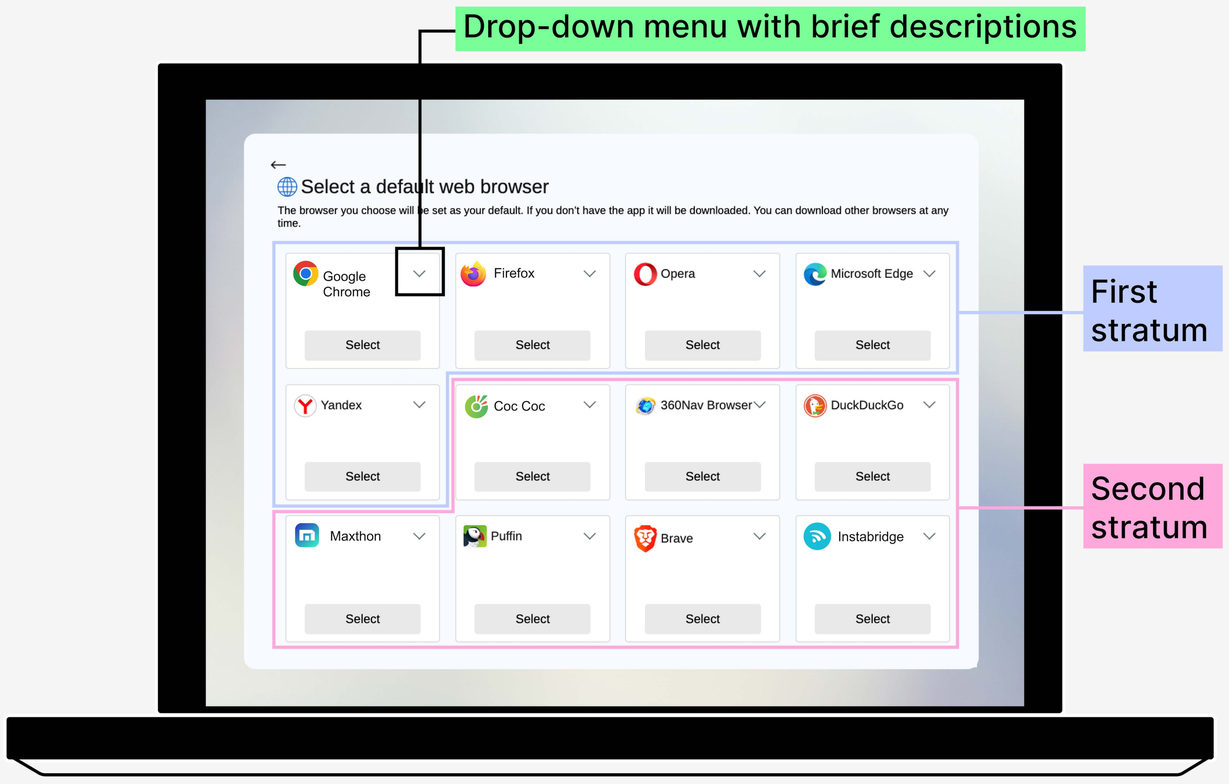
Treatment conditions

Windows journey

Treatment 1

An active choice screen presented with 12 browser options. The first five browsers are randomised from the most popular browsers (first stratum). Seven additional browsers are randomised from the second stratum.



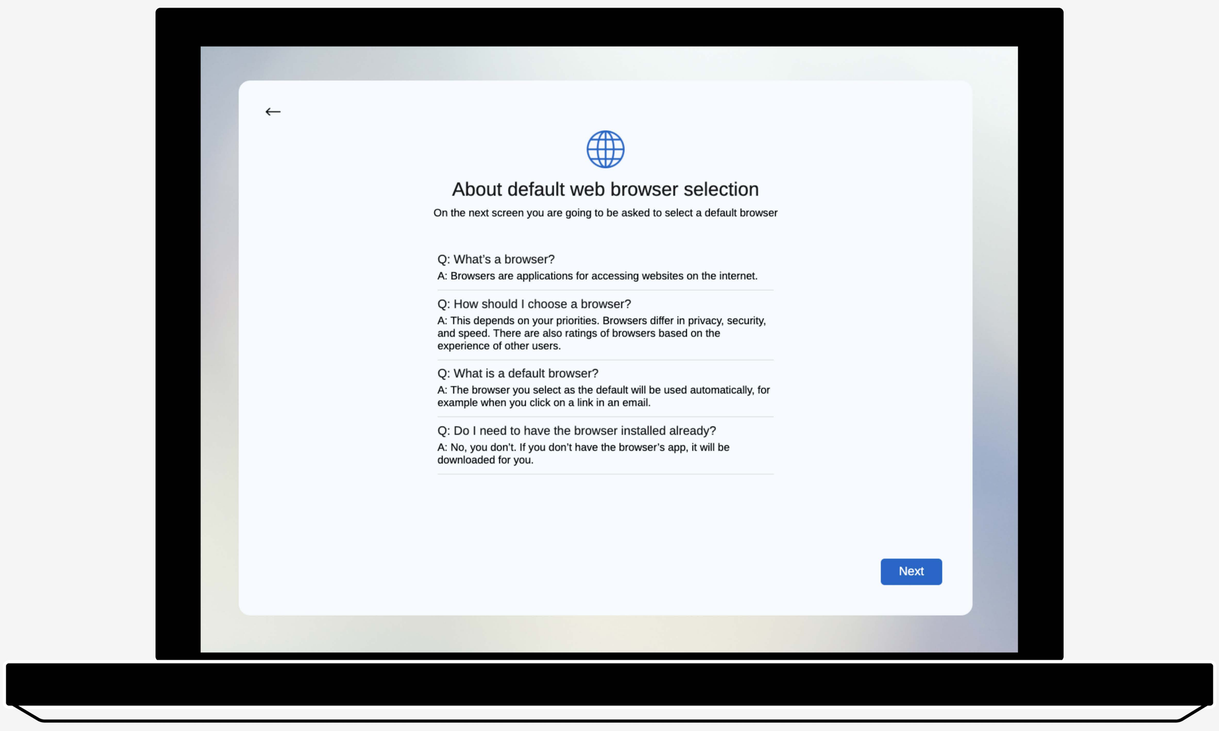


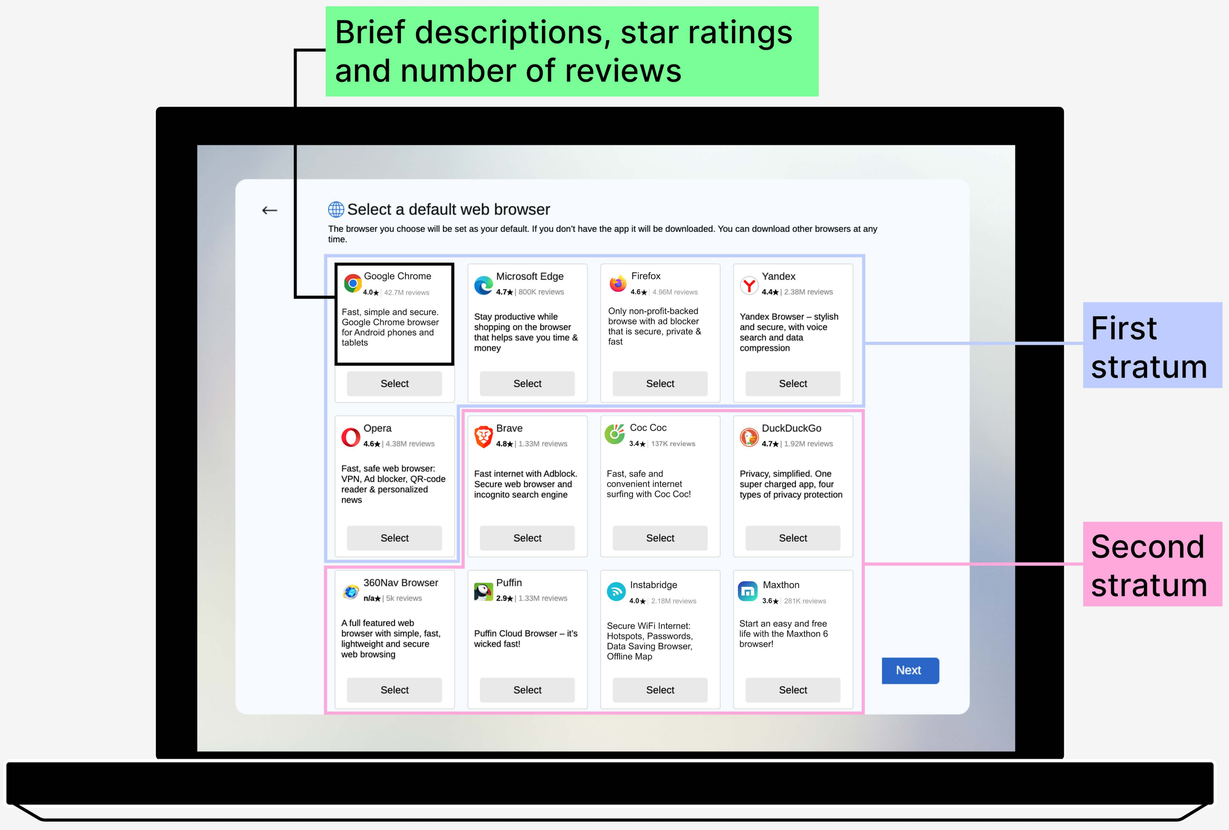
Presented midway through the browser set-up process. The icon of the browser selected will show up on the desktop when the device is set up.

Treatment 2

An active choice screen presented with 12 browser options. The first five browsers are randomised from the most popular browsers (first stratum). Seven additional browsers are randomised from the second stratum.

Additional information screen that explains what default browsers are.



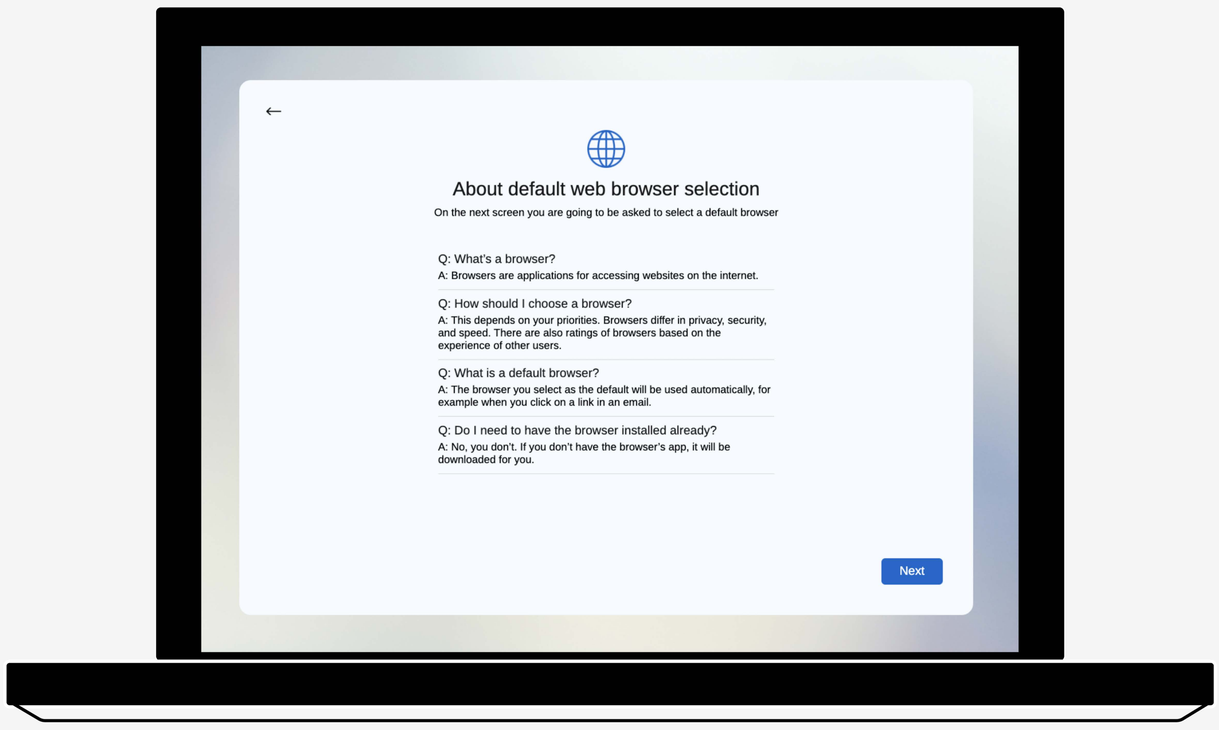


Presented midway through the browser set-up process. The icon of the browser selected will show up on the desktop when the device is set up.

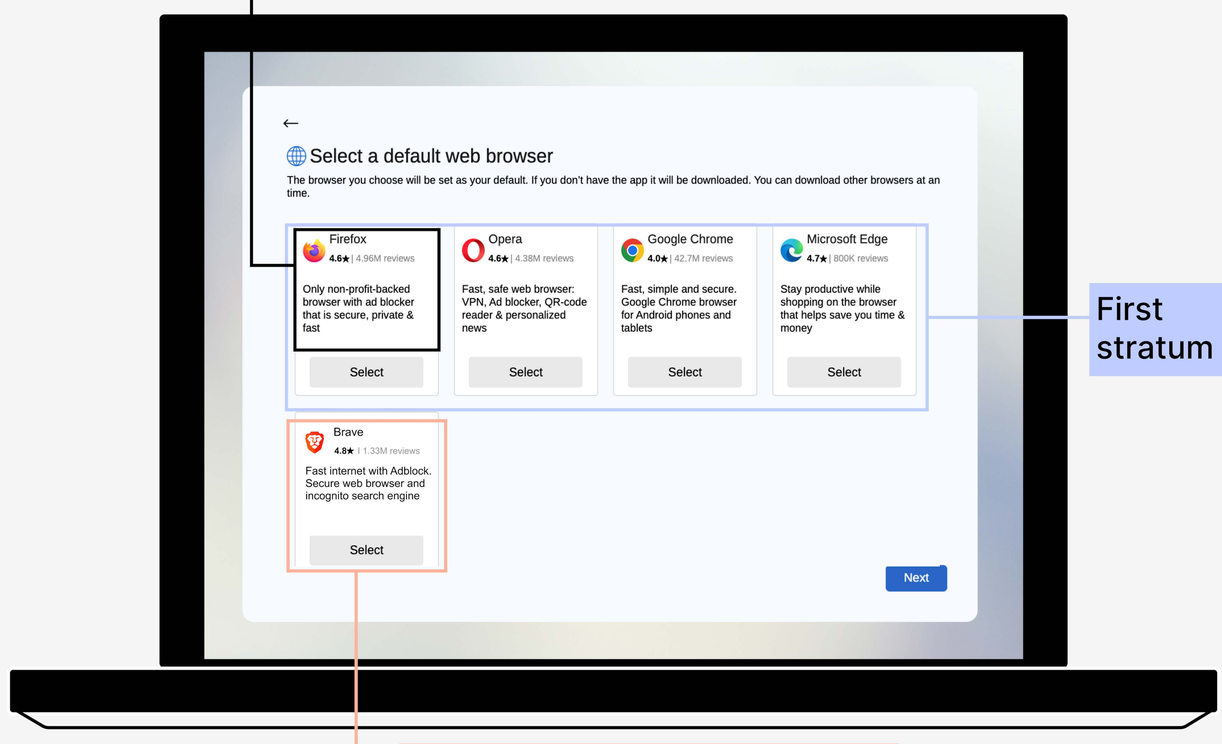
Treatment 3

An active choice screen presented with 5 browsers. The first 4 browsers are randomised from the four most popular browsers (first stratum). The fifth browser is randomised from the rest of the browsers (5-12th in popularity).

Additional information screen that explains what default browsers are.



Brief descriptions, star ratings and number of reviews



First stratum

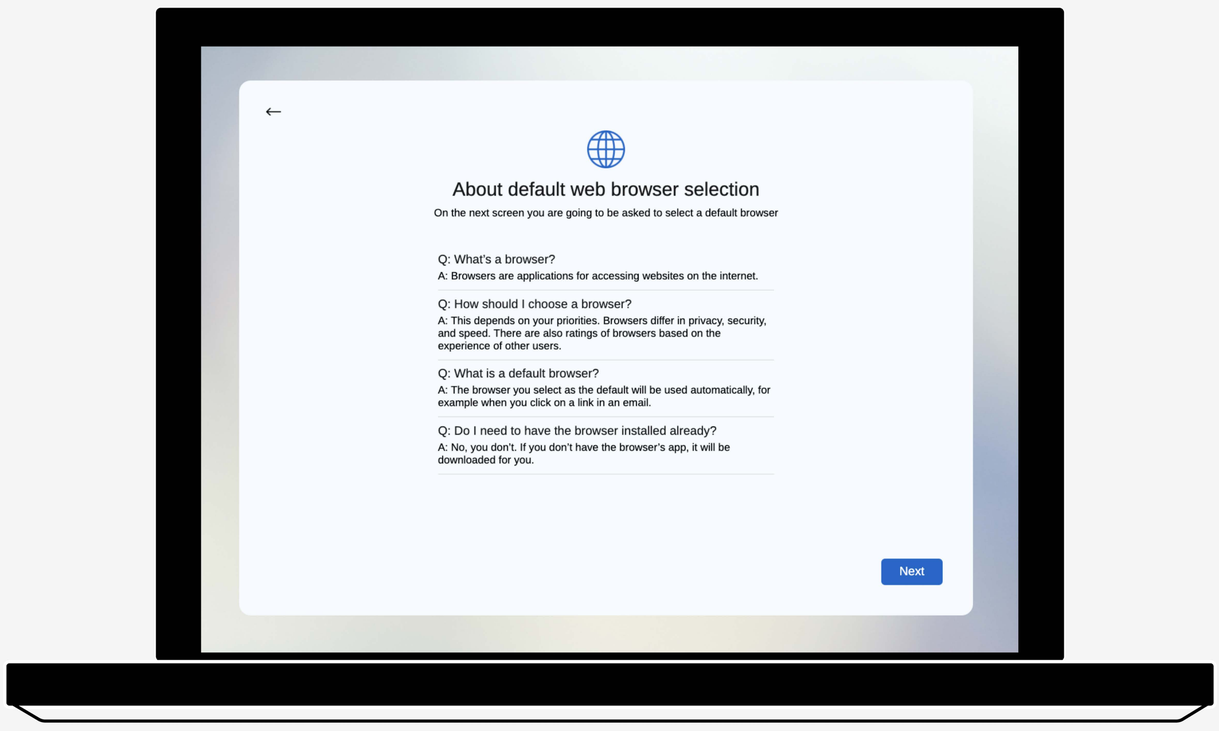
Randomised from the browsers 5-12th in popularity.

Presented midway through the browser set-up process. The icon of the browser selected will show up on the desktop when the device is set up.

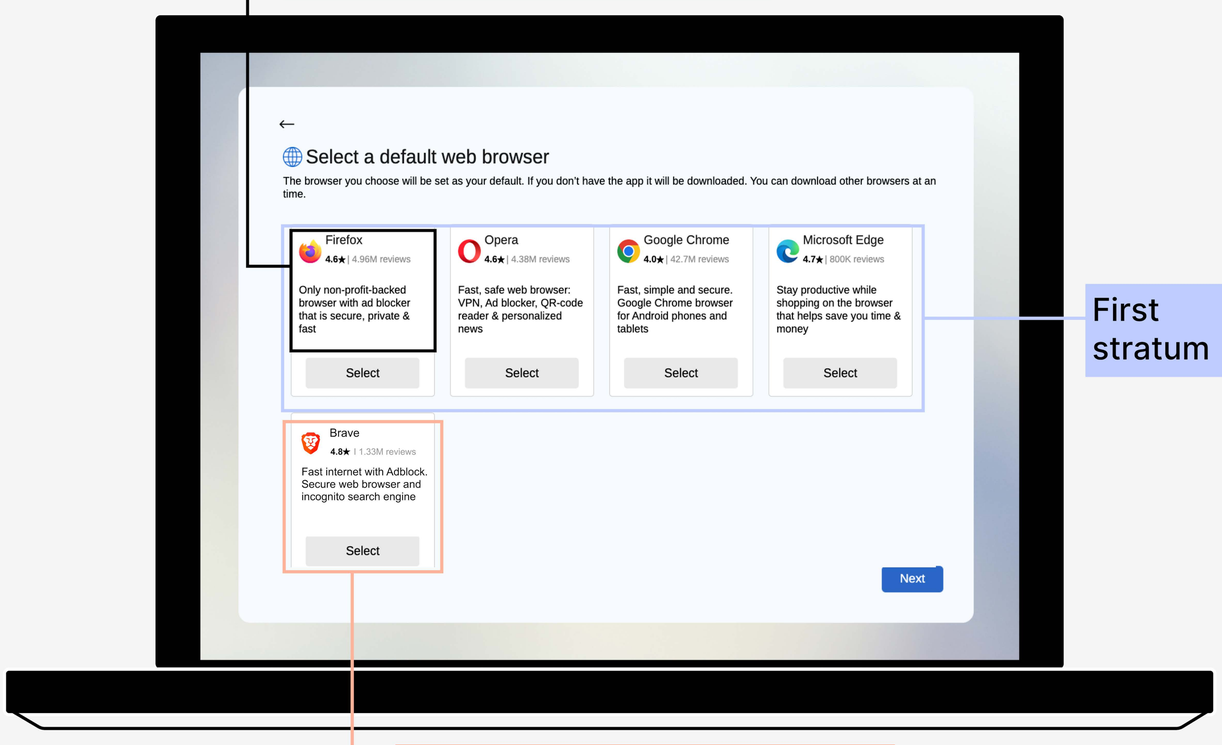
Treatment 4

An active choice screen presented with 5 browsers. The first 4 browsers are randomised from the four most popular browsers (first stratum). The fifth browser is randomised from the rest of the browsers (5-12th in popularity).

Additional information screen that explains what default browsers are.

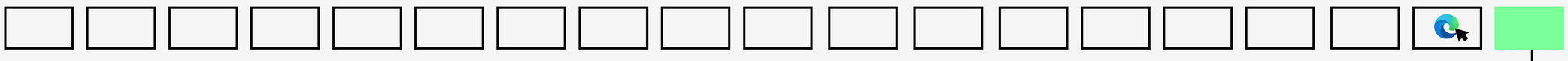


Brief descriptions, star ratings and number of reviews



First stratum

Randomised from the browsers 5-12th in popularity.



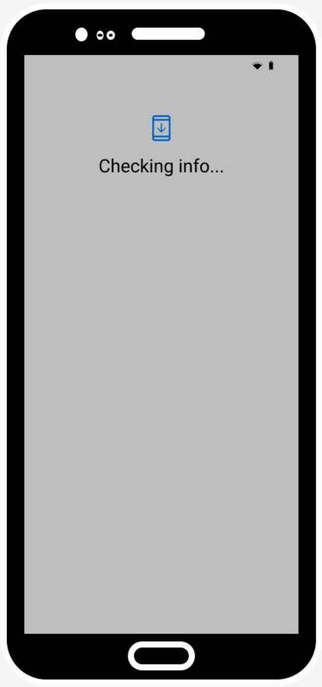
Presented after the device has been set up and the desktop screen is displayed, when the user clicks the default browser (Edge) for the first time.

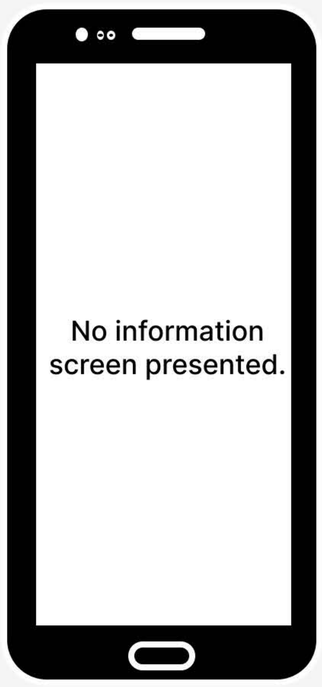
Treatment conditions | Android journey

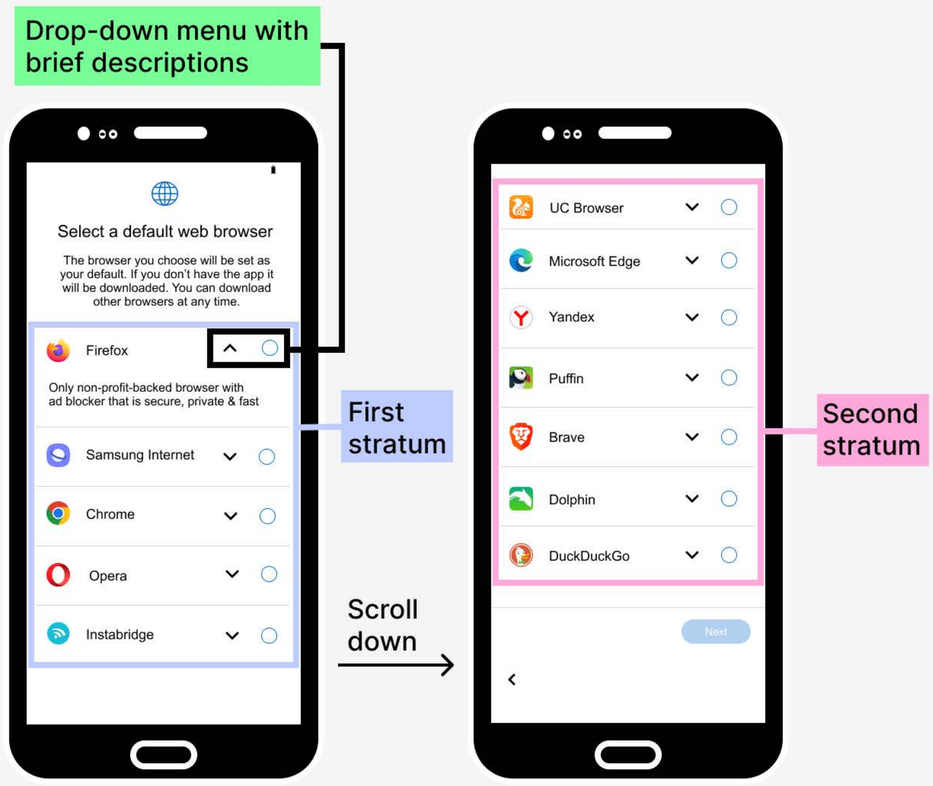
Treatment 1

An active choice screen presented with 12 browser options. The first five browsers are randomised from the most popular browsers (first stratum). Seven additional browsers are randomised from the second stratum.

Presented midway through the browser set-up process. The icon of the browser selected will show up on the home screen when the device is set up.



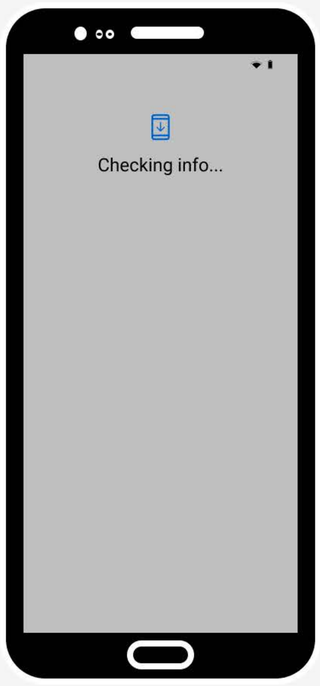


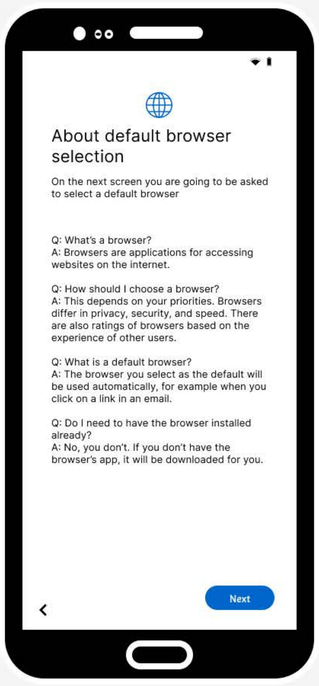


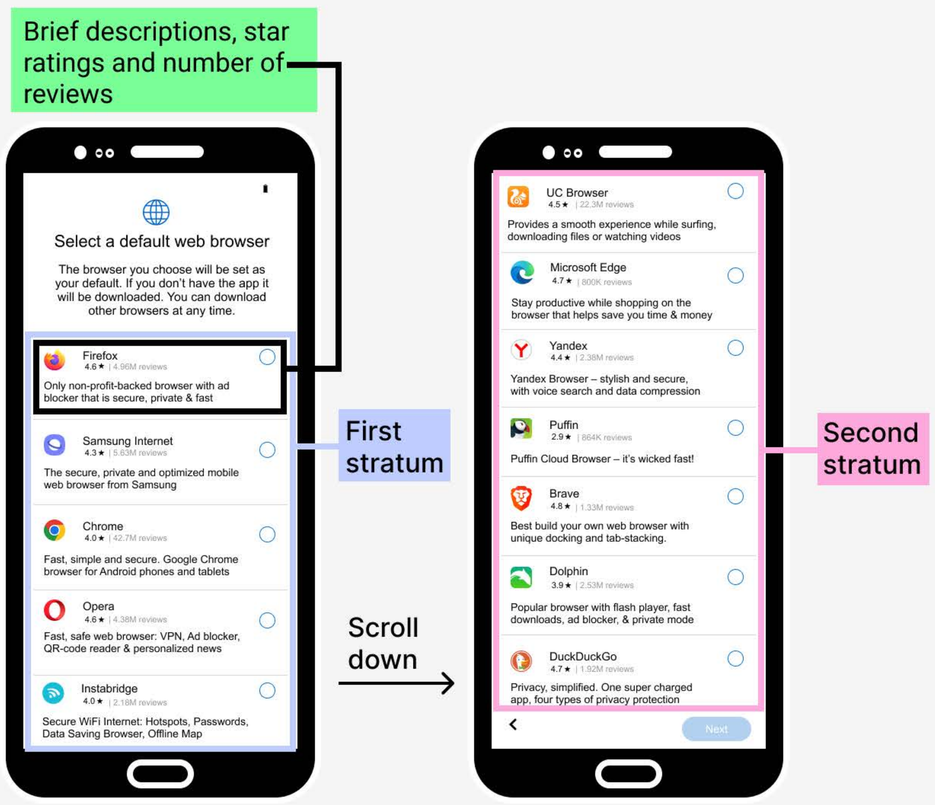
Treatment 2

An active choice screen presented with 12 browser options. The first five browsers are randomised from the most popular browsers (first stratum). Seven additional browsers are randomised from the second stratum.

Presented midway through the browser set-up process. The icon of the browser selected will show up on the home screen when the device is set up.



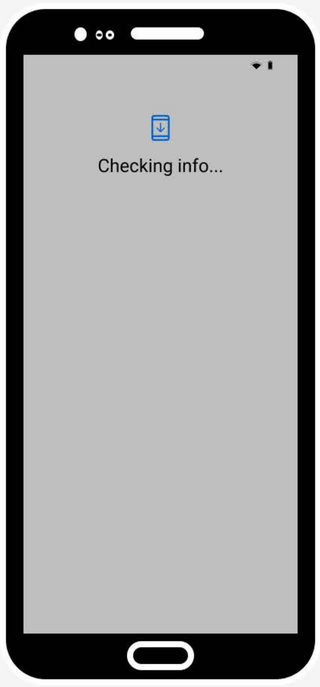


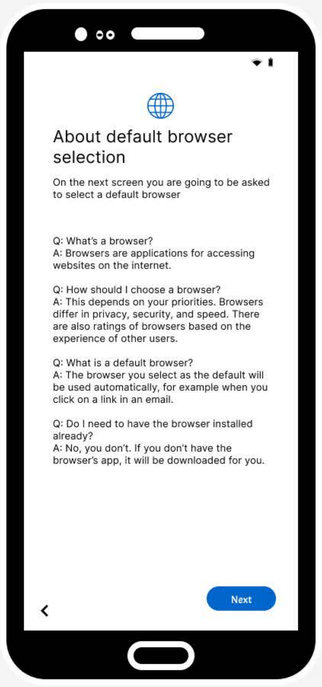


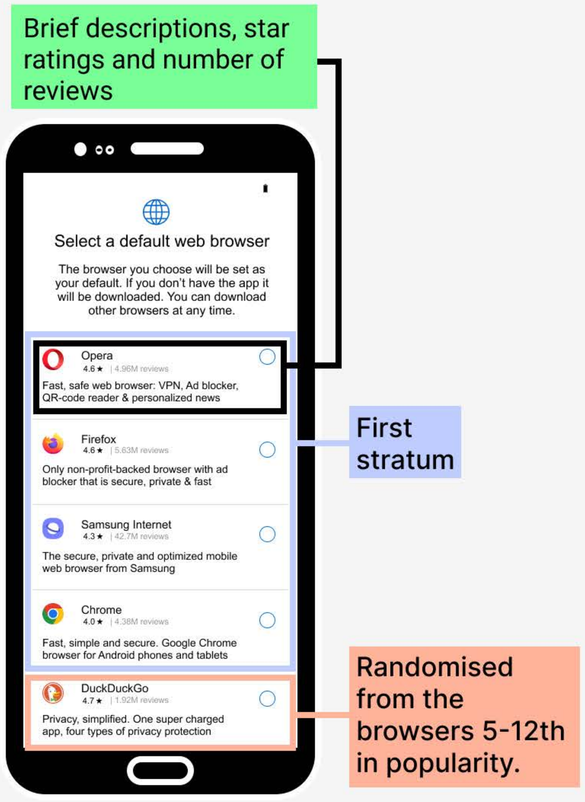
Treatment 3

An active choice screen presented with 5 browsers. The first 4 browsers are randomised from the four most popular browsers. The fifth browser is randomised from the rest of the browsers (5-12th in popularity).

Presented midway through the browser set-up process. The icon of the browser selected will show up on the home screen when the device is set up.



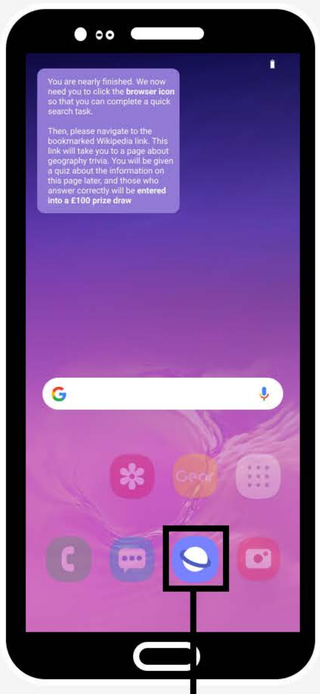


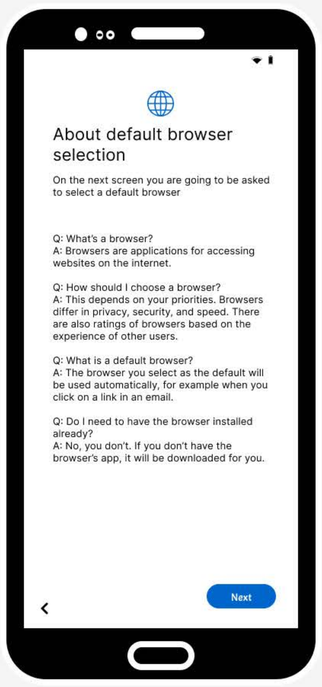


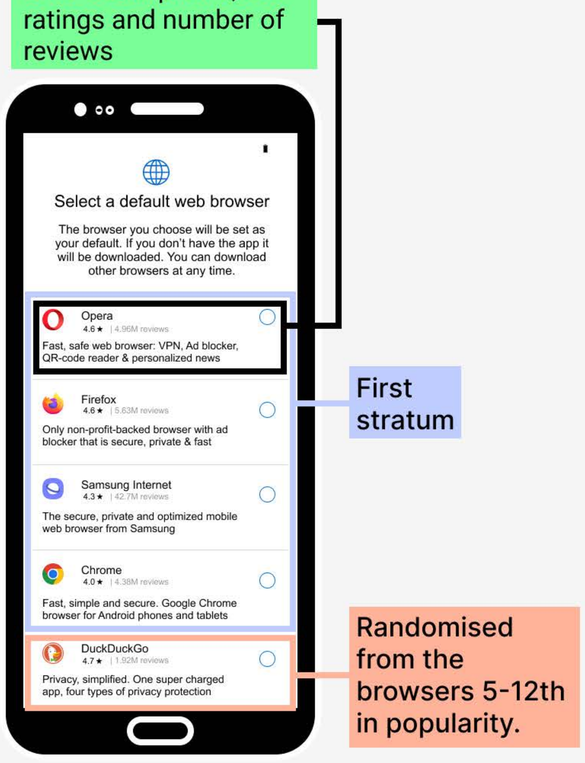
Treatment 4

An active choice screen presented with 5 browsers. The first 4 browsers are randomised from the four most popular browsers. The fifth browser is randomised from the rest of the browsers (5-12th in popularity).

Presented after the device has been set up, when participants open their browser for the first time.







Choice screen presented once the user clicks the default browser's icon (Samsung Internet) on their home screen.

Table 1.1A: Information about the browsers used in Germany

Browser	Rank mobile	Strata mobile	Market share mobile	Rank desktop	Strata desktop	Market share desktop	Rating	Number of downloads	Description (English)	Description (German)
Google Chrome	1	1st	48.37	1	1st	45.88	4.0	42.7M	Fast, simple and secure. Google Chrome browser for desktops, phones and tablets	Modern, schnell und sicher. Google Chrome-Browser für Desktops, Smartphones und Tablets
Samsung Internet	2	1st	10.84	-	-	-	4.3	5.63M	The secure, private and optimized mobile web browser from Samsung	Der sichere, private und optimierte mobile Webbrowser von Samsung
Firefox	3	1st	1.91	2	1st	20.00	4.6	4.96M	Only non-profit-backed browser with ad blocker that is secure, private & fast	Der einzige Browser unterstützt von einer Non-Profit mit einem Adblocker der sicher, privat und schnell ist
Opera	4	1st	1.09	4	1st	7.28	4.6	4.38M	Fast, safe web browser: VPN, Ad blocker, QR-code reader & personalized news	Schneller, sicherer Webbrowser: VPN, Adblocker, QR-Code-Leser und personalisierte Nachrichten
Instabridge	5	1st	0.87	8	2nd	0.08	4.0	2.18M	Secure WiFi Internet: Hotspots, Passwords, Data Saving Browser, Offline Map	WLAN-Hotspot entsperren. Schneller, Datensparsamer Browser
UC Browser	6	2nd	0.27	-	-	-	4.5	22.3M	Provides a smooth experience while surfing, downloading files or watching videos	Holen Sie sich für SCHNELLES Surfen und Herunterladen UC!
Microsoft Edge	7	2nd	0.20	3	1st	14.74	4.7	800K	Stay productive while shopping on the browser that helps save you time & money	Wählen Sie Microsoft Edge - den Browser, bei dem Sie an ersteller Stelle stehen
Yandex	8	2nd	0.10	5	1st	0.13	4.4	2.38M	Yandex Browser – stylish and secure, with voice search and data compression	Yandex Browser - stilvoll und sicher, mit Sprachsuche und Datenkomprimierung
Puffin	9	2nd	0.02	11	2nd	-	2.9	864K	Puffin Cloud Browser – it's wicked fast!	Puffin Cloud Browser - es is wahnisinnig schnell!
Brave	10	2nd	-	10	2nd	-	4.8	1.33M	Fast internet with Adblock. Secure web browser and incognito search engine	Extrem schneller, geschützter und sicherer Webbrowser mit Adblock
Dolphin	11	2nd	-	-	-	-	3.9	2.53M	Popular browser with flash player, fast downloads, ad blocker, & private mode	Beliebter Browser mit Flash-Player, schnellen Downloads, Werbeblocker und privatem Modus
DuckDuckGo	12	2nd	-	12	2nd	-	4.7	1.92M	Privacy, simplified. One super charged app, four types of privacy protection	Privatsphäre, vereinfacht. Eine superstarke App, vier Arten des Datenschutzes
360 Safe Browser	-	-	-	6	2nd	0.03	n/a	5k	A full featured web browser with simple, fast, lightweight and secure web browsing	Ein funktionsreicher Webbrowser der schnell und sicher ist
Coc Coc	-	-	-	7	2nd	0.02	3.4	137K	Fast, safe and convenient Internet surfing with Coc Coc!	Schnelles, sicheres und bequemes Surfen im Internet mit Coc Coc!
Maxthon	-	-	-	9	2nd	0.01	3.6	281K	Start the easy and free life with Maxthon 6 Browser!	Beginne das einfache und freie Leben mit dem Maxthon 6 Browser!

Notes: To collate the list of 12 browsers for mobile and desktop in Germany, we evaluated browsers' usage shares via Statcounter and when this was not available we supplemented the list with highly downloaded browsers on the Google Play Store. Market share for mobile and desktop are obtained from Statcounter and represent a 12-month average from May 2022 through April 2023.

Table 1.1B: Information about the browsers used in Spain

Browser	Rank mobile	Strata mobile	Market share mobile	Rank desktop	Strata desktop	Market share desktop	Rating	Number of downloads	Description (English)	Description (Spanish)
Google Chrome	1	1st	72.54	1	1st	70.38	4.0	42.7M	Fast, simple and secure. Google Chrome browser for desktops, phones and tablets	Rápido, sencillo y seguro: Google Chrome para móvil y tablets Android
Samsung Internet	2	1st	4.54	-	-	-	4.3	5.63M	The secure, private and optimized mobile web browser from Samsung	El navegador web móvil seguro, privado y optimizado de Samsung
Firefox	3	1st	0.48	3	1st	7.69	4.6	4.96M	Only non-profit-backed browser with ad blocker that is secure, private & fast	El único navegador sin fines de lucro con bloqueo de anuncios que es seguro, privado y rápido
Opera	4	1st	0.38	4	1st	4.15	4.6	4.38M	Fast, safe web browser: VPN, Ad blocker, QR-code reader & personalized news	Navegador web rápido y seguro: VPN, bloqueo de anuncios, lector de códigos QR y noticias personalizadas
Instabridge	5	1st	1.26	9	2nd	0.01	4.0	2.18M	Secure WiFi Internet: Hotspots, Passwords, Data Saving Browser, Offline Map	Internet WiFi seguro: puntos de acceso, contraseñas, navegador de ahorro de datos, mapa offline
Microsoft Edge	6	2nd	0.13	2	1st	9.01	4.7	800K	Stay productive while shopping on the browser that helps save you time & money	Mantente productivo mientras compras en el navegador que te ayuda a ahorrar tiempo y dinero
UC Browser	7	2nd	0.06	7	2nd	0.01	4.5	22.3M	Provides a smooth experience while surfing, downloading files or watching videos	Brinda una experiencia fluida al navegar, descargar archivos o mirar videos
Brave	8	2nd	-	10	2nd	-	4.8	1.33M	Fast internet with Adblock. Secure web browser and incognito search engine	Internet rápido con Adblock. Navegador web seguro y buscador incógnito
Dolphin	9	2nd	-	-	-	-	3.9	2.53M	Popular browser with flash player, fast downloads, ad blocker, & private mode	Navegador popular con flash player, descargas rápidas, bloqueador de anuncios y modo privado
Puffin	10	2nd	-	11	2nd	-	2.9	864K	Puffin Cloud Browser – it's wicked fast!	Puffin Cloud Browser: ¡es increíblemente rápido!
DuckDuckGo	11	2nd	-	12	2nd	-	4.7	1.92M	Privacy, simplified. One super charged app, four types of privacy protection	Privacidad, simplificada. Una aplicación potente, cuatro tipos de protección de privacidad
Ecosia	12	2nd	-	-	-	-	4.6	177K	Search the web to plant trees and act for the climate daily.	Busca en la web para plantar árboles y actuar por el clima a diaro.
Yandex	-	-	-	5	1st	0.04	4.4	2.38M	Yandex Browser – stylish and secure, with voice search and data compression	Navegador Yandex - con estilo y seguro, con búsqueda por voz y compresión de datos
360 Safe Browser	-	-	-	6	2nd	0.02	n/a	5k	A full featured web browser with simple, fast, lightweight and secure web browsing	Un navegador web completo con navegación web simple, rápida, liviana y segura
Maxthon	-	-	-	8	2nd	0.01	3.6	281K	Start the easy and free life with Maxthon 6 Browser!	¡Comienza una vida fácil y libre con el navegador Maxthon 6!

Notes: To collate the list of 12 browsers for mobile and desktop in Spain, we evaluated browsers' usage shares via Statcounter and when this was not available we supplemented the list with highly downloaded browsers on the Google Play Store. Market share for mobile and desktop are obtained from Statcounter and represent a 12-month average from May 2022 through April 2023.

Table 1.1C: Information about the browsers used in Poland

Browser	Rank mobile	Strata mobile	Market share mobile	Rank desktop	Strata desktop	Market share desktop	Rating	Number of downloads	Description (English)	Description (Polish)
Google Chrome	1	1st	78.31	1	1st	57.11	4.0	42.7M	Fast, simple and secure. Google Chrome browser for desktops, phones and tablets	Szybka, prosta i bezpieczna przeglądarka na telefony i tablety z Androidem
Samsung Internet	2	1st	4.80	-	-	-	4.3	5.63M	The secure, private and optimized mobile web browser from Samsung	Bezpieczna, zoptymalizowana przeglądarka internetowa Samsung
Opera	3	1st	3.90	2	1st	19.45	4.6	4.38M	Fast, safe web browser: VPN, Ad blocker, QR-code reader & personalized news	Szybka przeglądarka: VPN, blokada reklam, czytnik QR i dostosowane aktualności
Firefox	4	1st	0.90	3	1st	13.45	4.6	4.96M	Only non-profit-backed browser with ad blocker that is secure, private & fast	Jedyna przeglądarka non profit, dyskretna i szybka
Instabridge	5	1st	0.46	5	1st	0.12	4.0	2.18M	Secure WiFi Internet: Hotspots, Passwords, Data Saving Browser, Offline Map	Bezpieczny Internet WiFi: Hotspoty, hasła, przeglądarka oszczędzająca dane, mapa offline
Microsoft Edge	6	2nd	0.31	4	1st	7.50	4.7	800K	Stay productive while shopping on the browser that helps save you time & money	Zachowaj produktywność podczas zakupów w przeglądarce, co pozwala zaoszczędzić czas i pieniądze
UC Browser	7	2nd	0.04	-	-	-	4.5	22.3M	Provides a smooth experience while surfing, downloading files or watching videos	Zapewnia płynne działanie podczas surfowania, pobierania plików lub oglądania filmów
Yandex	8	2nd	0.02	6	2nd	0.05	4.4	2.38M	Yandex Browser – stylish and secure, with voice search and data compression	Yandex Browser – elegancka i bezpieczna, z wyszukiwaniem głosowym i kompresją danych
Brave	9	2nd	-	8	2nd	-	4.8	1.33M	Fast internet with Adblock. Secure web browser and incognito search engine	Super prywatna, szybka i bezpieczna przeglądarka z pop-up blockerem, za darmo
Dolphin	10	2nd	-	-	-	-	3.9	2.53M	Popular browser with flash player, fast downloads, ad blocker, & private mode	Popularna przeglądarka z odtwarzaczem flash, szybkim pobieraniem, blokadą reklam i trybem prywatnym
Puffin	11	2nd	-	9	2nd	-	2.9	864K	Puffin Cloud Browser – it's wicked fast!	Puffin Cloud Browser – jest niesamowicie szybka!
DuckDuckGo	12	2nd	-	10	2nd	-	4.7	1.92M	Privacy, simplified. One super charged app, four types of privacy protection	Prywatność - prościej. Aplikacja chroniąca prywatność na cztery sposoby
Maxthon	-	-	-	7	2nd	0.01	3.6	281K	Start the easy and free life with Maxthon 6 Browser!	Rozpocznij łatwe i darmowe życie z przeglądarką Maxthon 6!
Aloha	-	-	-	11	2nd	-	4.5	180K	Fast, private and secure internet. With Ethereum crypto wallet, web3 and Adblock	Bezpieczne przeglądanie z portfelem krypto, obsługą blockchain Web3 i Adblock
Tor	-	-		12	2nd		4.3	192K	Experience real private browsing without tracking, surveillance, or censorship.	Doświadcz prawdziwego prywatnego przeglądania bez śledzenia, nadzoru lub cenzury.

Notes: To collate the list of 12 browsers for mobile and desktop in Poland, we evaluated browsers' usage shares via Statcounter and and when this was not available we supplemented the list with highly downloaded browsers on the Google Play Store. Market share for mobile and desktop are obtained from Statcounter and represent a 12-month average from May 2022 through April 2023.

Table 1.2: Experimental conditions

Interventions	Position of the browser choice screen in the device setup process		Number of browser options displayed in the choice screen		Information provided about browser options	
	Displayed during the set-up process	**Displayed during the first use of the browser**	**5 browsers:** Users could choose between the five most common browsers	**12 browsers:** Users could choose between twelve browsers divided into 2 strata. The five most popular browsers were in the top stratum and the remaining seven browsers were placed in the second stratum	**Low information:** The choice screen included the name of each browsers, the browsers' logos, and a brief description of that browser which was accessible by opening an accordion button.	**High information**: The choice screen included the name of each browsers, the browsers' logos, the number of user reviews, user star ratings, and a brief description of that browser that was displayed automatically. Users were also were shown a 'Questions and Answers' (Q&A) screen before being served the choice screen, which explained what a default browser is and what selecting a default browser entails
Control condition	Participants were not shown any choice screen and could not choose a default browser when setting up their device. They were assigned Microsoft Edge as their default browser if they set up a Windows device, or were assigned Samsung Internet as their default browser if they set up an Android device.					
Treatment condition 1	☑️			☑️	☑️	
Treatment condition 2	☑️			☑️		☑️
Treatment condition 3	☑️		☑️			☑️
Treatment condition 4		☑️	☑️			☑️

Table 1.3A: Sample characteristics by country (%)

Variables	Germany	Poland	Spain
Age = 18-24	6.6	13.8	6.7
Age = 25-34	18.9	21.1	19.1
Age = 35-44	26.6	20.4	29.7
Age = 45-54	20.7	18.6	27.0
Age = 55-64	24.0	13.7	15.6
Age = 65 and older	3.2	12.3	1.8
Gender = Female	50.4	51.4	55.8
Gender = Male	49.3	48.2	44.0
Income < €20k	16.7	65.3	21.6
Income = €20k-€40k	24.2	27.5	44.1
Income = €40k-€60k	23.2	4.9	19.9
Income = €60k-€100k	27.5	1.0	12.8
Income > €100k	8.4	1.3	1.5
Education = College degree or more	36.0	53.6	61.4
Device = Smartphone	50.6	50.2	50.1
Device = Desktop	49.4	49.8	49.9
Browser used to respond = Chrome	66.1	75.4	84.5
Browser used to respond = Edge	9.4	6.7	7.3
Browser used to respond = Firefox	21.8	13.3	6.5
Browser used to respond = Opera	2.0	4.5	1.3
Browser used to respond = Safari	0.7	0.2	0.3
Observations	4061	3992	4007

Notes: This table presents the share of participants in Germany, Poland, and Spain that have different characteristics.

Table 1.3B: Sample characteristics by country (%)

Variables	Germany	Poland	Spain
Currently use: Chrome	58.5	79.5	85.0
Currently use: Edge	19.1	19.3	20.4
Currently use: Firefox	36.4	27.0	19.5
Currently use: Opera	7.6	14.8	6.5
Currently use: Yandex	0.7	0.3	0.6
Currently use: Brave	2.5	4.2	5.0
Currently use: Puffin	0.3	0.1	0.8
Currently use: DuckDuckGo	2.5	1.8	2.5
Currently use: Samsung	11.6	6.9	4.8
Currently use: Instabridge	0.1	0.1	0.6
Currently use: UC	0.7	0.1	1.0
Currently use: Dolphin	0.3	0.1	0.0
Currently use: Maxthon	0.1	0.2	0.6
Currently use: Other	0.0	1.5	1.3
Currently main on PC: Chrome	35.6	56.2	69.2
Currently main on PC: Edge	16.7	9.1	11.4
Currently main on PC: Firefox	36.1	20.1	11.1
Currently main on PC: Opera	2.9	9.3	2.3
Currently main on PC: Yandex	0.2	0.1	0.2
Currently main on PC: Brave	0.7	1.6	1.8
Currently main on PC: Puffin	0.0	0.0	0.0
Currently main on PC: DuckDuckGo	0.6	0.3	0.4
Currently main on PC: Instabridge	0.0	0.0	0.1
Currently main on PC: Maxthon	0.0	0.1	0.1
Currently main on PC: Other	1.4	1.0	0.8
Currently main on PC: No PC or no choice	5.6	0.0	0.0
Observations	4061	3992	4007

Notes: This table presents the share of participants in Germany, Poland, and Spain that have different characteristics.

Table 1.3C: Sample characteristics by country (%)

Variables	Germany	Poland	Spain
Currently main on Smartphone: Chrome	35.6	56.2	69.2
Currently main on Smartphone: Edge	16.7	9.1	11.4
Currently main on Smartphone: Firefox	36.1	20.1	11.1
Currently main on Smartphone: Opera	2.9	9.3	2.3
Currently main on Smartphone: Brave	0.7	1.6	1.8
Currently main on Smartphone: Puffin	0.0	0.0	0.0
Currently main on Smartphone: DuckDuckGo	0.6	0.3	0.4
Currently main on Smartphone: Samsung	0.0	0.0	0.0
Currently main on Smartphone: Instabridge	0.0	0.0	0.1
Currently main on Smartphone: UC	0.0	0.0	0.2
Currently main on Smartphone: Dolphin	0.0	0.0	0.0
Currently main on Smartphone: Other	6.2	2.5	3.2
Currently main on Smartphone: No Smartphone or no choice	5.9	0.0	0.0
Used before: Chrome	64.6	75.4	65.4
Used before: Edge	49.5	55.1	57.9
Used before: Firefox	69.2	79.9	72.9
Used before: Opera	26.9	63.0	35.8
Used before: Yandex	2.3	2.3	1.3
Used before: Brave	4.6	8.6	9.7
Used before: Puffin	1.3	2.2	1.8
Used before: DuckDuckGo	8.3	6.8	8.8
Used before: Samsung	17.3	14.6	11.5
Used before: Instabridge	0.4	0.1	0.7
Used before: UC	1.7	1.6	2.6
Used before: Dolphin	1.6	1.0	1.4
Used before: Maxthon	0.4	1.2	1.3
Observations	4061	3992	4007

Notes: This table presents the share of participants in Germany, Poland, and Spain that have different characteristics.

Table 1.3D: Sample characteristics by country (%)

Variables	Germany	Poland	Spain
Familiar with the idea of default browser	87.4	61.4	67.1
Comfortable downloading browsers	81.1	75.6	66.2
Comfortable changing default browser	75.5	71.3	61.2
Downloaded and installed a browser before	79.5	63.3	77.3
Had set a default browser before	69.1	49.6	68.6
Observations	4061	3992	4007

Notes: This table presents the share of participants in Germany, Poland, and Spain that have different characteristics.

Table 1.4A: Survey engagement by country

	All	Germany	Spain	Poland
Status		**Number of participants**		
Started survey	51350	14036	21213	16101
Completed survey	12060	4061	4007	3992
Dropout	11850	3086	4402	4362
Screen-out (failed comprehension)	13354	3104	5995	4255
Screen-out (incompatible OS)	7930	2727	3354	1849
Screen-out (speeder)	270	101	117	52
Screen-out (underage)	228	12	138	78
Quota full	5658	945	3200	1513

Notes: This table presents the number of participants in total, in Germany, in Spain, and in Poland, who engaged with the survey in different ways (e.g., the number of participants who started the survey, the number who completed it, the number that were screened-out, and the number that dropped out).

Table 1.4B: Time taken by device

Stage	All	Android	Windows
		Median (min)	
Intro	0.15	0.15	0.15
Screening & demographics	0.52	0.52	0.53
Instructions & comprehension test	1.43	1.45	1.42
Experiment	5.87	4.80	7.18
Post-Experiment survey	5.47	5.60	5.33
Segmentation Qs	1.27	1.27	1.25
Total study time	16.30	15.00	17.91
Observations	12060	6068	5992

Notes: This table presents the median completion time in minutes for all participants, respondents using Android, and respondents using Windows. The table presents times for each section of the survey along with the total time taken.

Table 1.5: Drop-outs across the survey by device

Stage	All	Android	Windows
		Number of dropouts per stage	
Intro	0	0	0
Screening & demographics	636	356	280
Instructions & comprehension test	8077	3795	4282
Pre-randomisation journey	1250	640	610
Post-randomisation journey	1737	1208	529
Post-Experiment survey	129	87	42
Segmentation Qs	21	16	5
Observations	11850	6102	5748

Notes: This table presents the number of participants that dropped out at different stages of the survey. The "pre-randomisation journey" refers to the portion of the set-up journey that took place before participants could have been shown a choice screen, "post-randomisation journey" refers to the portion of the set-up journey that took place after participants could have been shown a choice screen.

Table 1.6: Predictors of dropping out of the survey and differential dropouts

Variables	(1) Dropped out
Treatment 1 (control omitted)	-0.0123
	(0.0092)
Treatment 2	-0.0310***
	(0.0092)
Treatment 3	-0.0266***
	(0.0092)
Treatment 4	-0.0049
	(0.0092)
Constant	0.1504***
	(0.0066)
Observations	13947
R-squared	0.001

Notes: This table presents an LPM regression where the dependent variable is whether the participant dropped out from the survey. The independent variables are presented in the first column. Only participants who dropped-out after participants were randomised into different conditions and those who completed the survey are included. Coefficients are displayed above standard errors, the latter appearing in parentheses. In instances where dummy variables or categorical variables are used, the omitted category is referenced the first time the category or dummy is displayed. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 1.7: Balance table by treatment condition

Variable	Control	T1	T2	T3	T4	P-value
Age = 18-24	0.097	0.088	0.088	0.089	0.090	0.830
Age = 25-34	0.193	0.197	0.201	0.207	0.188	0.499
Age = 35-44	0.253	0.260	0.254	0.271	0.241	0.182
Age = 45-54	0.218	0.227	0.221	0.201	0.238	0.039
Age = 55-64	0.186	0.173	0.176	0.170	0.188	0.401
Age = 65 and older	0.054	0.055	0.059	0.062	0.057	0.688
Gender = Female	0.531	0.527	0.526	0.519	0.525	0.956
Gender = Male	0.466	0.471	0.473	0.478	0.471	0.949
Income < €20k	0.333	0.343	0.338	0.357	0.350	0.425
Income = €20k-€40k	0.315	0.325	0.340	0.309	0.304	0.054
Income = €40k-€60k	0.164	0.166	0.156	0.160	0.158	0.888
Income = €60k-€100k	0.149	0.126	0.132	0.141	0.147	0.103
Income > €100k	0.039	0.040	0.034	0.034	0.041	0.524
Education = College degree or more	0.521	0.494	0.506	0.504	0.489	0.209
Country = Germany	0.333	0.337	0.335	0.343	0.335	0.959
Country = Spain	0.334	0.332	0.343	0.320	0.332	0.584
Country = Poland	0.333	0.331	0.322	0.337	0.333	0.864
Device = Smartphone	0.502	0.491	0.512	0.507	0.504	0.691
Device = Desktop	0.498	0.509	0.488	0.493	0.496	0.691
Observations	2299	2434	2507	2442	2378	

Notes: This table presents the share of participants that have different characteristics in the different experimental conditions. In the final column, we present the p-value from an F-test of joint orthogonality across groups (i.e., testing whether there is a significant difference in the share that have a particular characteristic across groups). We cannot reject the hypothesis that the treatment groups are balanced on these observables for all but one variable (the share that is aged 45-54), which suggests that the randomisation was successful.

Annex 2

Table 2.1: Distribution of browser choices by treatment condition

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.623	0.596	0.607	0.545	0.052	0.240	0.000	0.449	0.000	0.000	0.000
Edge	0.077	0.074	0.073	0.119	0.726	0.602	0.000	0.861	0.000	0.000	0.000
Firefox	0.192	0.199	0.212	0.200	0.548	0.084	0.468	0.255	0.894	0.322	0.376
Opera	0.033	0.046	0.055	0.052	0.019	0.000	0.001	0.148	0.342	0.627	0.001
Yandex	0.002	0.002	0.001	0.000	0.967	0.412	0.188	0.433	0.199	0.579	0.508
Brave	0.014	0.021	0.006	0.004	0.042	0.005	0.000	0.000	0.000	0.327	0.000
Puffin	0.001	0.001	0.000	0.001	0.679	0.562	0.981	0.330	0.698	0.548	0.816
DuckDuckGo	0.013	0.014	0.005	0.002	0.805	0.001	0.000	0.001	0.000	0.147	0.000
Samsung Internet	0.039	0.040	0.040	0.075	0.763	0.786	0.000	0.978	0.000	0.000	0.000
Instabridge	0.002	0.001	0.000	0.000	0.676	0.045	0.048	0.087	0.092		0.066
UC	0.000	0.001	0.000	0.000	0.581	0.317	0.987	0.163	0.595	0.311	0.589
Dolphin	0.002	0.000	0.000	0.000	0.054	0.014	0.015	0.324	0.330		0.003
360Nav	0.001	0.000	0.000	0.001	0.307	0.319	0.985		0.301	0.312	0.559
Coc Coc	0.000	0.000	0.001	0.000		0.323		0.317		0.330	0.402
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.005	0.010	0.001	0.001	0.199	0.192	0.188	0.017	0.016	0.995	0.017
Aloha	0.000	0.000	0.000	0.000							
Tor	0.002	0.002	0.004	0.000	0.997	0.671	0.161	0.668	0.161	0.089	0.453
Observations	2434	2507	2442	2378							

Comparison	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4
P-value (Chi-square)	0.161963	4.15E-07	5.41E-26	5.28E-06	9.9E-25	2.14E-12

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. The smaller table at the bottom presents the p-values from Chi-squared tests which test whether the distribution of browser choices differs between treatment conditions. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups.

Table 2.2: Distribution of browser choices by treatment condition

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Pre-set browser (Samsung Internet/Windows Edge)	0.104	0.103	0.110	0.193	0.942	0.483	0.000	0.436	0.000	0.000	0.000
Chrome	0.623	0.596	0.607	0.545	0.052	0.240	0.000	0.449	0.000	0.000	0.000
Firefox	0.192	0.199	0.212	0.200	0.548	0.084	0.468	0.255	0.894	0.322	0.376
Opera	0.033	0.046	0.055	0.052	0.019	0.000	0.001	0.148	0.342	0.627	0.001
5th place browser	0.003	0.002	0.001	0.000	0.741	0.094	0.009	0.168	0.017	0.163	0.036
6-12th place browser	0.045	0.053	0.016	0.010	0.181	0.000	0.000	0.000	0.000	0.067	0.000
Observations	2434	2507	2442	2378							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. Choosing a pre-set browser is defined as choosing Samsung Internet if the respondent used Android, or Windows Edge if the respondent used Windows. The 5th place browser is defined as the respondent choosing the browser that had the 5th largest market share in their country and for their device. Choosing a 6-12th place browser is defined as choosing one of the browsers with the 6th to 12th largest market share in the respondent's country and for their specific device.

Table 2.3: Distribution of browser choices in Germany (Android)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.582	0.541	0.599	0.482	0.234	0.634	0.004	0.089	0.085	0.001	0.004
Edge	0.023	0.020	0.010	0.002	0.796	0.130	0.008	0.195	0.014	0.181	0.040
Firefox	0.223	0.225	0.212	0.252	0.947	0.692	0.340	0.634	0.359	0.170	0.563
Opera	0.010	0.043	0.029	0.034	0.004	0.059	0.024	0.262	0.483	0.677	0.042
Yandex	0.000	0.002	0.000	0.000	0.347			0.331	0.333		0.429
Brave	0.003	0.009	0.005	0.002	0.226	0.602	0.968	0.453	0.203	0.568	0.461
Puffin	0.000	0.002	0.000	0.002	0.347		0.331	0.331	0.964	0.316	0.595
DuckDuckGo	0.018	0.034	0.010	0.002	0.149	0.309	0.027	0.015	0.001	0.181	0.002
Samsung Internet	0.131	0.118	0.137	0.220	0.584	0.795	0.001	0.409	0.000	0.002	0.000
Instabridge	0.003	0.000	0.000	0.000	0.288	0.302	0.304				0.354
UC	0.000	0.005	0.000	0.002	0.183		0.331	0.169	0.601	0.316	0.338
Dolphin	0.008	0.000	0.000	0.000	0.065	0.073	0.074				0.020
Observations	390	440	416	413							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants in Germany that used an Android device.

Table 2.4: Distribution of browser choices in Germany (Windows)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.386	0.365	0.334	0.276	0.532	0.115	0.001	0.354	0.008	0.074	0.007
Edge	0.167	0.168	0.159	0.242	0.998	0.732	0.008	0.735	0.009	0.003	0.007
Firefox	0.402	0.387	0.460	0.417	0.663	0.091	0.678	0.036	0.406	0.219	0.173
Opera	0.021	0.038	0.036	0.057	0.155	0.198	0.007	0.881	0.192	0.141	0.057
Yandex	0.000	0.005	0.005	0.000	0.142	0.153		0.957	0.166	0.177	0.264
Brave	0.005	0.020	0.002	0.005	0.043	0.575	0.910	0.015	0.065	0.509	0.019
Puffin	0.002	0.000	0.000	0.000	0.335	0.322	0.345				0.423
DuckDuckGo	0.016	0.018	0.002	0.003	0.892	0.035	0.048	0.027	0.038	0.947	0.032
Instabridge	0.000	0.000	0.000	0.000							
360Nav	0.000	0.000	0.000	0.000							
Coc Coc	0.000	0.000	0.002	0.000		0.313		0.331		0.340	0.411
Maxthon	0.000	0.000	0.000	0.000							
Observations	430	400	422	384							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants in Germany that used a Windows device.

Table 2.5: Distribution of browser choices in Spain (Android)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.817	0.750	0.819	0.784	0.019	0.960	0.234	0.016	0.253	0.210	0.044
Edge	0.028	0.032	0.005	0.002	0.731	0.010	0.003	0.004	0.001	0.565	0.001
Firefox	0.036	0.067	0.089	0.080	0.046	0.002	0.009	0.232	0.490	0.620	0.018
Opera	0.015	0.021	0.022	0.017	0.564	0.476	0.826	0.882	0.719	0.618	0.888
Brave	0.010	0.023	0.002	0.005	0.155	0.166	0.390	0.009	0.028	0.562	0.016
Puffin	0.003	0.000	0.000	0.000	0.292	0.309	0.310				0.365
DuckDuckGo	0.021	0.009	0.010	0.000	0.178	0.221	0.004	0.921	0.053	0.045	0.035
Samsung Internet	0.059	0.069	0.050	0.109	0.549	0.556	0.011	0.228	0.042	0.002	0.006
Instabridge	0.000	0.007	0.000	0.000	0.100			0.094	0.094		0.040
UC	0.000	0.000	0.000	0.000							
Dolphin	0.000	0.000	0.000	0.000							
Ecosia	0.010	0.021	0.002	0.002	0.227	0.166	0.167	0.015	0.015	0.999	0.015
Observations	389	432	403	402							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants in Spain that used an Android device.

Table 2.6: Distribution of browser choices in Spain (Windows)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.688	0.672	0.678	0.568	0.619	0.762	0.000	0.857	0.002	0.002	0.001
Edge	0.117	0.129	0.135	0.253	0.591	0.446	0.000	0.809	0.000	0.000	0.000
Firefox	0.129	0.126	0.129	0.134	0.927	0.976	0.808	0.905	0.738	0.836	0.989
Opera	0.031	0.021	0.053	0.031	0.367	0.122	0.996	0.016	0.373	0.133	0.088
Yandex	0.007	0.002	0.000	0.000	0.309	0.100	0.096	0.346	0.341		0.133
Brave	0.021	0.037	0.005	0.008	0.168	0.050	0.109	0.002	0.005	0.671	0.002
Puffin	0.000	0.002	0.000	0.000	0.322			0.346	0.341		0.428
DuckDuckGo	0.005	0.009	0.000	0.003	0.425	0.179	0.612	0.059	0.217	0.323	0.218
Instabridge	0.000	0.000	0.000	0.000							
360Nav	0.002	0.000	0.000	0.003	0.314	0.342	0.954		0.294	0.323	0.572
Maxthon	0.000	0.000	0.000	0.000							
UC	0.000	0.000	0.000	0.000							
Observations	420	427	379	387							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants in Spain that used a Windows device.

Table 2.7: Distribution of browser choices in Poland (Android)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.741	0.735	0.763	0.688	0.839	0.459	0.094	0.347	0.142	0.016	0.105
Edge	0.019	0.012	0.002	0.003	0.417	0.019	0.026	0.097	0.120	0.952	0.030
Firefox	0.098	0.085	0.077	0.094	0.512	0.266	0.827	0.650	0.672	0.383	0.700
Opera	0.050	0.085	0.093	0.096	0.046	0.016	0.012	0.681	0.583	0.883	0.060
Brave	0.017	0.024	0.010	0.000	0.445	0.361	0.011	0.099	0.002	0.055	0.018
Puffin	0.000	0.000	0.000	0.000							
DuckDuckGo	0.007	0.010	0.005	0.005	0.690	0.652	0.722	0.401	0.462	0.932	0.817
Samsung Internet	0.048	0.046	0.050	0.115	0.906	0.879	0.000	0.788	0.000	0.001	0.000
Instabridge	0.007	0.000	0.000	0.000	0.085	0.083	0.096				0.033
UC	0.002	0.000	0.000	0.000	0.321	0.317	0.338				0.406
Dolphin	0.007	0.002	0.000	0.000	0.324	0.083	0.096	0.314	0.334		0.122
Yandex	0.002	0.000	0.000	0.000	0.321	0.317	0.338				0.406
Observations	417	411	418	384							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants in Poland that used an Android device.

Table 2.8: Distribution of browser choices in Poland (Windows)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.536	0.499	0.460	0.473	0.296	0.033	0.076	0.278	0.466	0.718	0.152
Edge	0.098	0.091	0.131	0.218	0.728	0.143	0.000	0.068	0.000	0.001	0.000
Firefox	0.253	0.317	0.292	0.225	0.044	0.213	0.371	0.437	0.003	0.030	0.017
Opera	0.070	0.071	0.097	0.076	0.959	0.171	0.729	0.184	0.767	0.297	0.452
Yandex	0.000	0.000	0.000	0.002			0.330		0.324	0.320	0.405
Brave	0.026	0.013	0.010	0.002	0.178	0.090	0.005	0.718	0.095	0.175	0.028
Puffin	0.000	0.003	0.002	0.002	0.323	0.327	0.330	0.990	0.985	0.994	0.810
DuckDuckGo	0.013	0.003	0.000	0.000	0.096	0.022	0.021	0.313	0.311		0.008
Instabridge	0.000	0.000	0.000	0.000							
Aloha	0.000	0.000	0.000	0.000							
Tor	0.005	0.005	0.007	0.000	0.982	0.687	0.147	0.668	0.152	0.081	0.433
Maxthon	0.000	0.000	0.000	0.000							
Observations	388	397	404	408							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants in Poland that used a Windows device.

Tables 2.9: Distribution of browser choices (those who never changed default browser before)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.659	0.663	0.683	0.606	0.846	0.253	0.019	0.342	0.011	0.000	0.004
Edge	0.053	0.055	0.060	0.083	0.839	0.519	0.008	0.659	0.015	0.046	0.023
Firefox	0.176	0.164	0.162	0.170	0.502	0.402	0.740	0.867	0.739	0.619	0.842
Opera	0.032	0.028	0.040	0.043	0.687	0.306	0.202	0.155	0.094	0.794	0.279
Yandex	0.000	0.000	0.000	0.001			0.308		0.308	0.310	0.374
Brave	0.007	0.009	0.003	0.002	0.616	0.210	0.108	0.085	0.040	0.681	0.112
Puffin	0.001	0.002	0.001	0.001	0.564	0.995	0.977	0.569	0.588	0.982	0.903
DuckDuckGo	0.008	0.004	0.003	0.002	0.247	0.134	0.066	0.713	0.443	0.681	0.196
Samsung Internet	0.054	0.066	0.047	0.091	0.247	0.488	0.002	0.065	0.048	0.000	0.001
Instabridge	0.003	0.002	0.000	0.000	0.654	0.084	0.090	0.159	0.166		0.152
UC	0.001	0.001	0.000	0.000	1.000	0.319	0.327	0.319	0.327		0.583
Dolphin	0.003	0.000	0.000	0.000	0.083	0.084	0.090				0.031
360Nav	0.000	0.000	0.000	0.000							
Coc Coc	0.000	0.000	0.000	0.000							
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.011	0.010	0.000	0.000	0.940	0.094	0.089	0.105	0.099		0.136
Aloha	0.000	0.000	0.000	0.000							
Tor	0.000	0.003	0.002	0.000	0.301	0.327		0.940	0.307	0.333	0.569
Observations	949	949	941	911							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who had never changed their default browser before.

Tables 2.10: Distribution of browser choices (those who have changed default browser before)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.601	0.556	0.559	0.508	0.012	0.021	0.000	0.862	0.008	0.005	0.000
Edge	0.092	0.086	0.081	0.141	0.545	0.287	0.000	0.637	0.000	0.000	0.000
Firefox	0.202	0.220	0.243	0.219	0.237	0.007	0.263	0.121	0.963	0.116	0.059
Opera	0.034	0.056	0.064	0.057	0.002	0.000	0.002	0.385	0.927	0.445	0.001
Yandex	0.003	0.003	0.001	0.000	0.946	0.406	0.047	0.440	0.052	0.162	0.235
Brave	0.018	0.028	0.007	0.005	0.048	0.012	0.001	0.000	0.000	0.370	0.000
Puffin	0.001	0.001	0.000	0.001	0.973	0.315	0.993	0.326	0.966	0.312	0.801
DuckDuckGo	0.016	0.020	0.005	0.002	0.440	0.004	0.000	0.000	0.000	0.141	0.000
Samsung Internet	0.029	0.024	0.036	0.065	0.434	0.279	0.000	0.061	0.000	0.000	0.000
Instabridge	0.001	0.001	0.000	0.000	0.973	0.315	0.320	0.326	0.332		0.582
UC	0.000	0.001	0.000	0.001	0.329		0.314	0.326	0.966	0.312	0.577
Dolphin	0.002	0.001	0.000	0.000	0.294	0.082	0.085	0.326	0.332		0.108
360Nav	0.001	0.000	0.000	0.001	0.308	0.314	0.992		0.305	0.311	0.559
Coc Coc	0.000	0.000	0.002	0.000		0.327		0.323		0.329	0.409
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.002	0.010	0.002	0.002	0.069	0.992	0.989	0.072	0.073	0.998	0.056
Aloha	0.000	0.000	0.000	0.000							
Tor	0.005	0.002	0.005	0.000	0.519	0.998	0.159	0.521	0.338	0.159	0.518
Observations	1485	1558	1501	1467							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who have changed their default browser before.

Tables 2.11: Distribution of browser choices (those who never downloaded and installed a default browser before)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.691	0.688	0.671	0.598	0.913	0.451	0.000	0.520	0.001	0.007	0.001
Edge	0.050	0.043	0.048	0.086	0.542	0.865	0.012	0.662	0.002	0.008	0.003
Firefox	0.143	0.149	0.164	0.169	0.792	0.304	0.207	0.446	0.320	0.821	0.537
Opera	0.028	0.029	0.045	0.044	0.965	0.114	0.139	0.126	0.153	0.913	0.209
Yandex	0.000	0.000	0.000	0.002			0.319		0.322	0.324	0.400
Brave	0.008	0.011	0.006	0.002	0.546	0.764	0.100	0.371	0.031	0.169	0.210
Puffin	0.002	0.002	0.002	0.000	0.992	0.987	0.316	0.995	0.313	0.311	0.797
DuckDuckGo	0.014	0.006	0.005	0.000	0.172	0.089	0.003	0.713	0.043	0.079	0.015
Samsung Internet	0.049	0.061	0.058	0.100	0.354	0.471	0.000	0.838	0.010	0.006	0.001
Instabridge	0.003	0.005	0.000	0.000	0.643	0.162	0.156	0.084	0.080		0.143
UC	0.002	0.002	0.000	0.000	0.992	0.323	0.316	0.319	0.313		0.573
Dolphin	0.005	0.000	0.000	0.000	0.085	0.086	0.082				0.030
360Nav	0.000	0.000	0.000	0.000							
Coc Coc	0.000	0.000	0.000	0.000							
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.015	0.011	0.000	0.000	0.729	0.108	0.083	0.171	0.139		0.165
Aloha	0.000	0.000	0.000	0.000							
Tor	0.000	0.004	0.000	0.000	0.314			0.301	0.306		0.371
Observations	635	626	621	639							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who have never downloaded and installed a browser before.

Tables 2.12: Distribution of browser choices (those who have downloaded and installed a default browser before)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.599	0.566	0.585	0.526	0.039	0.379	0.000	0.238	0.017	0.000	0.000
Edge	0.086	0.085	0.081	0.131	0.860	0.596	0.000	0.720	0.000	0.000	0.000
Firefox	0.209	0.215	0.228	0.212	0.640	0.169	0.849	0.357	0.786	0.241	0.523
Opera	0.034	0.052	0.058	0.055	0.011	0.001	0.004	0.375	0.682	0.644	0.005
Yandex	0.002	0.002	0.001	0.000	0.950	0.405	0.049	0.437	0.054	0.167	0.241
Brave	0.016	0.024	0.005	0.005	0.055	0.003	0.001	0.000	0.000	0.708	0.000
Puffin	0.001	0.001	0.000	0.001	0.590	0.314	0.544	0.164	0.937	0.148	0.529
DuckDuckGo	0.013	0.016	0.004	0.003	0.351	0.006	0.001	0.000	0.000	0.453	0.000
Samsung Internet	0.035	0.033	0.034	0.066	0.799	0.873	0.000	0.926	0.000	0.000	0.000
Instabridge	0.001	0.000	0.000	0.000	0.148	0.155	0.164				0.109
UC	0.000	0.001	0.000	0.001	0.328		0.309	0.325	0.956	0.306	0.571
Dolphin	0.002	0.001	0.000	0.000	0.296	0.081	0.088	0.325	0.336		0.111
360Nav	0.001	0.000	0.000	0.001	0.304	0.313	0.983		0.296	0.306	0.551
Coc Coc	0.000	0.000	0.001	0.000		0.325		0.322		0.331	0.408
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.002	0.010	0.002	0.002	0.047	0.999	0.982	0.047	0.052	0.981	0.026
Aloha	0.000	0.000	0.000	0.000							
Tor	0.004	0.002	0.006	0.000	0.556	0.656	0.167	0.311	0.332	0.090	0.354
Observations	1799	1881	1821	1739							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who have downloaded and installed a browser before.

Tables 2.13: Distribution of browser choices (those who are very or somewhat uncomfortable changing default browser)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.664	0.652	0.740	0.653	0.773	0.058	0.785	0.031	0.985	0.031	0.100
Edge	0.060	0.067	0.039	0.086	0.726	0.287	0.245	0.164	0.426	0.029	0.182
Firefox	0.183	0.170	0.142	0.142	0.701	0.204	0.198	0.382	0.376	0.998	0.472
Opera	0.022	0.024	0.020	0.026	0.920	0.830	0.779	0.756	0.861	0.625	0.969
Yandex	0.000	0.000	0.000	0.000							
Brave	0.000	0.012	0.000	0.007	0.074		0.157	0.082	0.608	0.168	0.135
Puffin	0.004	0.000	0.000	0.000	0.332	0.331	0.318				0.409
DuckDuckGo	0.015	0.004	0.008	0.000	0.200	0.451	0.045	0.566	0.304	0.146	0.182
Samsung Internet	0.045	0.055	0.051	0.086	0.581	0.733	0.055	0.835	0.176	0.119	0.191
Instabridge	0.000	0.004	0.000	0.000	0.304			0.317	0.304		0.374
UC	0.000	0.000	0.000	0.000							
Dolphin	0.000	0.000	0.000	0.000							
360Nav	0.000	0.000	0.000	0.000							
Coc Coc	0.000	0.000	0.000	0.000							
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.017	0.016	0.000	0.000	0.987	0.144	0.171	0.147	0.175		0.263
Aloha	0.000	0.000	0.000	0.000							
Tor	0.000	0.019	0.000	0.000	0.250			0.343	0.247		0.310
Observations	268	253	254	268							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who stated that they were very or somewhat uncomfortable with the process of changing their default browser.

Tables 2.14: Distribution of browser choices (excluding those whose effort was not reflective of real-life performance)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.631	0.612	0.609	0.555	0.210	0.147	0.000	0.839	0.000	0.000	0.000
Edge	0.075	0.072	0.078	0.124	0.723	0.757	0.000	0.506	0.000	0.000	0.000
Firefox	0.188	0.188	0.208	0.186	0.978	0.102	0.889	0.095	0.910	0.079	0.222
Opera	0.035	0.043	0.053	0.051	0.167	0.004	0.010	0.122	0.217	0.769	0.017
Yandex	0.002	0.002	0.001	0.000	0.978	0.411	0.195	0.425	0.202	0.590	0.512
Brave	0.014	0.022	0.005	0.002	0.058	0.004	0.000	0.000	0.000	0.158	0.000
Puffin	0.001	0.001	0.000	0.001	0.670	0.561	0.968	0.325	0.704	0.538	0.811
DuckDuckGo	0.011	0.014	0.004	0.002	0.443	0.007	0.000	0.001	0.000	0.281	0.000
Samsung Internet	0.035	0.040	0.039	0.077	0.445	0.532	0.000	0.891	0.000	0.000	0.000
Instabridge	0.002	0.000	0.000	0.000	0.173	0.045	0.050	0.321	0.332		0.036
UC	0.000	0.001	0.000	0.000	0.575	0.316	0.977	0.160	0.599	0.307	0.585
Dolphin	0.003	0.000	0.000	0.000	0.055	0.014	0.016	0.321	0.332		0.003
360Nav	0.001	0.000	0.000	0.001	0.310	0.320	0.975		0.299	0.309	0.558
Coc Coc	0.000	0.000	0.001	0.000		0.321		0.321		0.339	0.409
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.006	0.011	0.001	0.001	0.292	0.191	0.186	0.027	0.026	0.993	0.037
Aloha	0.000	0.000	0.000	0.000							
Tor	0.001	0.003	0.004	0.000	0.560	0.331	0.325	0.683	0.163	0.093	0.367
Observations	2092	2133	2101	2009							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who stated that the effort they exerted when they set up the device was reflective of the amount of effort they would have exerted when doing the same in real life.

Tables 2.15: Distribution of browser choices (excluding those whose failed attention check 1)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.647	0.619	0.595	0.534	0.153	0.008	0.000	0.221	0.000	0.003	0.000
Edge	0.079	0.073	0.093	0.154	0.556	0.239	0.000	0.077	0.000	0.000	0.000
Firefox	0.168	0.186	0.199	0.187	0.239	0.043	0.226	0.392	0.957	0.431	0.247
Opera	0.034	0.052	0.063	0.045	0.035	0.001	0.183	0.209	0.451	0.048	0.009
Yandex	0.002	0.002	0.001	0.001	0.640	0.318	0.344	0.575	0.607	0.970	0.685
Brave	0.018	0.022	0.007	0.004	0.511	0.010	0.001	0.001	0.000	0.287	0.000
Puffin	0.000	0.000	0.001	0.001		0.317	0.304	0.313	0.300	0.970	0.556
DuckDuckGo	0.009	0.013	0.003	0.003	0.358	0.070	0.041	0.008	0.005	0.758	0.006
Samsung Internet	0.034	0.031	0.035	0.070	0.671	0.905	0.000	0.586	0.000	0.000	0.000
Instabridge	0.000	0.000	0.000	0.000							
UC	0.000	0.002	0.000	0.001	0.161		0.304	0.161	0.607	0.305	0.310
Dolphin	0.004	0.000	0.000	0.000	0.024	0.025	0.029				0.002
360Nav	0.001	0.000	0.000	0.000	0.315	0.330	0.331				0.406
Coc Coc	0.000	0.000	0.003	0.000		0.325		0.327		0.347	0.421
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.002	0.002	0.000	0.002	0.984	0.349	0.986	0.355	0.970	0.343	0.830
Aloha	0.000	0.000	0.000	0.000							
Tor	0.005	0.000	0.004	0.000	0.151	0.933	0.168	0.169		0.187	0.283
Observations	1200	1222	1198	1136							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who passed the first attention check (correctly recalled that they selected a default browser, chose to import settings from another device, and chose the language for the device)

Tables 2.16: Distribution of browser choices (excluding those whose failed attention check 2)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.626	0.599	0.607	0.543	0.060	0.195	0.000	0.564	0.000	0.000	0.000
Edge	0.075	0.074	0.074	0.122	0.883	0.877	0.000	0.993	0.000	0.000	0.000
Firefox	0.192	0.197	0.210	0.202	0.638	0.126	0.380	0.284	0.676	0.521	0.468
Opera	0.032	0.045	0.055	0.049	0.025	0.000	0.005	0.114	0.533	0.348	0.002
Yandex	0.001	0.002	0.001	0.000	0.743	0.642	0.325	0.430	0.200	0.583	0.603
Brave	0.014	0.020	0.006	0.004	0.132	0.003	0.000	0.000	0.000	0.437	0.000
Puffin	0.001	0.001	0.000	0.001	0.970	0.554	0.987	0.577	0.956	0.545	0.931
DuckDuckGo	0.012	0.014	0.005	0.002	0.452	0.008	0.000	0.001	0.000	0.151	0.000
Samsung Internet	0.039	0.041	0.040	0.075	0.682	0.788	0.000	0.888	0.000	0.000	0.000
Instabridge	0.002	0.001	0.000	0.000	0.668	0.044	0.047	0.087	0.092		0.065
UC	0.000	0.001	0.000	0.000	0.586	0.313	0.991	0.162	0.596	0.309	0.588
Dolphin	0.003	0.000	0.000	0.000	0.052	0.013	0.015	0.323	0.331		0.002
360Nav	0.001	0.000	0.000	0.001	0.304	0.317	0.985		0.297	0.310	0.554
Coc Coc	0.000	0.000	0.001	0.000		0.325		0.316		0.333	0.405
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.005	0.011	0.001	0.001	0.209	0.188	0.186	0.017	0.017	0.996	0.018
Aloha	0.000	0.000	0.000	0.000							
Tor	0.003	0.001	0.004	0.000	0.564	0.689	0.157	0.339	0.316	0.089	0.363
Observations	2285	2374	2322	2247							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who passed the second attention check (correctly recalled whether they selected a default browser).

Tables 2.17: Distribution of browser choices (excluding those whose failed the comprehension test at first attempt)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.621	0.584	0.594	0.549	0.024	0.103	0.000	0.536	0.033	0.006	0.000
Edge	0.081	0.076	0.075	0.121	0.554	0.501	0.000	0.934	0.000	0.000	0.000
Firefox	0.190	0.208	0.221	0.200	0.161	0.022	0.434	0.374	0.537	0.132	0.131
Opera	0.031	0.046	0.057	0.048	0.013	0.000	0.006	0.144	0.786	0.235	0.002
Yandex	0.002	0.001	0.001	0.001	0.651	0.656	0.318	0.996	0.567	0.564	0.802
Brave	0.015	0.022	0.006	0.003	0.113	0.009	0.000	0.000	0.000	0.133	0.000
Puffin	0.001	0.002	0.001	0.001	0.319	0.999	0.563	0.320	0.659	0.563	0.669
DuckDuckGo	0.013	0.013	0.004	0.002	0.989	0.005	0.000	0.005	0.000	0.248	0.000
Samsung Internet	0.039	0.042	0.038	0.074	0.691	0.800	0.000	0.516	0.000	0.000	0.000
Instabridge	0.002	0.001	0.000	0.000	0.315	0.083	0.083	0.319	0.319		0.112
UC	0.001	0.001	0.000	0.001	0.998	0.318	0.999	0.319	0.997	0.317	0.802
Dolphin	0.002	0.001	0.000	0.000	0.178	0.046	0.046	0.319	0.319		0.035
360Nav	0.001	0.000	0.000	0.000	0.317	0.324	0.325				0.400
Coc Coc	0.000	0.000	0.002	0.000		0.315		0.315		0.329	0.396
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.007	0.008	0.002	0.002	0.736	0.195	0.182	0.113	0.103	0.980	0.213
Aloha	0.000	0.000	0.000	0.000							
Tor	0.002	0.002	0.005	0.000	0.993	0.339	0.304	0.334	0.307	0.082	0.294
Observations	1802	1809	1800	1799							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who did not fail the comprehension test the first time they attempted it (those who responded correctly to all four comprehension questions asked before they began the device set-up).

Table 2.18: Regression analysis of the effects of treatment on browser choice (all browsers)

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
					Default browser chosen				
Independent variable	**Chrome**	**Edge**	**Firefox**	**Opera**	**Yandex**	**Brave**	**Puffin**	**DuckDuckGo**	**Samsung Internet**
T2	-0.0269*	-0.0026	0.0068	0.0130**	-0.0000	0.0076**	0.0004	0.0008	0.0017
	(0.0140)	(0.0079)	(0.0114)	(0.0060)	(0.0010)	(0.0030)	(0.0008)	(0.0026)	(0.0061)
T3	-0.0164	-0.0039	0.0198*	0.0220***	-0.0008	-0.0078***	-0.0004	-0.0086***	0.0015
	(0.0140)	(0.0080)	(0.0115)	(0.0060)	(0.0010)	(0.0030)	(0.0008)	(0.0026)	(0.0061)
T4	-0.0778***	0.0422***	0.0083	0.0189***	-0.0012	-0.0098***	0.0000	-0.0110***	0.0367***
	(0.0141)	(0.0080)	(0.0115)	(0.0061)	(0.0010)	(0.0030)	(0.0008)	(0.0026)	(0.0062)
Constant	0.6233***	0.0768***	0.1919***	0.0329***	0.0016**	0.0136***	0.0008	0.0131***	0.0386***
	(0.0099)	(0.0057)	(0.0081)	(0.0043)	(0.0007)	(0.0021)	(0.0006)	(0.0019)	(0.0043)
Observations	9761	9761	9761	9761	9761	9761	9761	9761	9761

	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)
					Default browser chosen				
Independent variable	**Instabridge**	**UC**	**Dolphin**	**360Nav**	**Coc Coc**	**Maxthon**	**Ecosia**	**Aloha**	**Tor**
T2	-0.0004	0.0004	-0.0021***	-0.0006	0.0000	0.0000	0.0055*	0.0000	-0.0000
	(0.0008)	(0.0006)	(0.0008)	(0.0006)	(0.0009)	(.)	(0.0033)	(.)	(0.0023)
T3	-0.0016**	-0.0004	-0.0025***	-0.0006	0.0012	0.0000	-0.0037	0.0000	0.0012
	(0.0008)	(0.0006)	(0.0008)	(0.0006)	(0.0009)	(.)	(0.0034)	(.)	(0.0023)
T4	-0.0016**	0.0000	-0.0025***	0.0000	0.0000	0.0000	-0.0037	0.0000	-0.0025
	(0.0008)	(0.0006)	(0.0008)	(0.0006)	(0.0009)	(.)	(0.0034)	(.)	(0.0023)
Constant	0.0016***	0.0004	0.0025***	0.0006	-0.0000	0.0000	0.0049**	0.0000	0.0025
	(0.0005)	(0.0004)	(0.0005)	(0.0004)	(0.0006)	(.)	(0.0024)	(.)	(0.0016)
Observations	9761	9761	9761	6534	3295	9761	3239	3227	3227

Notes: This table presents the results from 18 LPM regressions. In each column, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T2, T3, or T4. T1 is the omitted category, which means that the "constant" term represents the share of participants in T1 that chose a particular browser. The coefficients listed in the table represent the difference in the share that chose a particular browser between those in T1 and the respective treatment groups. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.19: Regression analysis of the effects of treatment on browser choice (simplified outcomes)

Independent variable	(1) Chose pre-set	(2) Chose Chrome	(3) Chose Firefox	(4) Chose Opera	(5) Chose 5th	(6) Chose 6-12th	(7) Chose incumbent	(8) Rating of chosen browser	(9) Number of reviews of chosen browser ('000s)
T2	-0.0006	-0.0269*	0.0068	0.0130**	-0.0005	0.0083*	-0.0276**	0.0182**	-1.04e+03*
	(0.0094)	(0.0140)	(0.0114)	(0.0060)	(0.0011)	(0.0049)	(0.0128)	(0.0086)	(542.6466)
T3	0.0062	-0.0164	0.0198*	0.0220***	-0.0021*	-0.0296***	-0.0102	0.0097	-547.3870
	(0.0095)	(0.0140)	(0.0115)	(0.0060)	(0.0011)	(0.0050)	(0.0129)	(0.0087)	(546.1926)
T4	0.0891***	-0.0778***	0.0083	0.0189***	-0.0029**	-0.0355***	0.0112	0.0400***	-3.01e+03***
	(0.0095)	(0.0141)	(0.0115)	(0.0061)	(0.0011)	(0.0050)	(0.0129)	(0.0087)	(549.8493)
Constant	0.1039***	0.6233***	0.1919***	0.0329***	0.0029***	0.0452***	0.7272***	4.2213***	2.81e+04***
	(0.0067)	(0.0099)	(0.0081)	(0.0043)	(0.0008)	(0.0035)	(0.0091)	(0.0061)	(386.5332)
Observations	9761	9761	9761	9761	9761	9761	9761	9759	9761

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T2, T3, or T4. T1 is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.20: Regression analysis of the effects of treatment on browser choice after six months (all browsers)

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
					Expected browser chosen after 6 months				
Independent variable	**Chrome**	**Edge**	**Firefox**	**Opera**	**Yandex**	**Brave**	**Puffin**	**DuckDuckGo**	**Samsung Internet**
T1	0.2784***	-0.1715***	0.0835***	0.0076	0.0012	0.0057*	0.0000	0.0054**	-0.2071***
	(0.0142)	(0.0091)	(0.0112)	(0.0058)	(0.0008)	(0.0032)	(0.0005)	(0.0027)	(0.0077)
T2	0.2547***	-0.1750***	0.0875***	0.0206***	0.0020**	0.0133***	0.0008	0.0074***	-0.2054***
	(0.0141)	(0.0090)	(0.0111)	(0.0058)	(0.0008)	(0.0031)	(0.0005)	(0.0027)	(0.0077)
T3	0.2604***	-0.1747***	0.1026***	0.0280***	-0.0000	0.0016	0.0004	-0.0008	-0.2064***
	(0.0142)	(0.0091)	(0.0112)	(0.0058)	(0.0008)	(0.0032)	(0.0005)	(0.0027)	(0.0077)
T4	0.2090***	-0.1365***	0.0910***	0.0261***	0.0008	-0.0028	0.0004	-0.0036	-0.1742***
	(0.0143)	(0.0091)	(0.0112)	(0.0059)	(0.0008)	(0.0032)	(0.0005)	(0.0027)	(0.0078)
Constant	0.3432***	0.2484***	0.1087***	0.0257***	0.0000	0.0083***	-0.0000	0.0070***	0.2449***
	(0.0102)	(0.0065)	(0.0080)	(0.0042)	(0.0006)	(0.0023)	(0.0004)	(0.0019)	(0.0056)
Observations	12060	12060	12060	12060	12060	12060	12060	12060	12060

	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)
					Expected browser chosen after 6 months				
Independent variable	**Instabridge**	**UC**	**Dolphin**	**360Nav**	**Coc Coc**	**Maxthon**	**Ecosia**	**Aloha**	**Tor**
T1	0.0008	0.0004	0.0008**	0.0006	0.0012	-0.0004	-0.0003	0.0000	0.0012
	(0.0006)	(0.0005)	(0.0004)	(0.0007)	(0.0008)	(0.0004)	(0.0033)	(.)	(0.0021)
T2	0.0012**	0.0008	-0.0000	-0.0000	-0.0000	-0.0004	0.0041	0.0000	-0.0001
	(0.0006)	(0.0005)	(0.0004)	(0.0007)	(0.0008)	(0.0004)	(0.0032)	(.)	(0.0021)
T3	0.0000	-0.0000	-0.0000	-0.0000	-0.0000	-0.0004	-0.0039	0.0000	0.0023
	(0.0006)	(0.0005)	(0.0004)	(0.0007)	(0.0008)	(0.0004)	(0.0033)	(.)	(0.0021)
T4	0.0000	0.0004	-0.0000	0.0013*	-0.0000	-0.0000	-0.0052	0.0000	-0.0013

	(0.0006)	(0.0005)	(0.0004)	(0.0007)	(0.0008)	(0.0004)	(0.0033)	(.)	(0.0021)
Constant	-0.0000	0.0000	0.0000	0.0000	0.0000	0.0004	0.0052**	0.0000	0.0013
	(0.0004)	(0.0004)	(0.0003)	(0.0005)	(0.0006)	(0.0003)	(0.0023)	(.)	(0.0015)
Observations	12060	12060	12060	8068	4061	12060	4007	3992	3992

Notes: This table presents the results from 18 LPM regressions. In each column, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the share of participants in the control group that chose a particular browser. The coefficients listed in the table represent the difference in the share that chose a particular browser between those in the control group and the respective treatment groups. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.21: Regression analysis of the effects of treatment on browser choice after six months (simplified outcomes)

Independent variable	(1) Chose pre-set after 6m	(2) Chose Chrome after 6m	(3) Chose Firefox after 6m	(4) Chose Opera after 6m	(5) Chose 5th after 6m	(6) Chose 6-12th after 6m	(7) Chose incumbent after 6m	(8) Rating of chosen browser after 6m	(9) Number of reviews of chosen browser ('000s) after 6m
T1	-0.3854***	0.2784***	0.0835***	0.0076	0.0021**	0.0197***	-0.1070***	-0.1212***	1.10e+04***
	(0.0107)	(0.0142)	(0.0112)	(0.0058)	(0.0009)	(0.0050)	(0.0127)	(0.0088)	(554.9908)
T2	-0.3880***	0.2547***	0.0875***	0.0206***	0.0024***	0.0317***	-0.1333***	-0.1054***	1.00e+04***
	(0.0106)	(0.0141)	(0.0111)	(0.0058)	(0.0009)	(0.0050)	(0.0126)	(0.0087)	(550.6758)
T3	-0.3800***	0.2604***	0.1026***	0.0280***	0.0000	-0.0009	-0.1196***	-0.1096***	1.03e+04***
	(0.0106)	(0.0142)	(0.0112)	(0.0058)	(0.0009)	(0.0050)	(0.0127)	(0.0088)	(553.9983)
T4	-0.3102***	0.2090***	0.0910***	0.0261***	0.0000	-0.0066	-0.1012***	-0.0866***	8258.2320***
	(0.0107)	(0.0143)	(0.0112)	(0.0059)	(0.0009)	(0.0050)	(0.0128)	(0.0088)	(557.7023)
Constant	0.4893***	0.3432***	0.1087***	0.0257***	-0.0000	0.0217***	0.8325***	4.3443***	1.71e+04***
	(0.0076)	(0.0102)	(0.0080)	(0.0042)	(0.0006)	(0.0036)	(0.0091)	(0.0063)	(398.5765)
Observations	12060	12060	12060	12060	12060	12060	12060	12004	12007

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.22: Regression analysis of the effects of treatment on browser choice after six months (robustness check)

Independent variable	(1) Chose pre-set after 6m	(2) Chose Chrome after 6m	(3) Chose Firefox after 6m	(4) Chose Opera after 6m	(5) Chose 5th after 6m	(6) Chose 6-12th after 6m	(7) Chose incumbent after 6m	(8) Rating of chosen browser after 6m	(9) Number of reviews of chosen browser ('000s) after 6m
T1	-0.4024***	0.2901***	0.0875***	0.0076	0.0021**	0.0214***	-0.1122***	-0.1234***	1.12e+04***
	(0.0107)	(0.0142)	(0.0112)	(0.0058)	(0.0009)	(0.0050)	(0.0127)	(0.0088)	(557.7282)
T2	-0.4050***	0.2660***	0.0919***	0.0210***	0.0024***	0.0326***	-0.1390***	-0.1070***	1.02e+04***
	(0.0106)	(0.0141)	(0.0111)	(0.0058)	(0.0009)	(0.0050)	(0.0126)	(0.0087)	(553.4972)
T3	-0.3982***	0.2729***	0.1069***	0.0284***	0.0000	-0.0004	-0.1253***	-0.1124***	1.05e+04***
	(0.0106)	(0.0141)	(0.0112)	(0.0058)	(0.0009)	(0.0050)	(0.0127)	(0.0088)	(556.8518)
T4	-0.3263***	0.2186***	0.0954***	0.0269***	0.0000	-0.0053	-0.1078***	-0.0874***	8349.7430***
	(0.0107)	(0.0142)	(0.0112)	(0.0059)	(0.0009)	(0.0050)	(0.0127)	(0.0089)	(560.4768)
Constant	0.5067***	0.3319***	0.1044***	0.0252***	-0.0000	0.0209***	0.8386***	4.3462***	1.69e+04***
	(0.0076)	(0.0102)	(0.0080)	(0.0042)	(0.0006)	(0.0036)	(0.0091)	(0.0064)	(402.6858)
Observations	12060	12060	12060	12060	12060	12060	12060	11960	11963

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. Participants who said that they would switch, but who were not confident that they would switch away from their pre-assigned or previously chosen browser, are coded as staying with the pre-assigned or previously chosen browser. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.23: The effect of order on browser choice among the four browsers with the largest market share

Independent variable	(1) Chose Chrome	(2) Chose Firefox	(3) Chose Opera	(4) Chose pre-set
Ranked 2nd	-0.0134	-0.0341***	-0.0037	-0.0395***
	(0.0149)	(0.0121)	(0.0065)	(0.0102)
Ranked 3rd	-0.0474***	-0.0328***	-0.0102	-0.0526***
	(0.0148)	(0.0122)	(0.0065)	(0.0102)
Ranked 4th	-0.0712***	-0.0375***	-0.0147**	-0.0635***
	(0.0149)	(0.0122)	(0.0065)	(0.0101)
Constant	0.6288***	0.2303***	0.0559***	0.1693***
	(0.0105)	(0.0086)	(0.0046)	(0.0072)
Observations	8740	8741	8789	8811

Notes: This table presents four LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked first on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 2nd, 3rd, or 4th relative to being ranked 1st. Standard errors are presented in parentheses. These regressions only include participants that saw the respective browsers listed in the top 4 on their choice screen. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.24: The effect of order on browser choice among the five browsers with the largest market share

Independent variable	(1) Chose Chrome	(2) Chose Firefox	(3) Chose Opera	(4) Chose pre-set	(5) Chose 5th browser
Ranked 2nd	0.0133	-0.0220	0.0114	-0.0525***	-0.0038*
	(0.0221)	(0.0179)	(0.0088)	(0.0137)	(0.0023)
Ranked 3rd	-0.0287	-0.0164	-0.0025	-0.0515***	-0.0078***
	(0.0220)	(0.0180)	(0.0086)	(0.0138)	(0.0023)
Ranked 4th	-0.0568**	-0.0339*	-0.0112	-0.0618***	-0.0078***
	(0.0221)	(0.0181)	(0.0087)	(0.0135)	(0.0023)
Ranked 5th	-0.0643***	-0.0518***	-0.0190**	-0.0487***	-0.0068***
	(0.0219)	(0.0179)	(0.0087)	(0.0138)	(0.0023)
Constant	0.6373***	0.2205***	0.0437***	0.1466***	0.0078***
	(0.0157)	(0.0129)	(0.0061)	(0.0096)	(0.0016)
Observations	4941	4941	4941	4941	4941

Notes: This table presents five LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked first on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 2nd, 3rd, 4th, or 5th relative to being ranked 1st. Standard errors are presented in parentheses. These regressions only include participants assigned to T1 and T2. Pre-set browsers are defined as Samsung Internet if the participant was using an Android device, and as Windows Edge if the participants was using a Windows device. The 5th browser is defined as the browser that has the 5th largest market share in the country that the participant is in for their device type. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.25: The effect of order on browser choice among the browsers with the 6th-12th largest market shares

Independent variable	(1) Browser with 6th largest market share	(2) Browser with 7th largest market share	(3) Browser with 8th largest market share	(4) Browser with 9th largest market share	(5) Browser with 10th largest market share	(6) Browser with 11th largest market share	(7) Browser with 12th largest market share
Ranked 7th	-0.0059	-0.0100***	0.0046	0.0013	0.0041	0.0027	-0.0109*
	(0.0048)	(0.0033)	(0.0042)	(0.0032)	(0.0053)	(0.0032)	(0.0061)
Ranked 8th	-0.0087*	-0.0086***	0.0013	-0.0012	-0.0005	0.0027	-0.0001
	(0.0048)	(0.0033)	(0.0042)	(0.0033)	(0.0053)	(0.0032)	(0.0063)
Ranked 9th	-0.0071	-0.0041	0.0042	-0.0001	-0.0062	0.0025	-0.0098
	(0.0049)	(0.0033)	(0.0042)	(0.0032)	(0.0053)	(0.0031)	(0.0062)
Ranked 10th	-0.0032	-0.0085**	0.0061	-0.0011	-0.0025	-0.0001	-0.0150**
	(0.0048)	(0.0033)	(0.0042)	(0.0033)	(0.0052)	(0.0032)	(0.0061)
Ranked 11th	-0.0054	-0.0044	0.0040	-0.0007	0.0060	0.0027	-0.0145**
	(0.0049)	(0.0033)	(0.0042)	(0.0035)	(0.0053)	(0.0032)	(0.0062)
Ranked 12th	-0.0014	-0.0071**	0.0046	-0.0005	-0.0026	0.0029	-0.0163***
	(0.0049)	(0.0033)	(0.0042)	(0.0031)	(0.0055)	(0.0032)	(0.0061)
Constant	0.0129***	0.0100***	0.0028	0.0041*	0.0106***	0.0015	0.0231***
	(0.0034)	(0.0023)	(0.0030)	(0.0023)	(0.0037)	(0.0023)	(0.0044)
Observations	4924	4923	4922	4941	4921	4922	4919

Notes: This table presents seven LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked 6th on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 7th-12th relative to being ranked 6th. Standard errors are presented in parentheses. These regressions only include participants assigned to T1 and T2. The browsers listed at the top of each column are defined as the browser that had the Xth largest market share for the participant in their country and for the type of device they were using. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.26: The effect of order on browser choice among the four browsers with the largest market share (Android)

Independent variable	(1) Chose Chrome	(2) Chose Firefox	(3) Chose Opera	(4) Chose pre-set
Ranked 2nd	-0.0517***	-0.0574***	-0.0085	-0.0637***
	(0.0197)	(0.0144)	(0.0089)	(0.0126)
Ranked 3rd	-0.0714***	-0.0741***	-0.0112	-0.0645***
	(0.0196)	(0.0143)	(0.0088)	(0.0127)
Ranked 4th	-0.0852***	-0.0547***	-0.0229***	-0.0757***
	(0.0197)	(0.0145)	(0.0088)	(0.0127)
Constant	0.7452***	0.1801***	0.0556***	0.1502***
	(0.0139)	(0.0101)	(0.0062)	(0.0090)
Observations	4409	4416	4415	4424

Notes: This table presents four LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked first on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 2nd, 3rd, or 4th relative to being ranked 1st. Standard errors are presented in parentheses. These regressions only include participants that saw the respective browsers listed in the top 4 on their choice screen, and only includes those using an Android device. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.27: The effect of order on browser choice among the four browsers with the largest market share (Windows)

Independent variable	(1) Chose Chrome	(2) Chose Firefox	(3) Chose Opera	(4) Chose pre-set
Ranked 2nd	0.0265	-0.0130	0.0010	-0.0125
	(0.0215)	(0.0191)	(0.0095)	(0.0159)
Ranked 3rd	-0.0234	0.0098	-0.0093	-0.0405**
	(0.0214)	(0.0193)	(0.0095)	(0.0158)
Ranked 4th	-0.0579***	-0.0218	-0.0060	-0.0529***
	(0.0216)	(0.0193)	(0.0096)	(0.0155)
Constant	0.5103***	0.2825***	0.0562***	0.1886***
	(0.0152)	(0.0136)	(0.0068)	(0.0112)
Observations	4331	4325	4374	4387

Notes: This table presents four LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked first on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 2nd, 3rd, or 4th relative to being ranked 1st. Standard errors are presented in parentheses. These regressions only include participants that saw the respective browsers listed in the top 4 on their choice screen, and only includes those using a Windows device. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.28: The effect of order on browser choice among the four browsers with the largest market share (after six months)

Independent variable	(1) Chose Chrome	(2) Chose Firefox	(3) Chose Opera	(4) Chose pre-set
Ranked 2nd	-0.0043	-0.0269**	-0.0019	-0.0413***
	(0.0149)	(0.0121)	(0.0065)	(0.0100)
Ranked 3rd	-0.0456***	-0.0337***	-0.0102	-0.0577***
	(0.0148)	(0.0121)	(0.0065)	(0.0100)
Ranked 4th	-0.0702***	-0.0362***	-0.0124*	-0.0617***
	(0.0149)	(0.0122)	(0.0065)	(0.0099)
Constant	0.6264***	0.2276***	0.0545***	0.1661***
	(0.0105)	(0.0086)	(0.0046)	(0.0071)
Observations	8740	8741	8789	8811

Notes: This table presents four LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked first on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 2nd, 3rd, or 4th relative to being ranked 1st. Standard errors are presented in parentheses. These regressions only include participants that saw the respective browsers listed in the top 4 on their choice screen. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.29: The effect of order on browser choice among the five browsers with the largest market share (after six months)

Independent variable	(1) Chose Chrome	(2) Chose Firefox	(3) Chose Opera	(4) Chose pre-set	(5) Chose 5th browser
Ranked 2nd	0.0216	-0.0200	0.0104	-0.0535***	-0.0018
	(0.0221)	(0.0179)	(0.0088)	(0.0136)	(0.0021)
Ranked 3rd	-0.0216	-0.0194	-0.0025	-0.0557***	-0.0058***
	(0.0220)	(0.0180)	(0.0087)	(0.0137)	(0.0021)
Ranked 4th	-0.0537**	-0.0338*	-0.0102	-0.0609***	-0.0058***
	(0.0221)	(0.0181)	(0.0088)	(0.0134)	(0.0021)
Ranked 5th	-0.0572***	-0.0508***	-0.0170*	-0.0497***	-0.0048**
	(0.0219)	(0.0178)	(0.0088)	(0.0137)	(0.0021)
Constant	0.6321***	0.2194***	0.0437***	0.1466***	0.0058***
	(0.0157)	(0.0128)	(0.0062)	(0.0096)	(0.0015)
Observations	4941	4941	4941	4941	4941

Notes: This table presents five LPM regressions. In each column, the independent variable is whether participants chose a particular browser when setting up their device. The constant term represents the share that chose a particular browser when that browser was ranked first on the choice screen. The coefficients represent the difference in the share that chosen a given browser when that browser was either ranked 2nd, 3rd, 4th, or 5th relative to being ranked 1st. Standard errors are presented in parentheses. These regressions only include participants assigned to T1 and T2. Pre-set browsers are defined as Samsung Internet if the participant was using an Android device, and as Windows Edge if the participants was using a Windows device. The 5th browser is defined as the browser that has the 5th largest market share in the country that the participant is in for their device type. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.30: The effect of treatment assignment on satisfaction with the set-up process (1)

Independent variable	(1) Satisfied -Ease of setting up device	(2) Dissatisfied - Ease of setting up device	(3) Neither satisfied nor dissatisfied - Ease of setting up device	(4) Satisfied - Amount of time it took to set up	(5) Dissatisfied - Amount of time it took to set up	(6) Neither satisfied nor dissatisfied - Amount of time it took to set up	(7) Satisfied - Extent to which I felt in control	(8) Dissatisfied - Extent to which I felt in control	(9) Neither satisfied nor dissatisfied - Extent to which I felt in control	(10) Satisfied - Range of settings I could customise	(11) Dissatisfied - Range of settings I could customise	(12) Neither satisfied nor dissatisfied - Range of settings I could customise
T1	0.0329***	-0.0119*	-0.0210***	0.0289***	-0.0144**	-0.0145*	0.0756***	-0.0385***	-0.0371***	0.0564***	-0.0289***	-0.0275**
	(0.0097)	(0.0065)	(0.0076)	(0.0105)	(0.0069)	(0.0085)	(0.0128)	(0.0085)	(0.0110)	(0.0130)	(0.0083)	(0.0113)
T2	0.0396***	-0.0146**	-0.0250***	0.0325***	-0.0165**	-0.0159*	0.0935***	-0.0390***	-0.0545***	0.0720***	-0.0294***	-0.0426***
	(0.0096)	(0.0065)	(0.0076)	(0.0104)	(0.0069)	(0.0084)	(0.0127)	(0.0085)	(0.0109)	(0.0129)	(0.0083)	(0.0113)
T3	0.0357***	-0.0161**	-0.0196**	0.0314***	-0.0174**	-0.0140*	0.0867***	-0.0248***	-0.0618***	0.0700***	-0.0259***	-0.0441***
	(0.0097)	(0.0065)	(0.0076)	(0.0105)	(0.0069)	(0.0085)	(0.0128)	(0.0085)	(0.0109)	(0.0130)	(0.0083)	(0.0113)
T4	0.0287***	-0.0211***	-0.0076	0.0308***	-0.0180***	-0.0128	0.0716***	-0.0386***	-0.0330***	0.0568***	-0.0349***	-0.0219*
	(0.0097)	(0.0065)	(0.0077)	(0.0106)	(0.0070)	(0.0085)	(0.0129)	(0.0086)	(0.0110)	(0.0131)	(0.0084)	(0.0114)
Constant	0.8447***	0.0657***	0.0896***	0.8204***	0.0739***	0.1057***	0.6668***	0.1235***	0.2097***	0.6712***	0.1140***	0.2149***
	(0.0070)	(0.0047)	(0.0055)	(0.0075)	(0.0050)	(0.0061)	(0.0092)	(0.0061)	(0.0079)	(0.0093)	(0.0060)	(0.0081)
Observations	12060	12060	12060	12060	12060	12060	12060	12060	12060	12060	12060	12060

Notes: This table presents the results from 12 LPM. In columns 1-12, the dependent variable is the share of participants that indicated the level of satisfaction with different aspects of the set-up process. Participants indicated their level of satisfaction with each aspect on a 5-point Likert scale that ranged from 'Very dissatisfied' to 'Very satisfied'. For each aspect, there is a column for 'Satisfied' (top two options in the Likert scale); 'Dissatisfied' (bottom two options in the Likert scale); and 'Neither satisfied nor dissatisfied' (middle option in the Likert scale). The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.31: The effect of treatment assignment on satisfaction with the set-up process (2)

Independent variable	(1) Satisfied - Amount if info about browsers	(2) Dissatisfied - Amount if info about browsers	(3) Neither satisfied nor dissatisfied - Amount if info about browsers	(4) Satisfied - Variety of browsers	(5) Dissatisfied - Variety of browsers	(6) Neither satisfied nor dissatisfied - Variety of browsers	(7) Satisfied - Amount of time to choose browser	(8) Dissatisfied - Amount of time to choose browser	(9) Neither satisfied nor dissatisfied - Amount of time to choose browser
T2	0.0897***	-0.0440***	-0.0456***	0.0140	-0.0046	-0.0094	0.0108	-0.0071	-0.0037
	(0.0138)	(0.0090)	(0.0126)	(0.0094)	(0.0054)	(0.0081)	(0.0101)	(0.0055)	(0.0088)
T3	0.0579***	-0.0275***	-0.0304**	-0.0041	0.0097*	-0.0056	-0.0184*	0.0097*	0.0087
	(0.0139)	(0.0091)	(0.0127)	(0.0095)	(0.0055)	(0.0081)	(0.0101)	(0.0055)	(0.0089)
T4	0.0549***	-0.0366***	-0.0183	-0.0181*	0.0029	0.0151*	-0.0302***	0.0026	0.0276***
	(0.0140)	(0.0092)	(0.0128)	(0.0096)	(0.0055)	(0.0082)	(0.0102)	(0.0056)	(0.0090)
Constant	0.5649***	0.1413***	0.2938***	0.8759***	0.0357***	0.0883***	0.8624***	0.0374***	0.1002***
	(0.0098)	(0.0064)	(0.0090)	(0.0067)	(0.0039)	(0.0057)	(0.0072)	(0.0039)	(0.0063)
Observations	9761	9761	9761	9761	9761	9761	9761	9761	9761

Notes: This table presents the results from 9 LPM. In columns 1-9, the dependent variable is the share of participants that indicated the level of satisfaction with different aspects of the set-up process. Participants indicated their level of satisfaction with each aspect on a 5-point Likert scale that ranged from 'Very dissatisfied' to 'Very satisfied'. For each aspect, there is a column for 'Satisfied' (top two options in the Likert scale); 'Dissatisfied' (bottom two options in the Likert scale); and 'Neither satisfied nor dissatisfied' (middle option in the Likert scale). The independent variables are whether the participant was assigned to T2, T3, or T4. Treatment group 1 (T1) is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Except for column 2 where the omitted category is T2 (this is because T1 was not shown browser ratings and number of reviews). Participants in the control group are not included in this table. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.32: The effect of treatment assignment on preferred placement and content of choice screens

Independent variable	(1) Preferred placement of browser choice: Set-up	(2) Preferred placement of browser choice: First use of browser	(3) Preferred placement of browser choice: Other time	(4) Preferred placement of browser choice: No preference	(5) Preferred treatment: 12 browsers, no info	(6) Preferred treatment: 12 browsers with info	(7) Preferred treatment: 5 browsers with info	(8) Preferred treatment: No preference
T1	0.1489***	-0.1398***	-0.0008	-0.0083**	-0.0475***	0.0924***	-0.0221*	-0.0228**
	(0.0138)	(0.0135)	(0.0022)	(0.0040)	(0.0117)	(0.0144)	(0.0127)	(0.0088)
T2	0.1588***	-0.1406***	-0.0018	-0.0165***	-0.0609***	0.1110***	-0.0213*	-0.0288***
	(0.0137)	(0.0134)	(0.0022)	(0.0040)	(0.0116)	(0.0143)	(0.0126)	(0.0088)
T3	0.1610***	-0.1412***	-0.0033	-0.0165***	-0.0535***	0.0684***	0.0070	-0.0218**
	(0.0138)	(0.0135)	(0.0022)	(0.0040)	(0.0117)	(0.0144)	(0.0127)	(0.0088)
T4	0.0780***	-0.0646***	-0.0002	-0.0132***	-0.0680***	0.0859***	-0.0008	-0.0171*
	(0.0138)	(0.0136)	(0.0022)	(0.0040)	(0.0117)	(0.0145)	(0.0128)	(0.0089)
Constant	0.5376***	0.4250***	0.0070***	0.0304***	0.2488***	0.3641***	0.2658***	0.1214***
	(0.0099)	(0.0097)	(0.0016)	(0.0029)	(0.0084)	(0.0103)	(0.0091)	(0.0063)
Observations	12060	12060	12060	12060	12060	12060	12060	12060

Notes: This table presents the results from 8 LPM. In columns 1-8, the dependent variable is the share of participants that indicated their preference regarding the placement or the type of default browser choice screen. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.33: The effect of treatment assignment on awareness of browser options

Independent variable	(1) Aware of # of browsers	(2) Aware of Chrome	(3) Aware of Edge	(4) Aware of Firefox	(5) Aware of Opera	(6) Aware of Yandex	(7) Aware of Brave	(8) Aware of Puffin	(9) Aware of DuckDuckGo	(10) Aware of Samsung
T1	0.0444	0.0014	-0.0146	0.0063	0.0374***	0.0074	0.0184*	0.0201***	0.0009	-0.0398***
	(0.0460)	(0.0049)	(0.0109)	(0.0069)	(0.0123)	(0.0074)	(0.0103)	(0.0057)	(0.0121)	(0.0127)
T2	0.1018**	0.0019	-0.0130	0.0090	0.0510***	0.0105	0.0167	0.0190***	0.0299**	-0.0255**
	(0.0456)	(0.0048)	(0.0108)	(0.0068)	(0.0122)	(0.0074)	(0.0103)	(0.0057)	(0.0121)	(0.0126)
T3	0.1127**	0.0081*	0.0089	0.0139**	0.0660***	0.0031	0.0203**	0.0056	0.0030	-0.0127
	(0.0459)	(0.0049)	(0.0109)	(0.0069)	(0.0123)	(0.0074)	(0.0103)	(0.0057)	(0.0121)	(0.0127)
T4	0.0613	0.0066	0.0021	0.0212***	0.0503***	-0.0018	0.0077	0.0028	-0.0145	-0.0003
	(0.0462)	(0.0049)	(0.0110)	(0.0069)	(0.0123)	(0.0075)	(0.0104)	(0.0057)	(0.0122)	(0.0128)
Constant	4.3697***	0.9674***	0.8343***	0.9300***	0.7264***	0.0661***	0.1357***	0.0304***	0.2214***	0.2736***
	(0.0330)	(0.0035)	(0.0078)	(0.0049)	(0.0088)	(0.0053)	(0.0074)	(0.0041)	(0.0087)	(0.0091)
Observations	12060	12060	12060	12060	12060	12060	12060	12060	12060	12060

Independent variable	(11) Aware of Instabridge	(12) Aware of UC	(13) Aware of Dolphin	(14) Aware of 360 Safe Browser	(15) Aware of Coc Coc	(16) Aware of Maxthon	(17) Aware of Ecosia	(18) Aware of Aloha	(19) Aware of Tor
T1	0.0070**	-0.0023	0.0133**	-0.0034	0.0046	-0.0058	-0.0144	0.0013	0.0004
	(0.0031)	(0.0056)	(0.0062)	(0.0040)	(0.0041)	(0.0040)	(0.0113)	(0.0077)	(0.0146)
T2	0.0062**	-0.0010	0.0138**	-0.0045	0.0020	-0.0071*	-0.0092	-0.0013	-0.0098
	(0.0031)	(0.0056)	(0.0061)	(0.0040)	(0.0041)	(0.0040)	(0.0111)	(0.0077)	(0.0146)
T3	0.0041	-0.0012	0.0001	-0.0021	0.0068*	0.0003	-0.0191*	-0.0041	0.0010
	(0.0031)	(0.0056)	(0.0061)	(0.0040)	(0.0041)	(0.0040)	(0.0114)	(0.0076)	(0.0145)
T4	0.0027	-0.0064	0.0028	-0.0068*	-0.0002	-0.0067*	-0.0169	0.0042	0.0108
	(0.0031)	(0.0056)	(0.0062)	(0.0040)	(0.0041)	(0.0040)	(0.0114)	(0.0077)	(0.0147)

Constant	0.0074***	0.0409***	0.0409***	0.0163***	0.0039	0.0231***	0.0651***	0.0235***	0.0915***
	(0.0022)	(0.0040)	(0.0044)	(0.0029)	(0.0029)	(0.0029)	(0.0081)	(0.0055)	(0.0105)
Observations	12060	12060	12060	8068	4061	12060	4007	3992	3992

Notes: This table presents the results from 1 OLS and 18 LPM. In column 1, the dependent variable is the number of browsers a participant had heard of. In columns 2-19, the dependent variable is the share of participants that indicated that they had heard of each browser. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.34: The effect of treatment assignment on browsers participants would consider

Independent variable	(1) Would consider using: # of browsers	(2) Would consider using: Other than Samsung, Microsoft Edge or Chrome
T1	-0.2124***	0.0476***
	(0.0315)	(0.0138)
T2	-0.1704***	0.0520***
	(0.0313)	(0.0137)
T3	-0.2171***	0.0307**
	(0.0315)	(0.0138)
T4	-0.2497***	0.0230*
	(0.0317)	(0.0139)
Constant	1.7555***	0.6233***
	(0.0226)	(0.0099)
Observations	12060	12060

Notes: This table presents the results from 1 OLS and 1 LPM. In column 1, the dependent variable is the number of browsers a participant would consider using in real life. In column 2, the dependent variable is the share of participants that would consider using in real life a browser other than Samsung, Microsoft Edge or Chrome. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the “constant” term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.35: The effect of treatment assignment on the time taken to set up the device

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Independent variable	**Time spent setting up the virtual device (mins)**	**Time spent on the virtual device (mins)**	**Time spent on the virtual device (mins) - Android**	**Time spent on the virtual device (mins) - Windows**	**Time spent choosing browsers (mins)**	**Time spent on Q&A screen (mins)**	**Time spent on browser choice screen (mins)**	**Time spent on first use of the device (mins)**
T1	-3.4290	-5.7485	-12.1255	0.5856				
	(4.2739)	(4.9719)	(9.6833)	(2.2764)				
T2	-3.0654	-5.3580	-10.9689	0.3412	0.2628***			
	(4.2328)	(4.9366)	(9.5208)	(2.2827)	(0.0247)			
T3	1.5566	-0.7406	-1.4079	-0.1442	0.2241***	-0.0044	-0.0344***	
	(4.2745)	(4.9680)	(9.6042)	(2.2914)	(0.0248)	(0.0200)	(0.0114)	
T4		-3.8527	-11.2544	3.6276		-0.0460**	-0.0421***	0.3081***
		(5.0003)	(9.6774)	(2.3037)		(0.0201)	(0.0115)	(0.0538)
Constant	10.2730***	13.4255***	17.7548**	9.0697***	0.2109***	0.2564***	0.2174***	1.0369***
	(2.5005)	(3.5655)	(6.9095)	(1.6405)	(0.0176)	(0.0140)	(0.0080)	(0.0384)
Comparison group	Control & T4	Control	Control	Control	T1	T2	T2	Control
Observations	12051	12060	6068	5992	7383	7327	7327	4677

Notes: This table presents the results from 8 OLS. In columns 1-8, the dependent variable is the amount of time in minutes spent in different parts of the survey. Column 3 only includes participants who completed the survey on an Android device and column 4 only those who completed the survey on a Windows device. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. Each column indicates the comparison group (omitted category) for each OLS. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.36: The effect of treatment assignment on comprehension of what a default browser is

Independent variable	(1) Indicated that link is opened by default browser	(2) Indicated that no other browser can be used other than the default browser	(3) Indicated that the browser would be pinned to the taskbar	(4) Correct about what happens when a default browser is selected
T1	-0.0045	-0.0026	0.0585***	-0.0297**
	(0.0145)	(0.0069)	(0.0145)	(0.0130)
T2	-0.0009	-0.0113	0.0440***	-0.0183
	(0.0144)	(0.0069)	(0.0144)	(0.0129)
T3	0.0131	-0.0065	0.0596***	-0.0170
	(0.0145)	(0.0069)	(0.0145)	(0.0130)
T4	0.0251*	-0.0182***	0.0072	0.0234*
	(0.0146)	(0.0070)	(0.0146)	(0.0131)
Constant	0.5107***	0.0683***	0.4933***	0.2836***
	(0.0104)	(0.0050)	(0.0104)	(0.0093)
Observations	12060	12060	12060	12060

Notes: This table presents the results from 4 LPM. In columns 1-3, the dependent variable is the share of participants that indicated that a given action occurred due to selecting a default browser. Column 4 the dependent variable is the share of participants who correctly indicated what happens when a default browser is selected. The independent variables are whether the participant was assigned to T1, T2, T3, or T4. The control group is the omitted category, which means that the "constant" term represents the average in the control group. The coefficients listed in the table represent the difference in means between those in T1-4 and the control group. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.37: The effect of treatment assignment on influence of factors considered when selecting browser

Independent variable	(1) Description of browsers	(2) Ratings and number of reviews	(3) Logos	(4) Order of browsers	(5) Information I already knew	(6) Prior awareness of brand	(7) Desire to try something new
T2	0.0428***		-0.0123	-0.0006	0.0052	-0.0053	-0.0095
	(0.0131)		(0.0132)	(0.0105)	(0.0115)	(0.0097)	(0.0102)
T3	0.0418***	-0.0079	-0.0280**	-0.0046	-0.0040	-0.0046	-0.0014
	(0.0132)	(0.0135)	(0.0133)	(0.0106)	(0.0115)	(0.0098)	(0.0103)
T4	0.0570***	-0.0095	-0.0066	0.0092	-0.0267**	-0.0287***	0.0135
	(0.0133)	(0.0137)	(0.0134)	(0.0107)	(0.0116)	(0.0099)	(0.0104)
Constant	0.2407***	0.3193***	0.2954***	0.1505***	0.8171***	0.8827***	0.1409***
	(0.0093)	(0.0095)	(0.0094)	(0.0075)	(0.0082)	(0.0070)	(0.0073)
Observations	9228	6943	9228	9228	9228	9228	9228

Notes: This table presents the results from 7 LPM. In columns 1-7, the dependent variable is the share of participants who indicated that the factor was influential in their default browser selection. The independent variables are whether the participant was assigned to T2, T3, or T4. Treatment group 1 (T1) is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Except for column 2 where the omitted category is T2 (this is because T1 was not shown browser ratings and number of reviews). Participants in the control group are not included in this table. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.38: The effect of treatment assignment on factors used to select browser

Independent variable	(1) Ease of use	(2) Having access to my saved information	(3) Familiarity with the browser	(4) Aesthetic of design	(5) The brand's social or ethical values	(6) Compatibility with software I use	(7) Compatible with sites I visit	(8) Data collection practices	(9) Same as one I use on other devices	(10) Speed	(11) Other features offered	(12) Privacy features available	(13) Other reason
T2	-0.0017	0.0051	0.0050	-0.0226**	-0.0035	0.0432***	-0.0023	0.0221*	-0.0006	-0.0053	-0.0038	0.0025	-0.0008
	(0.0134)	(0.0134)	(0.0128)	(0.0113)	(0.0074)	(0.0126)	(0.0119)	(0.0129)	(0.0142)	(0.0140)	(0.0099)	(0.0109)	(0.0036)
T3	0.0134	0.0042	0.0083	-0.0089	-0.0060	0.0324**	0.0021	0.0130	-0.0082	-0.0108	0.0044	0.0080	0.0057
	(0.0134)	(0.0135)	(0.0129)	(0.0114)	(0.0075)	(0.0127)	(0.0119)	(0.0130)	(0.0143)	(0.0141)	(0.0100)	(0.0109)	(0.0037)
T4	-0.0236*	-0.0174	-0.0322**	-0.0316***	-0.0053	0.0347***	-0.0253**	-0.0093	-0.0404***	-0.0134	-0.0080	-0.0047	0.0041
	(0.0135)	(0.0136)	(0.0130)	(0.0115)	(0.0075)	(0.0128)	(0.0120)	(0.0131)	(0.0144)	(0.0142)	(0.0101)	(0.0110)	(0.0037)
Constant	0.6746***	0.3311***	0.7202***	0.2132***	0.0776***	0.2428***	0.2301***	0.2823***	0.5004***	0.4137***	0.1434***	0.1754***	0.0144***
	(0.0095)	(0.0095)	(0.0091)	(0.0081)	(0.0053)	(0.0090)	(0.0084)	(0.0092)	(0.0101)	(0.0100)	(0.0071)	(0.0077)	(0.0026)
Observations	9761	9761	9761	9761	9761	9761	9761	9761	9761	9761	9761	9761	9761

Notes: This table presents the results from 13 LPM. In columns 1-13, the dependent variable is the share of participants that indicated that they considered the factor when making their default browser selection. The independent variables are whether the participant was assigned to T2, T3, or T4. Treatment group 1 (T1) is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Participants in the control group are not included in this table. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.39: Participant beliefs about what they did while setting up their device

Action reported	Control	T1	T2	T3	T4
Chose default browser	0.398	0.939	0.947	0.951	0.945
Chose privacy settings for browser (decoy)	0.572	0.592	0.635	0.637	0.566
Chose to import settings from another device	0.739	0.725	0.738	0.732	0.719
Chose language	0.745	0.736	0.721	0.722	0.733
Chose default search engine (decoy)	0.335	0.743	0.749	0.745	0.741
Observations	2299	2434	2507	2442	2378

Notes: This table presents the share of participants that indicated that they completed different actions while setting up their device.

Table 2.40: Distribution of browser choices (below median pre-randomisation completion time)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.628	0.591	0.611	0.539	0.058	0.386	0.000	0.305	0.010	0.000	0.000
Edge	0.084	0.067	0.078	0.121	0.098	0.576	0.003	0.275	0.000	0.000	0.000
Firefox	0.183	0.209	0.199	0.191	0.095	0.307	0.585	0.519	0.264	0.637	0.388
Opera	0.034	0.049	0.058	0.057	0.061	0.004	0.007	0.293	0.391	0.849	0.020
Yandex	0.000	0.001	0.001	0.000	0.319	0.316		0.993	0.323	0.320	0.576
Brave	0.015	0.023	0.007	0.003	0.153	0.059	0.002	0.001	0.000	0.171	0.000
Puffin	0.001	0.001	0.001	0.001	0.995	0.998	0.991	0.993	0.987	0.994	1.000
DuckDuckGo	0.012	0.013	0.006	0.002	0.874	0.145	0.002	0.107	0.001	0.060	0.006
Samsung Internet	0.036	0.042	0.037	0.084	0.494	0.984	0.000	0.507	0.000	0.000	0.000
Instabridge	0.001	0.001	0.000	0.000	0.995	0.318	0.321	0.320	0.323		0.578
UC	0.001	0.001	0.000	0.001	0.995	0.318	0.991	0.320	0.987	0.315	0.802
Dolphin	0.002	0.001	0.000	0.000	0.313	0.084	0.086	0.320	0.323		0.113
360 Safe Browser	0.000	0.000	0.000	0.001			0.312		0.309	0.309	0.377
Coc Coc	0.000	0.000	0.000	0.000							
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.007	0.007	0.002	0.002	0.969	0.307	0.335	0.322	0.351	0.967	0.590
Aloha	0.000	0.000	0.000	0.000							
Tor	0.000	0.000	0.003	0.000		0.307		0.309		0.307	0.373
Observations	1237	1247	1232	1218							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who took below median time to complete the survey up until the randomisation into treatment groups occurred.

Table 2.41: Distribution of browser choices (above median pre-randomisation completion time)

Default browser chosen	T1	T2	T3	T4	T1 v T2	T1 v T3	T1 v T4	T2 v T3	T2 v T4	T3 v T4	P-value (F-test)
Chrome	0.618	0.602	0.602	0.552	0.399	0.429	0.001	0.964	0.013	0.012	0.007
Edge	0.069	0.082	0.068	0.117	0.245	0.879	0.000	0.187	0.003	0.000	0.000
Firefox	0.201	0.188	0.225	0.209	0.407	0.160	0.625	0.024	0.188	0.366	0.149
Opera	0.032	0.043	0.051	0.047	0.147	0.017	0.064	0.325	0.660	0.597	0.111
Yandex	0.003	0.002	0.001	0.001	0.655	0.176	0.191	0.337	0.358	0.976	0.406
Brave	0.012	0.019	0.004	0.004	0.140	0.036	0.045	0.001	0.001	0.947	0.000
Puffin	0.001	0.002	0.000	0.001	0.594	0.315	0.982	0.166	0.613	0.307	0.598
DuckDuckGo	0.014	0.015	0.002	0.003	0.857	0.002	0.002	0.001	0.001	0.959	0.000
Samsung Internet	0.041	0.039	0.044	0.066	0.796	0.727	0.006	0.540	0.002	0.016	0.005
Instabridge	0.003	0.002	0.000	0.000	0.614	0.081	0.088	0.166	0.175		0.149
UC	0.000	0.001	0.000	0.000	0.330			0.327	0.337		0.419
Dolphin	0.003	0.000	0.000	0.000	0.075	0.081	0.088				0.028
360 Safe Browser	0.001	0.000	0.000	0.000	0.300	0.324	0.325				0.389
Coc Coc	0.000	0.000	0.002	0.000		0.327		0.314		0.339	0.409
Maxthon	0.000	0.000	0.000	0.000							
Ecosia	0.003	0.015	0.000	0.000	0.076	0.342	0.320	0.026	0.019		0.006
Aloha	0.000	0.000	0.000	0.000							
Tor	0.005	0.005	0.004	0.000	0.990	0.939	0.164	0.948	0.166	0.180	0.595
Observations	1197	1260	1210	1160							

Notes: This table presents the share of participants that chose different browsers in treatment groups 1-4 in columns 2-5. Columns 5-11 present p-values associated with tests of differences in means between the different treatment groups for a particular browser. Column 12 presents the p-value from an F-test of joint orthogonality across all four treatment groups (i.e., testing whether the share that chose a particular browser differs across groups) for a particular browser. Blank cells represent instances where the sample size was too low to conduct a statistical test between groups. The sample in this table is restricted to participants who took above median time to complete the survey up until the randomisation into treatment groups occurred.

Table 2.42: Regression analysis of the effects of treatment on browser choice (simplified outcomes) - reweighted by browser share

Independent variable	(1) Chose pre-set	(2) Chose Chrome	(3) Chose Firefox	(4) Chose Opera	(5) Chose 5th	(6) Chose 6-12th	(7) Chose incumbent	(8) Rating of chosen browser	(9) Number of reviews of chosen browser ('000s)
T2	-0.0070	-0.0385**	0.0073	0.0122	0.0091	0.0170**	-0.0455***	0.0199**	-1.54e+03**
	(0.0082)	(0.0161)	(0.0088)	(0.0087)	(0.0103)	(0.0084)	(0.0155)	(0.0095)	(638.0868)
T3	0.0057	-0.0154	0.0193**	0.0242***	-0.0021	-0.0316***	-0.0097	0.0078	-522.1170
	(0.0087)	(0.0148)	(0.0092)	(0.0092)	(0.0020)	(0.0065)	(0.0134)	(0.0090)	(575.4926)
T4	0.0903***	-0.0730***	0.0091	0.0148*	-0.0037**	-0.0374***	0.0172	0.0366***	-2.83e+03***
	(0.0105)	(0.0151)	(0.0091)	(0.0088)	(0.0015)	(0.0062)	(0.0131)	(0.0093)	(591.3679)
Constant	-0.0070	-0.0385**	0.0073	0.0122	0.0091	0.0170**	-0.0455***	0.0199**	-1.54e+03**
	(0.0082)	(0.0161)	(0.0088)	(0.0087)	(0.0103)	(0.0084)	(0.0155)	(0.0095)	(638.0868)
Observations	9761	9761	9761	9761	9761	9761	9761	9759	9761

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In all models, results are reweighed to account for differences between population and sample statistics regarding main browser used. In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T2, T3, or T4. T1 is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.43: Regression analysis of the effects of treatment on browser choice (simplified outcomes) - reweighted by college attainment

Independent variable	(1) Chose pre-set	(2) Chose Chrome	(3) Chose Firefox	(4) Chose Opera	(5) Chose 5th	(6) Chose 6-12th	(7) Chose incumbent	(8) Rating of chosen browser	(9) Number of reviews of chosen browser ('000s)
T2	-0.0012	-0.0265*	0.0045	0.0138***	-0.0003	0.0097	-0.0278**	0.0182**	-1.02e+03*
	(0.0091)	(0.0142)	(0.0118)	(0.0054)	(0.0014)	(0.0062)	(0.0132)	(0.0088)	(550.4124)
T3	0.0053	-0.0161	0.0203*	0.0212***	-0.0018	-0.0289***	-0.0108	0.0094	-532.8732
	(0.0092)	(0.0142)	(0.0121)	(0.0056)	(0.0012)	(0.0049)	(0.0132)	(0.0087)	(551.5145)
T4	0.0882***	-0.0796***	0.0092	0.0195***	-0.0027***	-0.0346***	0.0086	0.0406***	-3.07e+03***
	(0.0105)	(0.0144)	(0.0120)	(0.0056)	(0.0010)	(0.0046)	(0.0132)	(0.0089)	(560.3045)
Constant	0.1085***	0.6111***	0.2025***	0.0308***	0.0027***	0.0444***	0.7196***	4.2280***	2.76e+04***
	(0.0065)	(0.0100)	(0.0084)	(0.0034)	(0.0010)	(0.0042)	(0.0093)	(0.0062)	(390.3370)
Observations	9761	9761	9761	9761	9761	9761	9761	9759	9761

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In all models, results are reweighed to account for differences between population and sample statistics regarding college attainment. In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T2, T3, or T4. T1 is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.44: Regression analysis of the effects of treatment on browser choice (simplified outcomes) - reweighted by region

Independent variable	(1) Chose pre-set	(2) Chose Chrome	(3) Chose Firefox	(4) Chose Opera	(5) Chose 5th	(6) Chose 6-12th	(7) Chose incumbent	(8) Rating of chosen browser	(9) Number of reviews of chosen browser ('000s)
T2	0.0008	-0.0227	0.0018	0.0127**	-0.0002	0.0076	-0.0219*	0.0156*	-879.9985
	(0.0089)	(0.0143)	(0.0116)	(0.0056)	(0.0014)	(0.0065)	(0.0132)	(0.0089)	(554.6556)
T3	0.0086	-0.0157	0.0184	0.0215***	-0.0017	-0.0311***	-0.0071	0.0091	-524.5874
	(0.0090)	(0.0143)	(0.0119)	(0.0059)	(0.0012)	(0.0051)	(0.0132)	(0.0088)	(554.5068)
T4	0.0894***	-0.0757***	0.0062	0.0193***	-0.0026***	-0.0365***	0.0136	0.0400***	-2.94e+03***
	(0.0103)	(0.0145)	(0.0118)	(0.0059)	(0.0010)	(0.0050)	(0.0131)	(0.0090)	(565.5103)
Constant	0.1029***	0.6195***	0.1956***	0.0330***	0.0026***	0.0464***	0.7224***	4.2232***	2.79e+04***
	(0.0062)	(0.0101)	(0.0083)	(0.0037)	(0.0010)	(0.0045)	(0.0094)	(0.0063)	(392.8426)
Observations	9761	9761	9761	9761	9761	9761	9761	9759	9761

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In all models, results are reweighed to account for differences between population and sample statistics regarding region. In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T2, T3, or T4. T1 is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Table 2.45: Regression analysis of the effects of treatment on browser choice (simplified outcomes) - reweighted by age

Independent variable	(1) Chose pre-set	(2) Chose Chrome	(3) Chose Firefox	(4) Chose Opera	(5) Chose 5th	(6) Chose 6-12th	(7) Chose incumbent	(8) Rating of chosen browser	(9) Number of reviews of chosen browser ('000s)
T2	0.0020	-0.0173	-0.0005	0.0087	-0.0005	0.0075	-0.0153	0.0119	-666.0661
	(0.0095)	(0.0148)	(0.0125)	(0.0054)	(0.0015)	(0.0066)	(0.0139)	(0.0093)	(576.7316)
T3	0.0103	-0.0093	0.0145	0.0187***	-0.0018	-0.0324***	0.0010	0.0059	-285.0242
	(0.0097)	(0.0149)	(0.0128)	(0.0058)	(0.0014)	(0.0052)	(0.0139)	(0.0093)	(579.4724)
T4	0.0858***	-0.0639***	0.0014	0.0158***	-0.0029**	-0.0362***	0.0219	0.0325***	-2.48e+03***
	(0.0109)	(0.0151)	(0.0127)	(0.0057)	(0.0011)	(0.0051)	(0.0138)	(0.0094)	(586.8302)
Constant	0.1079***	0.6004***	0.2105***	0.0316***	0.0029**	0.0468***	0.7083***	4.2356***	2.72e+04***
	(0.0065)	(0.0101)	(0.0084)	(0.0039)	(0.0010)	(0.0043)	(0.0094)	(0.0063)	(395.0781)
Observations	9761	9761	9761	9761	9761	9761	9761	9759	9761

Notes: This table presents the results from 7 LPM regressions (1-7) and 2 OLS regressions (8-9). In all models, results are reweighed to account for differences between population and sample statistics regarding age distribution. In columns 1-7, the dependent variable is the browser that is listed at the top of that particular column. The independent variables are whether the participant was assigned to T2, T3, or T4. T1 is the omitted category, which means that the "constant" term represents the average in T1. The coefficients listed in the table represent the difference in means between those in T2-4 and T1. Pre-set browser is defined as Samsung Internet if the participant used an Android device and Microsoft Edge if the participant used a Windows device. Incumbent is defined as Samsung Internet, Microsoft Edge, or Google Chrome. 5th is defined as the browser that had the 5th largest market share for the country that the participant in and for their particular device. 6-12th is defined in the same way, but for the browsers with the 6th to 12th largest market shares. Standard errors are presented in parentheses. *** indicates significance on a 0.01 level, ** indicates significance on a 0.05 level, and * indicates significance on a 0.1 level.

Annex 3: survey questionnaire

Survey links

Please visit the following links to view the surveys in Polish, German, or Spanish:

Link to Polish version: https://brown.co1.qualtrics.com/jfe/form/SV_bISJBjRdUTdIGay
Link to German version: https://brown.co1.qualtrics.com/jfe/form/SV_3NJXkFFdXVOQE4e
Link to Spanish version: https://brown.co1.qualtrics.com/jfe/form/SV_erl8FbJeb2c62Sq

Survey content[1]

Introduction

Welcome!

The purpose of this study is to better understand how people use their smartphones and computers. The survey should take around 15 - 20 minutes to complete.

Your responses from this survey will be used as part of a study conducted by researchers at The Behaviouralist. To ensure the confidentiality of your responses, we will never ask for your name and will delete any personal information you provide us with before sharing the data with other researchers. If you have any questions or concerns about the study, please contact us at info@thebehaviouralist.com. Your personal data will be kept strictly confidential and will not be shared by any third party.

By clicking 'next' you acknowledge that you are at least 18 years of age, live in the United Kingdom, are responding to the survey using an Android or Windows device, and consent to have your responses used as part of our study. You can end your participation in the study at any time and for any reason. If you decide to withdraw from this survey, we will delete your answers.

It's important that you pay attention to the questions and that you complete the survey in one go. To ensure that the data is of high quality, we have included a set of attention checks and we will be tracking the time you spend completing the survey. Participants that complete the survey either too fast or too slow or that fail to respond to the attention checks correctly will be excluded. Excluded participants will not receive any compensation.

[1] The content of this version was displayed to Android users in Germany, it has been translated to English for the purpose of this report.

Screening questionnaire

Q1. How old are you?

- Under 18
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

Q2. In what region do you live?

- Greater London
- Wales
- East Midlands
- East of England
- North East
- North West
- Northern Ireland
- Scotland
- South East
- South West
- West Midlands
- Yorkshire & the Humber

Q3. What is your gender?

- Female
- Male
- Neither choice describes me

Q4. What was your household pre-tax income in 2022?

- Less than £10,000
- £10,000 - £19,999
- £20,000 - £29,999
- £30,000 - £39,999
- £40,000 - £49,999
- £50,000 - £59,999
- £60,000 - £69,999
- £70,000 - £79,999
- £80,000 - £89,999
- £90,000 - £99,999
- £100,000 - £149,999
- More than £150,000

Q5. What is the highest level of education that you have attained?

- Primary school
- Secondary school (GCSE, O-level, AS level, or equivalent)
- Secondary school (A-level, BTEC, or equivalent)
- Undergraduate degree, university
- Postgraduate degree, university (e.g., MSc, PhD)
- Vocational/Work-related qualifications

Instructions

You will now be asked to **set up and briefly use a virtual computer/smartphone within the survey.** You will be able to interact with the computer/smartphone in a realistic way.

It is important that **you pay as much attention, take as much time**, and **exert as much effort** as you would when setting up a new computer/smartphone in real life.

Please ensure that **your choices are reflective of what you would choose when setting up a new device for yourself.**
You will be asked to complete a task using your virtual computer/smartphone after you have completed the set-up process.
Please do not resize your browser window when taking this survey.

Please pay careful attention to the instructions below:

1. You will be able to click different buttons and move forwards and backwards in the setup process.
2. Some buttons have been disabled. The disabled buttons have been greyed out.
3. You will be asked to enter some passwords. We will provide you with these passwords throughout the process so that you know what to enter.
4. You will **not need to use any of your personal information** or that of your current device.
5. You will be shown some **non-binding** 'Terms and Conditions'.
6. You will be asked to set up and pick settings for your virtual device - but **your settings won't be changed on your actual device**.

Comprehension questions

[*Participants are allowed to continue if they correctly answer all four questions, otherwise, they are given another chance to respond to all questions, if they respond to any incorrectly, they are screened-out from the survey*]

We have given you instructions for how to navigate through the set-up journey. The following questions are about these instructions.

Q6. Question 1: You are going to be shown different 'Terms and Conditions' when setting up your virtual computer/smartphone. Will you be bound by these conditions in real life?

- Yes
- No

Q7. Question 2: You will, amongst other things, be asked to select a WiFi network when setting up your virtual device. Will this affect the settings of your actual computer/smartphone?

- Yes
- No

Q8. Question 3: Are you expected to enter personal information when completing the virtual set-up process?

- Yes
- No

Q9. Question 4: Are you expected to set up the virtual computer/smartphone in a way that, to the greatest degree possible, is reflective of how you would set up your computer/smartphone in real life?

- Yes
- No

[Participants enter the Android or Windows journey here]

<u>Post user-journey quiz</u>

[If assigned to treatment groups 1-4]
Before continuing with the survey, please complete the quiz below. Those who get 1/3 of the questions right will be entered into a prize draw for £100.

Q10. Quiz question 1: Which is the largest country? [*Answers displayed in randomised order*]
- Russia
- Greece
- Portugal

Q11. Quiz question 2: Which country has the largest population? [*Answers displayed in randomised order*]
- India
- Switzerland
- Monaco

Q12. Quiz question 3: What is the capital city of the United Kingdom of Great Britain and Northern Ireland? [*Answers displayed in randomised order*]
- London
- Moscow
- Singapore

Post-experiment questionnaire

Thank you for completing the virtual set up! You will now be taken to the next part of the survey.

Q13. When you set a new default browser on your smartphone, which of the following occurs? Please select all that apply. You will be entered into a prize draw to win £100 if your selections are correct. [*Answers displayed in randomised order*]

- The browser that I chose as my default would open when I click on a link in an email
- I would be unable to use any other browsers except for the browser that I chose as my default
- The browser that I chose as my default would be pinned to the taskbar
- None of the above will occur [*fixed order*]

Q14. Which of the following browsers have you heard of? [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- None of the above [*fixed order*]

Next up, you will be asked a few questions about **default internet browsers**. A **browser** is an application that helps you access websites on the internet, and your **default browser** is the browser that opens automatically when you, for example, click on a link in an email. Please press 'Next' to continue with the survey.

Q15. This question is about the virtual computer/smartphone that you were just asked to set up and use. Which of the following actions do you recall completing? [*Select for each:* I completed this action; I did not complete this action; I do not recall] [*Prompts displayed in randomised order*]

- Chose a default browser
- Chose privacy settings when setting up the internet browser
- Chose whether to import settings from my previous smartphone
- Chose the language for my smartphone
- Chose a default search engine for my smartphone

Q16. [if selected 'I completed this action' to 'Chose a default browser' in Q15 and assigned to treatment group 1-4]
Which of the following browsers did you choose? You will be entered into a new prize draw to win £100 if you correctly select the browser that you chose. [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]

Q17. [if selected 'I completed this action' to 'Chose a default browser' in Q15]
Do you feel like you were provided with enough information when choosing a default browser for the computer/smartphone you just set up?

- Strongly disagree
- Somewhat disagree

- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Q18. [if selected 'I completed this action' to 'Chose a default browser' in Q15]
To what extent did the following factors affect your decision when selecting a default browser? [*Select for each:* Not at all; Somewhat; A moderate amount; A great deal] [*Prompts displayed in randomised order*]

- The description of the browsers that was presented
- [if in treatment condition 2-4] The browsers' user ratings and number of reviews
- The browsers' logos
- The order in which the browsers were listed
- Information I already knew about the browser and its features
- My prior awareness of the browsers brand and reputation
- I wanted to try something new

Q19. [if selected 'I completed this action' to 'Chose a default browser' in Q15]
Please select all the factors you considered when selecting a default browser for the smartphone you set up. [*Answers displayed in randomised order*]

- Whether the browser is easy to use
- Having access to my saved information (such as bookmarks or passwords)
- My familiarity with the browser
- The aesthetic design
- The brand's social or ethical values
- The browser compatibility with software I need to use
- The browser compatibility with websites I like to visit
- The browser data collection practices
- The browser is the same as the one I use on other devices
- The browser speed
- The other features offered (e.g. browser extension, plug-ins or rewards)
- The privacy features available
- Other reason (please type in) [*fixed order*]
- No particular reason/Never thought about it [*fixed order*]

Q20. Your device came pre-programmed with/When setting up your device you chose [*pre-set browser*/*browser selected during the experiment*] as the default browser. Do you expect that you would continue using [*browser selected during the experiment*] as your default browser if you continued using this device for 6 months?

- Yes
- No

Q21. [if selected 'No' in Q20]
Which browser do you expect that you would use as your default after 6 months? [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]

Q22. [if selected 'Yes' in Q20]
You stated that you would keep the same default browser after 6 months. How confident are you about that?

- Not at all confident
- Somewhat confident
- Confident
- Very confident

Q23. [if selected 'No' in Q20]

You stated that you would change browsers after 6 months. How confident are you about that?

- Not at all confident
- Somewhat confident
- Confident
- Very confident

Q24. Your device came pre-programmed with/When setting up your device you chose [*pre-set browser*/*browser selected during the experiment*] as the default browser. If asked to choose a default browser for your device in real life which would you choose? [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]

Q25. [if the browser selected in Q24 is not equal to the browser selected in the experiment]
Why would you have chosen a different browser than computer/smartphone in real life?

- [*open ended question*]

Q26.Please rate your level of satisfaction with the following. [*Select for each:* Very dissatisfied; Somewhat dissatisfied; Neither satisfied nor dissatisfied; Somewhat satisfied; Very satisfied] [*Prompts displayed in randomised order*]

- The ease of setting up the smartphone
- The amount of time it took to set up the smartphone

- The extent to which I felt like I was in control of the smartphone's settings
- The range of settings that I was able to customise when setting up the smartphone

Q27. [if assigned to treatment group 1-4]
Now, thinking about choosing your default browser, please rate your level of satisfaction with the following. [*Select for each:* Very dissatisfied; Somewhat dissatisfied; Neither satisfied nor dissatisfied; Somewhat satisfied; Very satisfied] [*Prompts displayed in randomised order*]

- The amount of information provided about my browser options
- The variety of browser options provided
- The amount of time it took to select a default browser

Q28. When do you think your smartphone should prompt you to select your default browser? [*Answers displayed in randomised order*]

- When I first set up my computer/smartphone
- The first time I use a browser on my computer/smartphone
- At a different point (please type in)
- Never; I would like my computer/smartphone to choose a default browser for me [*fixed order*]

Q29. We will now show you three different options for what your smartphone could show you when asking you to choose a default browser. Please examine these carefully and then select the one that you prefer to be shown. Pay close attention as you will not be able to go back and forth between options.

- [*Display three different choice screen versions in randomised order*]

Q30. Which of the options would you want to be shown when setting up your smartphone?

- Option 1
- Option 2
- Option 3
- I have no preference/I am not sure

Q31.Is the time and effort you put into setting up the smartphone in this survey broadly reflective of the amount of time and effort that you would put in real life?

- Yes, it is broadly reflective

- No, it is not broadly reflective

Q32. Your device came pre-programmed with/When setting up your device you chose [*pre-set browser*/*browser selected during the experiment*] as the default browser. Are there any other browsers that you might consider using as your default browser? Please select all that apply. [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I would not consider other browsers [*fixed order*]

Segmentation questionnaire

Q33. What browser(s) do you currently use on your personal smartphone? Please select all that apply. [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]

Q34. What is the **main** browser that you currently use on your personal **computer**? [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- 360Nav Browser
- Aloha
- Tor
- Vivaldi

- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]
- I don't have a personal computer [*fixed order*]

Q35. What is the **main** browser that you currently use on your personal **smartphone**? [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge
- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]
- I don't have a personal smartphone [*fixed order*]

Q36. Have you used any of the following browsers in the past? [*Answers displayed in randomised order*]

- Google Chrome
- Microsoft Edge
- Firefox
- Opera
- Yandex
- Brave
- Puffin
- DuckDuckGo
- Samsung Internet
- Instabridge

- UC Browser
- Dolphin
- Other browser (please type in) [*fixed order*]
- I don't recall [*fixed order*]

Q37. Before taking this survey, how familiar were you with the idea of a smartphone's default web browser?
- Not familiar
- Somewhat familiar
- Familiar
- Very familiar

Q38. Before taking this survey, how comfortable were you completing each of the following tasks on your personal smartphone? [*Select for each:* Very uncomfortable; Somewhat uncomfortable; Neither comfortable nor uncomfortable; Somewhat comfortable; Very comfortable]
- Downloading and installing a new web browser
- Changing the default web browser

Q39. Before taking this survey, had you completed the following tasks on your personal smartphone? [*Select for each:* I had; I had not; I don't recall]
- Downloaded and installed a browser
- Changed your default browser

Q40. How easy or difficult was it to understand what you were supposed to do when: [*Select for each:* Very difficult; Somewhat difficult; Neither easy nor difficult; Somewhat easy; Very easy]
- Setting up the virtual smartphone
- Responding to questions in the survey

Thank you for completing the survey!

You will be paid through [Panel provider] within 2 weeks if you have won one of the prize draws.