So Bad It’s Good:
When Consumers Prefer the Bad Option

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Online Web Appendix

The images used in studies 5 and 5B can be seen at

https://www.dropbox.com/s/f7s0yncytt11ypsp/OnlineWebAppendix.zip?dl=0

Data can be found at

https://www.dropbox.com/sh/yfxvwokbmtpl33/AAB6EKySTiBHRWrYiQFn15Jha?dl=0