

Mourelatos, Evangelos

Working Paper

Personality and Ethics on Online Labor Markets: How mood influences ethical perceptions

Suggested Citation: Mourelatos, Evangelos (2021) : Personality and Ethics on Online Labor Markets: How mood influences ethical perceptions, ZBW - Leibniz Information Centre for Economics, Kiel, Hamburg

This Version is available at:

<https://hdl.handle.net/10419/244735>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.

Personality and Ethics on Online Labor Markets: How mood influences ethical perceptions

by Evangelos Mourelatos*

** Department of Economics, Accounting and Finance in Oulu Business School, University of Oulu, Oulu, Finland*

Abstract

This research explores whether there is a link between mood and ethical perceptions in online labor markets. The experimental design allows to track the determinants of the underlying mechanism of individuals' behavior within and without the treatment context. By using OLS estimation methods the paper also provides empirical evidence for several statistically significant effects of personality traits on ethical perceptions, value co-creation and relationship quality. In general, the positive mood manipulation lead to an increase of individuals' ethical perceptions, value co-creation and relationship quality. These findings suggest that mainly the effect of positive mood on the outcomes operates through the trait of agreeableness. Contributions to the ethical perception, mood research and online-economy literature are discussed.

JEL-Codes: D91, D87, D53, D23, D01

Keywords: ethical perception, value co-creation, mood, personality, online labor markets

1. Introduction

When you are in a good mood, the world seems to be a better place in general. Conversely, when you are feeling disappointed or dejected, this negative emotional state can create extra stress in your body and your mind. New research shows that mood isn't only just an emotional experience, but it can also shape the way you perceive the world (Wilhelm & Schoebi, 2007). But, does this applies also to the digital world and to what extent? By the term "digital world", we mean the availability and use of digital tools to communicate on the Internet, digital devices, smart devices and other technologies and consists of various online communities as online labor markets (OLMs), sharing economy platforms (SEPs)¹, social networks, etc. (Amstrong & Hagel, 2000 and Plant, 2004).

In my case, the study is being oriented towards online labor markets (OLMs), and how workers regulate their behavior in relation to their ethical perceptions and co-value intention². According to Horton and Chilton, 2010, OLMs consist of three parts. A requester of a job, the online task or job and a pool of potential workers. The labor procedure is called "crowdsourcing" and is the act of taking a job traditionally performed by a designed agent (e.g. employee) and outsourcing it to an undefined, generally, unknown large pool of people in the form of an open call (Howe, 2006). This new form of labor, as a term, is a strategic model to attract an interested, motivated crowd of individuals capable of providing solutions superior in quality and quantity to those that even traditional forms of business can and has become a new, complementary form (not necessarily substitute but in many cases supplementary) to traditional employment as companies seek to tap the latent talent of the crowds (i.e. wisdom of crowds) (Brabham, 2008 and Mourelatos & Tsagarakis, 2018). Thus, in order to facilitate this growing online labor force,

¹ Sharing economy' is an umbrella term referring to the practices of sharing, exchange or rental of goods and services to others through Internet based tools without the transfer of ownership. The sharing economy can increase efficiency and effectiveness by reducing transaction costs and increasing the rate of utilization of goods and services (Belk, 2014; Kostakis & Bauwens, 2014 and Welsum 2016).

² OLMs and SEPs encompass a wide range of activities and business models and share a large number of common characteristics. For that reason, in some instances a virtual platform can categorized as both sharing and online-crowdsourcing labor platform (Taeihagh, 2017).

over 100 online labor platforms have emerged over the years, such as Amazon Mechanical Turk, Microworkers, Crowdfunder, Innocentive etc. (Mourelatos et al. 2016). The use of these OLMs has been increased by around 20% especially over the five last years and the estimated total market size is about \$25 billion with over 48 million registered online workers (Kassi & Ledhonnvirta, 2018 and Kuek et al. 2015).

To sum up, according to Horton (2010), an online labor market is where, (1) labor is exchange for money, (2) the outcomes of that labor is delivered “over a wire” and (3) the allocation of the labor and the money is determined by a collection of requesters and workers operating within a particular price system. Hence, nowadays, the economic activities have become increasingly digital since hundreds of millions of Internet users are using crowdsourcing platforms either to work at an online job as workers, or as a model of problem-solving and production as requesters.

Although many studies have focused on several aspects of the crowdsourcing process and the need of standardization of labor on the part of the requesters, research with individual studies on workers have not yet received much scholarly attention (Ipeirotis & Horton, 2011; Chandler et al. 2013; Li et al. 2014 and Blohm et al. 2018). Preliminary evidence on workers’ working behavior suggests that their performance depends on demographic, human capital, income-related factors and cognitive skills (Autor, 2011; Ipeirotis 2010; Difallah et al. 2018 and Autor & Handel 2013)³. But behavior relies also on psychology (Skinner, 1987). For that reason, economists and psychologists are trying, nowadays, to develop a deeper understanding of how different personality traits and emotions as indicators for individual-specific soft skills may affect individuals’ preferences and perceptions within their working environment (Heckman et al. 2019). Both common-sense and scientific psychology assume that mood and personality can have strong effects on thought and action. Indeed, the role of these psychological variables is well established in standard models of individual behavior regarding task performance by

³ The empirical investigation of individual performance relies on data drawn from several sources, i.e. surveys, administrative datasets and lab experiments.

adopting personality and mood inventories capturing individual-specific differences in the ways of thinking, feeling, and behaving (Müller, & Plug, 2006; Müller, & Schwieren, 2012; Mueller & Schwieren, 2017 and Filiz-Ozbay et al. 2018). Roberts (2009) describe these traits as the relatively enduring patterns of thoughts, feelings and behaviors that reflect the tendency to respond in various ways under certain circumstances. Against this backdrop, a same effort in online labor working platforms, produced evidence that workers' personality traits and current emotions correlates with their performance, working engagement and co-creation intention (Morris, 2011; Kazai et al. 2011;2012; Mourelatos et al. 2020).

Primarily, online labor markets, embed a business model that brings individuals together in order to participate and create value through a labor process (Prahalad & Ramaswamy, 2004; Oppenlaender et al. 2020 and Bai & Yu,2021). Thus OLMs can be a valuable and powerful tool for marketers within various types of firms (Whitla 2009). This necessary interaction between requesters and workers and its financial aspects (e.g. transactions, security, privacy etc.) is being fully covered by the OLMs, in terms of ownership (Wolfson & Lease, 2011; Kocsis & Vreede, 2016 and Yuskel et al. 2019). Hence, the online platform mediator has a key role in enhancing honesty, trust and ethical balance behavior leading to exchange (Perren & Kozinets, 2018). But, do all the participant parts (i.e. requesters, platforms, workers) of the online process feel the same standards of fair labor (Schmidt, 2013)? It is difficult to believe that, when we talk about

crowd work, where people laboriously try to make a living, while platform owners and clients try to maximize their profit. When crowd work is not just an occasional pastime but becomes the reality of a daily workplace, an ethical debate about what conditions we regard as appropriate or acceptable becomes more pressing (Standing & Standing, 2018). Even the best known and historically respected firms in offline and online market place have suffered from ethical lapses⁴. This means that on the one hand, especially workers perceive participation in

⁴ Facebook in terms of data protection and privacy by harvesting data from millions of users in 2013 – without their explicit consent, BestBuy with data breaches, Uber which has allegedly cheated the drivers

OLMs to be more convenient and easily accessible and to understand, but on the other hand, workers may come up with unfair and untrustworthy labor strategies, that might deter their participation on such platforms and decrease their willingness and intention for co-creation (Lutz et al. 2018 and Oppenlaender et al.2020).

Research that touches upon ethics in online labor markets has revealed that the crowd labor can prove astoundingly cheap and unfair. Workers may work without benefits and job security by being exposed to every requester's continuous requirements throughout the labor process (Felstiner, 2010)⁵. Moreover, workers in particular subsections of the paid crowdsourcing industry may be denied the protection of employment laws without much recourse to vindicate their rights (Dawson & Bynghall, 2012). In the same direction, Brabham, 2013 highlighted legal issues (e.g., intellectual property) and labor exploitation (e.g., low pay) in crowdsourcing, emphasizing the importance of satisfied crowd workers (Chan et al. 2015 and Chan et al. 2018). Lastly, McInnis et al. 2016, raised concerns about workers' welfare, reputation fairness and abuse. These concerns are exacerbated by OLMs' hands-off approach to the labor market⁶. For example, AMT's participation agreement classifies Turkers as independent contractors, free to accept any task they qualify for. At the same time, Requesters have the right to reject a Turker's completed work without payment while AMT, providing only the venue for an exchange, is not involved in resolving any labor disputes. When a Turker's work is rejected, the result is lost pay, time, and reputation, and AMT's stance gives workers little recourse. These policies, make the practice of crowd working risky (Horton, 2010; Suri et al. 2011 and Kokkodis & Ipeirotis, 2016).

by rounding fees to the nearest dollar in favor of the company, Equifax, with a major security breach, which it said that affect around 145 million of its US consumers, etc.

⁵ In October 2012, an online worker named Christopher Otey filed a lawsuit against CrowdFlower, claiming companies are failing to pay the federal minimum wage (\$7.25 an hour at the time of the lawsuit) under the Fair Labor Standards Act (Schmidt 2013a). CrowdFlower's defense says workers are working voluntarily, and are free contractors instead of employees. CrowdFlower settled in court on September 2, 2014, paying a gross settlement of \$585,507.00 (2014).

⁶ Most online jobs involve little or no personnel administration costs because an employer does not need to hire managers to supervise the crowd, and can avoid turnover and recruitment expenses.

Although, many defendants of crowdsourcing suits claim existing federal laws do not apply for crowdsourcing, a further investigation of the determinants that influence workers' ethical perceptions must take place, in order to address the abovementioned ethical challenges and understand in depth, what do crowd workers think about this online co-creative work (Oppenlaender et al.2020).

There is much evidence that workers' concern for "fair" transactions which influence their labor market behavior and performance (Benjamin, 2015). For example, Kahneman et al. 1986 demonstrate that fairness explains sharing behaviors within internal labor markets. Bewley, 1999 also suggests that workers' mood and feelings about fairness could explain why firms typically lay off workers rather than reduce wages: still-employed workers would consider wage cuts unfair and become less productive. Fehr et al. 2009 review these and other empirical findings and make the case that fairness concerns play an important role in labor markets outcomes.

The purpose of the current study is twofold. Firstly, I add additional evidence on the ethical debate of OLMs, by exploring workers' personality characteristics and their correlations with their ethical perceptions and co-creation intention (Agag 2016;2019) and building on existing models of fairness concerns (Fehr & Schmidt 1999 and Charness & Rabin 2002), which are based on worker ethical judgments. Furthermore, in order to explain the dynamic behavior of workers', in terms of ethical concerns, I also explore how their current mood is associated with their fairness and ethical preferences.

To achieve this, I conducted experimental sessions in Amazon Mechanical Turk (i.e. AMT), which is the leading OLM and the most representative field of exploring issues related to online economy (Hara et al. 2018 and Dube et al. 2020). Thus, I induced a positive mood stimuli and I explore workers' behavioral change in terms of ethical perceptions and preferences (Isen & Shalker, 1982 and Gross & John, 2003). By analyzing empirical data (N = 320) from OLMs (i.e. AMT) workers, using regressions. My results confirm the essential role of a worker's

personality trait on his ethical perception and co-creation intention underlying mechanism. Moreover, I experimentally also support that workers' mood is sensitive to fairness perceptions.

To sum up, I endeavor to answer the following research questions: (1) What are the personality dimensions of workers' ethical perceptions on OLMs? and (2) What is the role of workers' current mood in relation to their ethical perceptions and values co-creation intentions on OLMs? Thus, this paper contributes to the existing literature on the OLMs as one of the first investigations on workers' psychological aspects, and how they influence their ethical perception and co-creation intention. The study incrementally adds to the growing body of knowledge on this subject. Additionally, the study provides insights for managers into how workers' ethical perceptions are formed, and which ones are important. This provides advice for practitioners on how to enhance workers' participation and value co-creation on OLMs.

The structure of the paper is the following. Section 2 reviews the related literature in relation to my theoretical background. Section 3 describes the hypotheses development. Section 4 presents the conceptualization, Section 5 illustrates the empirical model and the data analysis with the estimation results and Section 6 provides insights regarding the theoretical and practical implications and concludes the paper.

2. Theoretical Background

2.1 Mood

In general, mood⁷, defined as diffuse or global feeling states, can lead someone to take self-regulatory action designed to maintain them (in case of good mood) or eliminate them (in case of bad mood), by having direct results in his/her social behavior (Morris et al. 1987). While many studies frequently use also the term "emotion", the construct of interest in my case is an affective feeling state that may vary in intensity from mild to intense and for that reason, this paper has chosen to make little distinction among emotions and mood because their boundaries are "unsharp" (Frijda, 1993). Mood has consistently emerged as two dominant and relatively

⁷ Many emotion theorists seem to find no special purpose for the term mood, using it interchangeably with other labels, such as affect or emotion (Bower, 1981; Solomon, 1980; Watson & Tellegen, 1985).

independent dimensions. The positive affect and the negative affect dimension (Watson et al. 1988). I used the most well-known, Watson et al. 1988, 10-item mood scales, to brief and easy administer, the Positive and Negative Affect Schedule (PANAS)⁸. The scales are shown to be highly internally consistent, largely uncorrelated and with high validity. This scales have adopted in many experiments by psychologists and economists, because they are more intense, of longer duration, and are a more specific response to the environmental stimulus (Watson & Clark, 1999).

It is already, well documented that an individual's mood state, affects his judgements and the way of thinking (Forgas, 1995 and Lerner & Keltner, 2000). Although several interpretations have been proposed, non-yet can fully account for the varied empirical evidence now available (Forgas & Bower, 1987). This inability is at least partly due to a failure to embedded in a more general theory of social judgment, that specifies how mood is affecting the underlying mechanism of an individual's judgement process, under different offline and online conditions.

Many studies to tackle this issue, have already explore this mechanism in offline settings (i.e. surveys and laboratory) by experimentally embody mood-inducing events and monitoring participants' behavioral responses. For example, Isen and Shalke (1982) found that induced negative mood led to lower pleasantness ratings for pleasant, ambiguous, and unpleasant slides, while induced positive mood led to higher pleasantness ratings. But, the idea of "managing" negative emotions is a complex one (Clark & Isen, 1982). For that reason, research has focused, mainly, in the positive mood stimuli and its effects (Lyubomirsky et al. 2005). Frederickson (2001), in his paper, predicts that when you're in a good mood state, your attention zooms out, "paying attention to the globality of concepts, situations, or objects" and look at things around you in a positive light resulting in a more creative think (Tugade & Fredrickson, 2004).

⁸ Positive affect refers to the propensity to experience positive emotions and interact with others positively, even through the challenges of life. Negative affect, on the other hand, involves experiencing the world in a more negative way.

Moreover, Vanlessen et al. 2016, revealed that individuals with high levels of positive mood, think imaginatively, in other words, or you may simply be less able to think analytically.

The emerging field of mood regulation studies, expanded also in the field of economics and marketing, and have also pointed out that mood is the central to the actions of consumers and managers alike (Bagozzi et al. 1999). Many studies conducted in traditional-offline labor markets and laboratories revealed that, positive mood results in higher productivity (Blanchflower & Oswald, 2005 and Oswald et al. 2015), higher consumption (Winterich & Haws, 2011), higher elasticity (Di Tella et al. 2001; Lane, 2017 and Filiz et al. 2019) and results in a higher abstract construal behavior (Labroo & Patrick, 2009).

Regarding the investigation of ethics, theoretically, the prevalence of mood in individuals' ethical decision process has been identified by researchers from various philosophical perspectives, but only in offline contexts and empirically through experimental designs (e.g., Etzioni, 1988; Gibbard, 1990 and Solomon, 1976). Practically, mood is often considered a non-essential aspect to the ethical decision process that is best ignored, if not controlled, as it interferes with a logical, rational ethical decision process (Gaudine & Thore, 2001).

By taking into consideration all the above mentioned studies and that the role of positive affect, mainly, enhanced positivity of recall, judgment and social behavior (Blaney, 1986; Clark & Isen, 1982; Dovidio, 1984; Isen, 1984, 1985), I decided to manipulated experimentally positive mood state and explore how it influences individuals' ethical decision process and co-value creation, in relation to their personality traits (Reisenzein & Weber, 2009), under real online working conditions, within an OLM environment (Mooradian & Olver, 1997 and DeNeve & Cooper, 1998).

2.2 Ethical Perceptions

In general, ethical perception can occur when a situation is viewed as an accepted and institutionalized part of doing business. Bartels 1967, was the first to provide a concept framework of factors that influence ethics in decision making marketing processes. Research

became more interested in the topic and has steadily contribute to several aspects of unethical behavior in marketing contexts⁹. Parallel, practitioners had also an engagement with marketing ethics and companies started to adopt certain codes of ethics in their operation and development.

With the establishment of Web 1.0¹⁰ and its the expansion to Web 2.0¹¹ a part of the traditional offline labor market has rapidly transformed to its online form, including sharing and gig economy platforms¹² (Porter, 2001; Autor 2001 and Agrawal et al. 2015). Furthermore, it is widely recognized among scholars that ethical aspects differ in offline and online environments and platforms' participants' ethical perceptions are formed in different ways in relation to traditional settings (Roman 2007). Additionally, the Internet is general a widespread environment for unethical behavior (Freestone & Mitchell, 2004 and Hajli, 2018).

In the case of OLMs, several idiosyncratic features of online markets create concerns about unethical worker behavior. OLMs differ from traditional labor firms, which creates novel ethical challenges, specifically in terms of interaction. For example, OLMs does not offer systematic tools for dispute resolution between requesters and workers, creating this way a low perception of fairness (Fieseler et al. 2019). Thus, workers' fairness perceptions are shaped directly by requesters' behavior (e.g. unjustified rejection of work, low pay etc.). On the other hand, many researchers have investigated workers in terms of honesty, social ties to their employers and dark triad of their personality such as machiavellianism (Brink et al. 2019). A basic outcome is that online workers face greater distractions and often work in uncontrolled settings (Farell et al. 2017) because the OLMs, (1) do not ensure always sound transactional processes, (2) they don't prevent efficiently abusive behavior; and (3) they don't act as an arbitrator in cases of conflict.

⁹ Such as deceptive advertising, dangerous products, and misleading prices.

¹⁰ Web 1.0 refers to the first stage of the World Wide Web evolution which mainly included static pages without a client-server interaction.

¹¹ Web 2.0 refers to world wide website which highlight user-generated content, usability and interoperability for end users. Web 2.0 is also called participative social web because it includes a number of online tools and platforms where people can share their perspectives, opinions etc.

¹² This includes crowdfunding and crowdsourcing online labor platforms.

Thus, as research on OLMs has just begun to emerge, it is of paramount importance that we understand the link between the psychological facets and the ethical perception of the online workers, in order to make further steps within the concept of emotional intelligence (i.e. mood, personality) on perception of ethical behavior of workers in online labor environments (Joseph et al. 2009 and Fieseler et al. 2019).

In order to measure ethical perceptions, I built up on Roman's research and I adopted ethics factors appropriate for online settings (Roman, 2007 and Roman & Cuestas, 2008). Hence, I constructed workers' ethical perception index based on five dimensions, which were further reworded to a small extent to fit in the research context of OLMs (Fieseler et al. 2019). Firstly, *privacy*¹³ and *security*¹⁴ have traditionally been the two main ethical concerns in online settings. In the context of a OLMs, these issues are underexplored and other potentially important ethical issues need to be considered (Yang et al. 2015 and Sutherland & Jarrahi, 2018). Privacy and security challenges in OLM include mainly transactional threats, workers' available profile information and worker-privacy preservation (Schlagwein et al. 2019). Secondly, concerning *fulfillment/reliability*, deals with the degree to which workers believe that they are able to work in a reliable online environment, which offers well-grounded working conditions in terms of wage policies, fair reputation system, etc. (Horton, 2011 and Varshney, 2012). Next, *share value*, measures the extent to which workers and online service providers believe the degree to which both have common values regarding which goals, behaviors or policies are right or wrong, important or un-important (Morgan & Hunt 1994). For example, when an OLM seeks the permission of the worker for changes in the transaction process (Lin et al. 2018). Lastly, *service recovery*, deals with the course of actions an online platform service provider takes in case of a failure. For instance, it is very common that a worker's outcome may be rejected in the end, without any explanation resulting in various detrimental effects on crowd workers. In

¹³ Privacy deals with uncertainty linked to personal information that is provided on online platforms, and the risk of such information being exposed to unintended individuals or parties (Bart et al. 2005).

¹⁴ Security pertains to the notion of uncertainty regarding online platforms that could lead to incurring monetary losses during interaction on those platforms (Roman 2007).

order to deal with unfair rejections, an OLM could create a system that provides requesters' feedback (Gadiraju & Demartini, 2019). A seven-point Likert scale was adopted for each item (ranging from 1= "Strongly disagree" to 7=Strongly agree").

2.3 Value co-creation Intention

Recall, OLMs and crowdsourcing are a relatively recent concept that encompasses many practices. This diversity leads to the blurring of the limits of this new online labor that may be identified virtually with any type of internet-based collaborative activity, such as co-creation (Estelles-Arolas & Gonzalez, 2012). Value co-creation has recently emerged as a major strength for a business and refers to adopted strategies or initiatives that bring different parties together to produce valued outcomes¹⁵. This approach is harnessed by companies not only to gain a competitive advantage but also corporate reputation and brand value (Cova & Dalli, 2009; Merz et al. 2018 and Prahalad & Ramaswamy, 2004).

In general, service-dominant logic (SE-logic) implies that firms offer value propositions, and this value is co-created and subjectively determined as value-in-use, while consumers are at the forefront of co-creating value with companies. (Garcia-Castro and Aguilera 2015 and Vargo and Lusch 2008). This comprehension led several firms to offer their consumers a more active role and engagements within the development phase of their services and products (Prahalad, C. K., & Ramaswamy, V. (2004).

Within the crowdsourcing context, the value created for the firm is a function of the alignment of strategic objectives, network effects (whether a growing crowd of contributors attracts additional customers), crowdsourcing-related costs, and risks associated with possible opportunistic behavior (Tauscher 2017). Meanwhile, little is known about the value created for and appropriated by the crowd workers. This is an important gap in our knowledge, because,

¹⁵ In other words, value co-creation refers to a collaborative effort in which different actors jointly and reciprocally participate in creating value (Lusch & Vargo, 2006).

for many specialized tasks, access to high caliber workers may be limited and competitive. OLMs that manage to build an engaged crowd are hard to imitate and enjoy a resource-based competitive advantage. Thus, a new model of value for the worker side is needed. In building such a model, we embrace a stakeholder perspective on value co-creation and explore the psychological and contextual factors determining how workers derive value from participation in OLMs. Hence, we measured workers' value co-creation intention, on the basis of the literature on service dominant logic value co-creation intentions (Vargo and Lusch, 2004 and Vargo et al., 2008), with embedded the basic sharing economy aspects (Nadeem et al. 2019;2020), within the concept of OLMs (Fedorenko & Berhon, 2017)¹⁶. A seven-point Likert scale was used (ranging from 1="Strongly disagree" to 7="Strongly agree"). The measurement items were further reworded to a small extent to fit in the research context of OLMs.

2.4 Relationship quality theory

By taking into consideration the aspects of the labor being conducted in OLMs, I also wanted to embedded in my analysis, indicators reflecting the relationship between the online platform and the workers. For that reason, relationship quality comes under the umbrella term of this relationship in terms of marketing. The aim of this theory relies on the formation of partnerships between the service providers (i.e. OLMs) and the participants resulting in value co-creation for both requesters and workers (De Canniere et al. 2009; Tajvidi et al. 2017 and Yu et al. 2020). Potential crowdworkers mainly enter into interaction with OLMs as they expect to receive positive values from their participation (Horton & Chilton, 2010). Thus, in order to describe how strong is the relationship quality between OLMs and workers and the degree to which this relation meets the expectation and needs of the workers' side, I measured trust, satisfaction and commitment, which are proved the most influencing factors of workers' performance (Smith, 1998; Palmatier et al. 2206 and Nadeem et al. 2020). Trust is defined as

¹⁶ In essence, OLMs, while they offer the opportunity for an interaction between requesters and workers, they do not empower many tools for an appropriate communication between workers and their selves, undermining a trustworthy behavior which may lead to co-creation (Horton, 2010 and Perren and Kozinets 2018).

the willingness to rely on an exchange partner with whom a certain level of confidence has been built (Moorman et al., 1993). Satisfaction refers to the worker's evaluation of the comprehensive performance of a product/service provider as OLMs (Gustafsson et al., 2005). Commitment refers to the notion or desire to keep and maintain the relationship (Morgan & Hunt, 1994). A seven-point Likert scale was used (ranging from 1= "Strongly disagree" to 7=Strongly agree"). The measurement items were further reworded to a small extent to fit in the research context of OLMs (Liang et al. 2011).

The vast majority of studies related to relationship quality has been conducted in offline contexts (Athanasopoulou, 2009 and Viera et al., 2008). Besides that, Walsh et al. (2010) reveal that relationship quality is equally important in online and offline settings for the sake of retaining individuals and the differences in the impact of relationship quality dimensions are very context specific. In my case, in OLMs online setting, workers face several issues related to their vulnerability when making contracting decisions due to the high degree of uncertainty which arises mainly from information asymmetry. Most workers are now present online and, therefore, it is vital that we understand and study the concepts of relationship quality online, specifically in the context of online labor crowdsourcing markets.

3. Hypotheses Development

Based on the conceptual and theoretical foundations provided by the above studies and the theories derived from the psychology literature, the following hypotheses are proposed by the current study:

While the influence of mood on individuals' ethical decisions has been identified by several studies, little is known about how mood influence individuals' ethical decision process (Gaudine & Thorne, 2001), especially in online working environments (Zhuang & Gadiraju, 2019). In general, behavioral models that have been developed with also psychological perspectives, conclude that mainly, mood state influence the individual's propensity to identify ethical dilemmas and lead to ethical decision choices that promote an individual's compliance

with his prescriptive beliefs, according to his personality facets and cognitive moral structures (e.g. as a neurocognitive model) (Reynolds, 2006). Hence, I expect that, workers experiencing a high arousal from my positive affect treatment, will change their ethical decision process.

H1. Individuals experiencing positive affect treatment are more likely to select an ethical decision choice consistent with his or her prescriptive judgement. Thus, in general, we will observe behavioral changes in terms of ethical perception and co-creation intention.

More concretely, within an online context as OLMs are, it is already established that workers have mainly extrinsic motivation (i.e. salary-related incentives), for increasing their working activity through, co-creation intention (Chandler & Kapelner, 2013 and Fedorenko & Berthon, 2017). Moreover, many aforementioned studies on mood, have shown that positive feelings increase online and offline working performance (Oswald et al. 2015). Also, individuals when they perceived to be more productive they are “more ethical” (Caza et al. 2004). Thus, I expect that, my positive affect manipulation will increase individuals’ co-creation intention and ethical standards.

H2. Individuals being affected the most by my positive mood affect manipulation treatment, will have a less conservative, ethical decision-making behavior, but more creative cognitive style resulting in higher value co-creation intention and ethical perception index.

According to Gundlach et al. 1995, Moorman, 1993 and Gustafsson et al. 2005, in an exchange relationship the level of commitment, trust and satisfaction have a key role on keeping, maintaining and continuing the valued relationship. This eventually leads to an increasing comfortable level, resulting from an increased individuals’ engagement with the online working labor market (i.e. OLM). As a consequence, several studies have revealed a positive relationship between consumers’ ethical perceptions, co-creation intention and commitment, trust and satisfaction, under e-retail settings (Elbeltagi & Agag, 2016) and online sharing economy contexts (i.e. SEP) (Nadeem et al. 2019;2020). Hence, it is of high importance that this relationship be studied in the OLM context; in terms of whether or not a worker’s

commitment, trust and satisfaction is fostered by his ethical perceptions and co-creation intention. Thus, I hypothesize:

H3. Individuals' trust, commitment and satisfaction levels will increase, resulting in higher engagement with the OLM, due to the positive mood-induced event.

The trait of neuroticism is defined as lack of emotional stability by the presence of anxiety, insecurity, risk aversion and a negative psychological state. Neuroticism has been consistently found to negatively affect several workers' job outcomes (Barrick & Mount, 1991, Salgado, 1997 and Cubel et al. 2016) and it is highly related to deviant workplace and anti-social behavior (Giluk, & Postlethwaite, 2015). Also, some of the mechanisms at play in labor relations, such as lack of self-confidence, are likely to operate as well in our experimental setting. In addition, it is already established that less ethical beliefs and perceptions, are correlated with behaviors with high propensity for taking working risks decisions (Rallapalli et al. 1994 and Bratton, & Strittmatter, 2013). Hence, it is expected that my positive mood treatment, will have significant influence on their psychological state and on their way of thinking (Rusting, 1999 and Zelenski & Larsen, 2002). Thus, my hypothesis is that high levels of neuroticism should be correlated with low co-creation intention and high ethical perception and relationship quality levels before my positive mood manipulation and with a higher co-creation intention, ethical perception and relationship quality, after my positive mood induce event.

H4. Neurotic individuals will have a more analytical decision-making behavior, thus neuroticism will have contradictory pre and post effects on ethical perception index, co-creation intention and relationship quality, due to the positive mood manipulation.

Agreeableness describes a person's ability to put other people's needs above their own and includes attributes such as trust, altruism and cooperation (Graziano & Eisenberg, 1997). For instance, individuals who are high in agreeableness tend to get pleasure from being part of a community and contribute to its further development. Agreeableness is linked to socially valued

traits and prosocial motives (Graziano & Tobin, 2002). Moreover, agreeable people are greatly motivated to maintain in a positive state, and this motive system induces an agreeable person to generate, in general, a positive perception and attributions to several relationship contexts (Jensen-Campbell & Graziano, 2001).

In the same direction, extraverted individuals, in general, enjoy being in social situations, have a high need for social desirability and they have an ambition nature (Watson & Clark, 1997). Moreover, several studies have revealed that individuals with high levels of extraversion are characterized by positive affect, high energy and assertiveness (Costa & McCrae, 1980 and Rusting, 1998). Like neuroticism, extraversion was conceptualized prior to the advent of the Big Five, and thus, has a history of investigation with respect to dishonesty and unethical behavior (e.g., Giluk & Postlethwaite, 2015 and Rallapalli et al. 1994). The excitement-seeking facet of extraversion provides the strongest rationale for linking this trait to cheating and the tendency of extraverted to have “more unethical” beliefs concerning working behavior (Oehler, & Wedlich, 2018).

Thus, I expect that my positive mood treatment will boost further the agreeables and extraverted nature of the individuals (Zelenski & Larsen, 2002 and Chirico et al. 2021). Thus, my hypothesis is that mainly, high levels of agreeableness should be correlated with high value co-creation intention, ethical perceptions and relationship quality before our positive mood manipulation. The effects will be more robust after my positive mood induce event. Extraversion should follow the same trend, but with small differences in T₂.

H5a. Agreeables and extraverted individuals will have a more stable decision-making behavior and these personality traits will have positive effects on ethical perception index, value co-creation intention and relationship quality indicators.

H5b. The magnitude of the above-mentioned effects will be boosted further, after the induced positive mood manipulation mainly for agreeableness.

4. Methodology

- Amazon Mechanical Turk

Recall, the experimental sessions were conducted in Amazon Mechanical Turk. I choose Amazon Mechanical Turk, because it proves to be the best online labor market which efficient replicates the principles of a real labor market (i.e. offline labor markets) and where buyers contract with individual sellers (Horton,2010 and Horton et al. 2011). Hence, the bibliography shows that Mechanical Turk who operates from 2005 by Amazon, is the most well-known crowdsourcing platform and well-spread in the research body for having the major elements that requires an experimental research (Paolacci et al. 2010 & Buhrmester et al. 2011 & Berinsky et al. 2012). Moreover, many studies have shown that this online labor marketplace consists of the more representative large pool of workers similar to the U.S. population than in-person convenience samples (Ipeirotis 2010; Berinsky et al. 2012; Mason & Suri,2012). Thus, the way that Amazon Mechanical Turk is designed, does shape the market dynamics as an online labor market, and was very compatible with my experiment's workflow and characteristics.

Experimental Framework

The second experimental session is conducted also in Amazon Mechanical Turk as a follow up study to the first experiment. To avoid self-selection biases, the offered wage is in line with the price policy of Amazon Mechanical Turk and it was set to 0.80\$ (Banfi & Villena-Roldan, 2019). The experiment was consisting of two rounds with an obligatory break in the middle. In each round my required task was a fulfillment of a questionnaire which was containing both my questions of interest (i.e. ethical perceptions and co-creation intention) and several other irrelative questions with various contents. In order not to, have bias from the Hawthorne effect¹⁷, my questions of interest were allocated randomly and they were rephrased in the second round (Adair, 1984) and was part of a broader survey online job. The task was programmed using zTree (Fischbacher, 2007). All participant workers were randomly assigned

¹⁷ The Hawthorne effect refers to a type of reactivity in which individuals modify an aspect of their behavior in response to their awareness of being observed.

(using the uniform distribution algorithm) to one of two different groups of each session. The first group, serves as the “the benchmark group” and the second as the “treatment group” in which the mood induction took place. During the experimental sessions, all workers were not aware about the randomization process which led them to a mandatory break in which the “benchmark group” was exposed to a neutral placebo film while the “treatment group” was exposed to a comedy film. By following Oswald et al. 2015 experimental design, I used as a “placebo” film - a moderately interesting but not intrinsically happy clip which depicts patterns of colored sticks which appear and disappear randomly on the screen. The film is considered "neutral" by social psychologists¹⁸. By setting the process to repeat, it was possible to play this clip for the appropriate length of time (i.e. 2 minutes). On the other hand, I similarly, induce positive mood with a “comedy” film which was consisting of a 2-minute composition of well-known USA comedians¹⁹. There are many different ways to regulate emotions, but considerable research attention has been given to cognitive reappraisal. My following technique involves reframing thoughts or situations so as to decrease their emotional impact through exogenous stimuli (McRae et al. 2012). In the end of the obligatory break, workers received a brief reminder of the task and conditions of the experiment ahead (i.e. similar to phase 1) and they proceeded to the second phase in which they fulfill a number of questions containing also my questions of interest (i.e. ethical perception, value co-creation and relationship quality scales) with different order and slightly altered. Each session started with a survey on basic demographics (i.e. age, gender, marital status), social economic attributes (labor status, income), cognitive skills (i.e. educational level, crowdsourcing experience) and the Big Five personality inventory. In order to confirm my treatment efficiency, the workers reported their mood with Panas inventory in both the beginning and the end of the experimental process (Watson et al. 1988 and Watson & Clark, 1999).

¹⁸ The film clip was "Computer Graphic" on James Gross's resources url: http://www.psych.stanford.edu/~psyphy/movs/computer_graphic.mov.

¹⁹ The research team conducted a two-step research in order to decide which comedians and which videos to embed into the “comedy” film. First, we searched in Google, Quora and Reddit for the best USA Comedians and then we took into consideration their metrics in Youtube, Facebook and Instagram.

In order to capture differences in personality among subjects the Big Five Personality questionnaire of 44-item inventory is used, which provides measures for each personality trait i.e., Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism OCEAN, hereafter (John & Srivastava, 1999 and McCrae & Costa, 1999). The Big Five dimensions of personality were estimated on a scale of 1-5, where 1=disagree, 2=slightly disagree, 3=neutral, 4=slightly agree and 5=agree. Afterwards, the OCEAN factors were constructed through a factor analysis, in order to each trait to be orthogonal to the rest (McCrae & Costa, 1999). To allow for an easier interpretation of my estimates, Big Five scores are standardized to have mean zero and standard deviation of one in all reported specifications (Cubel et al. 2016).

Lastly, the moderating role of workers' current mood, was measured with Panas inventory (Watson, D. et al. 1988 and Watson & Clark, 1999). This is a widespread questionnaire being used from both economists and psychologists (Ifcher & Zarghamee, 2011) and it is a self-report inventory, consisting of two scales designed to measure PA and NA (i.e. positive and negative affect). Respondents are asked to read 20 words that describe a series of feelings and emotions and then indicate the extent to which they usually feel them, responding on a Likert-type scale ranging from very slightly or not at all (1) to extremely (5). Total scores on each scale (PA and NA) are obtained by adding the scores for each item (Crawford & Henry 2004 and Seib-Pfeifer et al. 2017).

5. Empirical Analysis

5.1 Model

By following Cubel's econometric model on personality individual differences, I estimate the following specification by Ordinary Least Squares (OLS), in order to investigate whether the relationship between the psychological indicators and ethical perceptions and co-creation intention is heterogeneous across individual characteristics (Cubel et al. 2016):

$$Y_{it} = \alpha + T_i + \sum_{k=1}^5 \beta^k P_i^k + \gamma M_{it} + \delta X_i + u_i \quad (1)$$

Where Y is my dependent outcomes (i.e. i^{th} individual's degree of ethical perception, co-creation intention and the relationship quality variables) by worker and by experimental phase $t = 1, 2$. T is a dummy variable indicating the treatment group specific effect ($=1$), $Post$ which is the time trend common to control and treatment groups (i.e. a dummy variable indicating pre ($t=0$) and post ($t=1$) treatment). M is a vector containing the mood's positive and negative affect levels of the i^{th} worker. P refers to the personality traits, where $k = 1, \dots, 5$ are each of the non-cognitive - Big Five personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism/OCEAN variables), and X are individual characteristics (i.e. demographics, social economic attributes and cognitive skills). Lastly, u is the idiosyncratic error term.

5.2 Data Analysis and Estimation Results

The online survey link was open for respondents for one day. The desired number of responses was obtained within the given timeframe and no reminders were sent to the respondents, which means that the data was obtained from one group within a certain timeframe. Consequently, non-response bias, which refers to comparing early and late responses, is a non-issue in the current study. However, the problem of common method bias can occur when the data is collected from the same population at the same time and might influence the validity of the study (Podsakoff et al. 2003). To address the issue of common method bias, I used an algorithm and I excluded worker IDs that had already once participated in the experiment and worker IDs that had a malicious behavior²⁰. Also, by default I used a psychological separation when measuring my independent (predictor) and dependent (criterion) variables (Podsakoff et al. 2003).

²⁰ For example, a concentration of answers, or a fast pace of answering.

After excluding individuals with sloppy behavior, three hundred and twenty (N= 320) individuals participated in the study²¹ (Gardiraju et al. 2015). A sample profile and characteristics are shown in Table 1.

--- Insert Table 1 about here ---

Stata 17 software package was employed to analyze the data. The reliability and validity of the constructs was examined first. The psychometric properties of each construct were assessed, and each measurement scale was assessed as reliable: The Cronbach's alphas ranged higher than the 0.70 threshold suggested by Nunnally (1978). The lowest Cronbach's alpha value in our study for the construct was 0.761, thus there were no issues in meeting the reliability criterion. All the retained items and constructs show good internal consistency. Table 2 includes the values for Cronbach's alpha, mean and standard deviation of each constructed dependent variable.

--- Insert Table 2 about here ---

In the total sample, the mean PANAS-Positive affect was 32.265 (SD = 9.217), and the mean PANAS-Negative affect was 18.940 (SD = 10.624). According to the observed variation in personality traits we see that the mean score for Openness is 3.708, for Conscientiousness is 3.829, for Extraversion is 3.106 for Agreeableness is 3. and for Neuroticism is 2.746. A vivid representation of the distribution of the two mood indicators (positive and negative affect) is provided by Figure 1 and Figure 2 and give us the ability to further investigate their observed variation across the personality traits.

--- Insert Figure 1 about here ---

--- Insert Figure 2 about here ---

Concerning our treatment, in order to investigate the impact of the positive mood administration, a paired t-test was conducted between the treated and the no treated individuals,

²¹ Ten participants were excluded from the experiment, because they answered questions quickly and with the same pattern (response bias).

in T_1 and T_2 experimental phase respectively. Paired t-tests did not reveal statistical significance differences within the values of the dependent variables before the treatment takes place (T_1) between the control and the treated group. On the other hand, the dependent variables were statistically significant increased after the positive mood administration, for the experimental group in relation to the control group of individuals (T_2)(Table 3). Hence, individuals being manipulated with the positive event seems to have higher levels of ethical perceptions, higher intention for co-creation and higher quality engagement with the OLM mainly in terms of trust and satisfaction. These results are consistent with H1, H2 and H3 hypotheses.

--- Insert Table 3 about here ---

Now, going in depth in the analysis, table 4 and 5 presents the estimates of the effects of mood (i.e. positive and negative affects) and personality traits (i.e. openness conscientiousness extraversion agreeableness and neuroticism) on ethical perception indexes (i.e. privacy. Security, fulfillment/reliability, share value, service recovery), on value co-creation and on relationship quality indicators (i.e. trust, satisfaction, commitment) before and after the treatment. Also, the tables include the effects of gender, by focusing on the female participants.

Concerning T_1 , as in the previous literature of personality, and in line with our hypothesis H4 and H5a, the results show that more agreeables individuals have significantly higher levels of ethical perceptions, value co-creation and relationship quality with the OLM. The effects are higher and statistically significant at 1%, mainly in the cases of security, privacy and service recovery. Also, extravert individuals have significantly higher levels of value co-creation. More concretely, an increase of a standard deviation in the level of extraversion is associated with an increase in value co-creation of about 0.721. We fail to confirm positive effects of extraversion on ethical perceptions. Regarding, neuroticism, the results show that neurotics are negatively correlated with low value co-creation (column 6) and positively with the indicators of trust and satisfaction (i.e. relationship quality). No statistical significant effects on ethical perceptions were found. As it was expected, the positive affect level of individuals has a positive and at 1%

statistically significant effect on all the dependent variables under investigation. Lastly, we also reveal that, on average, females have higher satisfaction and privacy than males.

Taking advantage of the set-up of the experiment, we also check whether the relationship between positive mood, personality traits and performance changes with treatment (i.e. T_2). Inspection of table 5 suggests that, the randomized induce of positive mood, increased all aspects of ethical perception, value co-creation and relationship quality indicators for the treated individuals in relation to the control group.

Initially, as it was expected the effects of positive affect remained almost stable after the mood manipulation. Recall, we measured positive affect only in the beginning of the experiment, in order to have some proxy indicators for the levels of positive and negative emotions that the individuals feel in general. Interestingly, the results revealed that, that mainly the effect of positive mood treatment on the individuals' outcomes operates, through the trait of agreeableness confirming H5b hypothesis. More specifically, in all the cases of ethics, value co-creation and relationship quality dependent variables, the treatment boosted further the magnitude and the robustness of the effects of an individual's agreeableness level.

Moreover, the treatment boosted further the effect of extraversion, in the case of individuals' intention for value co-creation, while, several weak positive effects of neuroticism appeared in the cases of commitment, privacy, security and service recovery. The negative relationship between neuroticism and value co-creation disappears in T_2 . Lastly, females seem to be affected the most of the positive mood manipulation, resulting in higher intention level of value co-creation, trust, satisfaction, privacy and security.

--- Insert Table 4 about here ---

--- Insert Table 5 about here --

6. Discussion and Implications

6.1 Discussion and Limitations

The goal of this paper was to create a framework to investigate workers' determinants of mood and personality that affect their underlying mechanism of ethical decision choice and co-creation value. We managed to answer the following research questions: (1) What are the personality dimensions of workers' ethical perceptions, co-creation value and relationship quality of OLMs? and (2) What is the role of mood on ethical perceptions, value co-creation intentions and relationship quality on OLMs? We developed our research model by combining several aspects of theoretical insights from the literature on marketing ethics (Agag, 2019; Vargo & Lusch, 2008 and Vargo et al. 2008) and the mood theory. Thus, I have derived the following main insights from my empirical analysis.

The mood of individuals working in online platforms, is a crucial factor that determines their level of ethical perceptions, value co-creation and the quality of the relationship with the platform. More specifically, the positive side of individuals' mood, boosts further all the above mentioned levels, operating mainly through the personality trait of agreeableness.

Females seem to be affected the most by the positive mood manipulation, following the increased trend of the outcomes. Although was not part of the main hypotheses of the paper, the research includes these findings, in order to trigger a future experimental research oriented mainly on the demographic characteristics that may result in higher levels of ethical perceptions, co- value intention and relationship quality levels with OLM, when exogenous mood treatment is taking place (McCabe et al. 2006).

Despite the contributions of this study, some limitations need to be acknowledged. First of all, while experiments in OLMs and especially AMT, have high internal and external validity, we cannot extend our insights on the real labor market. Our data was from the US citizens only with particular cognitive characteristics (Ipeirotis, 2010 and Ross et al. 2009). This means that the study offers quite a narrow perspective on the global phenomenon of OLMs as it lacks, for instance, international, cross-cultural, and global viewpoints. All these limit the global generalization of the results. Secondly, I investigated the role of a positive mood manipulation strategy. But an online working environment is more complex and includes a dynamic mixture

of positive and negative effects. Hence, a further examination of the role of mood could include replicating the current study in the near future, and focus on examining whether workers' perceptions differ due to negative affect manipulation. Lastly, although it is already known that the Big Five personality variables are stable for adolescents and working-age adults and they can be used for explaining an economic behavior, they do not provide compelling causal explanations for human behavior (Rantanen et al. 2007 and Cobb-Clark & Schurer, 2012). Hence, the Big Five may be viewed as one important model in personality studies but not the integrative model of personality.

6.2 Theoretical Implications

While studies examining the OLMs is becoming more prevalent, there are still gaps in the research that this study helps to address. Prior papers on this online and innovative economy have tended to focus on the determinants of a worker's productivity level and their behavioral response under various exogenous stimuli (Paolacci et al. 2010; Horton et al. 2011; Mason & Suri, 2012 and Arechar et al. 2018). But, workers' psychological profile should not be underestimated. While crowdworker as a target group and relevant population are less investigated, in general psychology crowdsourced data however—as participant recruitment pools—are well established and common in those domains (Behrend et al. 2011; Cheung et al. 2017; Paolacci and Chandler 2014). Therefore, I think we should investigate OLMs as a new form of work, and its psychological impact on the people performing it.

Hence, my article contributes to the literature on OLMs in several ways. Firstly, we empirically confirm the models of Hajli, 2014 and Nadeem et al. 2019;2020, which already gave a profound understanding of the ethical perceptions in online sharing economy environments and we expand these findings on crowdsourcing OLMs. Secondly, the paper is the first to create an empirically validated framework that helps explain the effects of workers' personality traits on their judgments regarding their ethical perceptions and their intention for co-create value. Although, there are plenty of well-established psychological models and theories which could be applied to OLMs, in order to explain underlying mechanisms that are not sufficiently

answered today, still, we have to demonstrate whether these models are suitable for this new form of work or not (Brawley, 2017). My attempt, was based on the trait theory of personality which is a generally admitted approach to the study of human personality and already applied to offline and online labor market studies (Groves, 2005; Fletcher, 2013; Haylock & Kampkotter, 2019; Mourelatos & Tzagarakis, 2016 and Mourelatos et al. 2020). Hence, this research provides insights into the personality drivers of perceptions on the ethical framework of OLMs and workers' co-creation intention, by taking also into consideration terms of the relationship quality theory (i.e. trust, commitment and satisfaction).

Finally, present article addresses also the moderating influence of mood states on constructive biases in the context of ethical judgements, by delineated and tested empirically, that people in good mood state are more prone to constructive processes than people in a bad or depressed mood. Specifically, from a theoretical standpoint, our findings suggest that a worker's ethical sensitivity is being expressed through higher conciliatory ethical judgments as his positive mood increases resulting in a higher co-creation intention (Abele & Gendolla. 1999). This is an important distinction revealing that while ethical propensities are generally considered to be stable over time, this research suggests that, ethical decisions, and the factors which influence those decisions, can vary across mood states (Curtis, 2006 and Craft, 2013). Unlocking the power of mood will help us to thrive a better understanding of a worker's mechanism on ethical perceptions related to OLMs and our throughout experimental design with the mood-inducing events, our knowledge can be advanced. For that reason, several aspects of mood deserve further inquiry.

6.3 Practical Implications

By taking into consideration, the increasing importance of the OLMs, that about 36 % of the US workers currently participate in them²² and until 2023 this number should be up to 52 % (Mitic, 2019) and the currently emerging economic crisis caused by the Covid-19 virus, it is

²² Only 28% of independent workers belong to Generation X (people aged 40 to 55).

obvious that, this innovative new way of labor has significant increasing trend. Although, OLMs offer excellent earning opportunities, with a decreasing need for physical presence in the workplace, making easier than ever to work for multiple employers simultaneously, still being a worker carries risks. Thus, as this market grows mature, several concurrent forces jointly reduce the effect of moral hazard in tandem (Pavlou & Gefen, 2005). For that reason, the present study may operate as an initial step in OLMs ethics management. It becomes paramount and crucial for both OLMs providers and requesters to understand workers' ethical perceptions, how they are defined and how they influence their value co-creation intentions on online jobs. A job-pursuit intention, with an ethical climate engagement, will have a high possibility for high-quality working outcomes, which is ultimately the goal of OLMs and crowdsourcing procedure (Tseng & Fan, 2011; Demirtas & Akdogan, 2015; McLead et al. 2016 and Wood et al. 2019).

My findings reveal that, workers' personality traits and current mood play a key role in explaining the formation of their ethical perceptions of the platform, their co-creation intentions on online jobs and their relationship quality with the OLM. In other words, workers' personality and mood, are ubiquitous throughout the managerial marketing strategies that the OLMs have to design and identify (Bagozzi et al. 1999; Bayus, 2013 and Zahay et al. 2018). These include primarily the improvement of the already existing ethical aspects such as the reliability of the online working environment, as well as the workers; perception that the OLMs providers' values are in line with their own values. For example, researchers identify the biggest issues of OLMs in the communication between workers and the platform, the platform architecture and legal questions, such as whether to impose a tax on online tasks etc. (Buettner 2015).

My results also help OLMs providers to better understand the role and importance of the multidimensionality of workers' ethical perceptions in relation to their psychological profiles. This, eventually, further will enable OLMs to have as a priority more personalized-oriented and friendly framework of their crowdsourcing flow, in terms of aesthetics, colors, navigation consistency, textual content and alignment (Moshagen, & Thielsch, 2013; Tuch et al. 2010 and

Jiang et al. 2016). A website with a good atmosphere provides will workers with a feeling of control, which enhances their enjoyment and extent further their intentions to engage in co-creation on the platform (Cyr & Larios, 2010 and Chang et al. 2014).

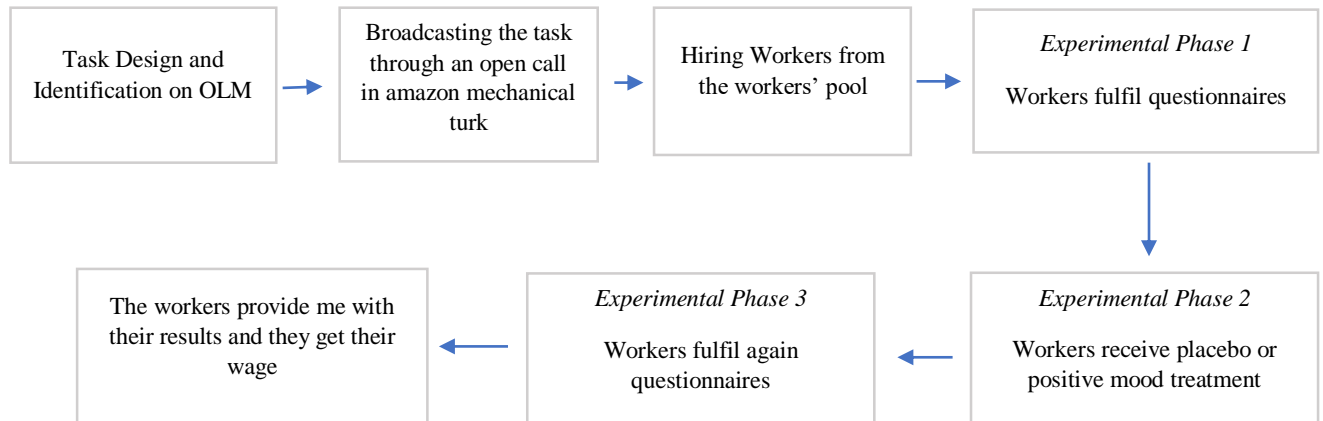
6.4 Conclusions

Traditionally, the research on ethical perceptions has been quite distinct from the study of mood. Psychology has tacitly treated perception and mood as separable phenomena to be studied in isolation. However, the revolutionary psychological field of mood science, revealed that relevant areas of the brain and the processes they support as highly interactive (Zadra & Clore, 2011). Thus, by having in mind that, mood influences information processing, mediates responses to persuasive appeals, measures the effects of stimuli, initiates goal setting, enacts goal-directed behaviors, serves as ends and measures workers' working preferences and sense of working environment, I tried to illustrate evidence that mood is clearly connected with ethical perception and co-creation intention, in relation to workers' individual personality characteristics.

My experimental findings have developed several arguments on the how mood interact with workers' online behavior (Keltner, 2010; Loewenstein, 2000 and Loewenstein et al. 2001). Yet, we are only beginning to understand the role of the psychology in OLMs. It is widely recognized among researchers that ethical aspects differ in offline and online environments (Citera et al. 2005), workers' ethical evaluations are formed in different ways on online platforms and in offline settings (Roman, 2007), and in general, Internet is often seen as an environment for unethical behavior (Freeston & Mitchell 2004 and Hajli 2018). Hence, this trend has implication for future research within the context of online working environments and trying to investigate and develop the ability to foster a co-creation environment and build communities of enthusiastic contributors, which will play a greater role in the future of organizational employment relationships.

Appendix

The experimental flowchart:



References

- Abele, A. E., & Gendolla, G. H. (1999). Satisfaction judgments in positive and negative moods: Effects of concurrent assimilation and contrast producing processes. *Personality and Social Psychology Bulletin*, 25(7), 883-895.
- Adair, J. G. (1984). The Hawthorne effect: a reconsideration of the methodological artifact. *Journal of applied psychology*, 69(2), 334.
- Agag, G. (2019). E-commerce ethics and its impact on buyer repurchase intentions and loyalty: An empirical study of small and medium Egyptian businesses. *Journal of Business Ethics*, 154(2), 389–410.
- Agag, G., El-masry, A., Alharbi, N. S., & Ahmed Almamy, A. (2016). Development and validation of an instrument to measure online retailing ethics: Consumers' perspective. *Internet Research*, 26(5), 1158–1180.
- Agrawal, A., J. Horton, N. Lacetera, and E. Lyons. 2015. "Digitization and the Contract Labour Market: A Research Agenda." In NBER Chapters, in: *Economic Analysis of the Digital Economy*, 219–250. National Bureau of Economic Research, Inc.
- Arechar, A. A., Gächter, S., & Molleman, L. (2018). Conducting interactive experiments online. *Experimental economics*, 21(1), 99-131.
- Armstrong, A., & Hagel, J. (2000). The real value of online communities. *Knowledge and communities*, 74(3), 85-95.
- Athanasopoulou, P. (2009). Relationship quality: a critical literature review and research agenda. *European journal of marketing*.
- Autor, H. D. 2001. "Wiring the Labour Market." *Journal of Economic Perspectives* 15 (1): 25–40.
- Autor, H. D. , and M. J.Handel . 2013. "Putting Tasks to the Test: Human Capital, Job Tasks, and Wages." *Journal of Labour Economics* 31 (2): S59–S96.
- Bai, C., & Yu, B. (2021). Research on the value co-creation of the crowdsourcing services under the sharing economy. *The International Journal of Electrical Engineering & Education*.
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the academy of marketing science*, 27(2), 184-206.
- Banfi, S., & Villena-Roldan, B. (2019). Do high-wage jobs attract more applicants? Directed search evidence from the online labor market. *Journal of Labor Economics*, 37(3), 715-746.
- Barrick, Murray R and Michael K Mount (1991) "The big five personality dimensions and job performance: a meta-analysis," *Personnel Psychology*, Vol. 44, No. 1, pp. 1–26.
- Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing*, 69(4), 133–152.
- Bartels, R. (1967). A model for ethics in marketing. *The Journal of Marketing*, 31(1), 20–26.
- Bayus, B. L. (2013). Crowdsourcing new product ideas over time: An analysis of the Dell IdeaStorm community. *Management science*, 59(1), 226-244.

- Behrend, T. S., Sharek, D. J., Meade, A. W., & Wiebe, E. N. (2011). The viability of crowdsourcing for survey research. *Behavior Research Methods*, 43(3), 800–813.
- Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595–1600.
- Benjamin, D. J. (2015). A theory of fairness in labour markets. *The Japanese Economic Review*, 66(2), 182-225.
- Berinsky, A. J., Huber, G. A., & Lenz, G. S. (2012). Evaluating online labor markets for experimental research: Amazon. com's Mechanical Turk. *Political analysis*, 20(3), 351-368.
- Bewley, T. F., & Bewley, T. F. (2009). Why wages don't fall during a recession. Harvard university press.
- Blanchflower, D. G., & Oswald, A. J. (2005). Happiness and the human development index: The paradox of Australia (No. w11416). National Bureau of Economic Research.
- Blaney, P. H. (1986). Affect and memory: A review. *Psychological Bulletin*, 99, 229-246.
- Blohm, I., Zogaj, S., Bretschneider, U., & Leimeister, J. M. (2018). How to manage crowdsourcing platforms effectively?. *California Management Review*, 60(2), 122-149.
- Bower, G. H. (1981). Mood and memory. *American Psychologist*, 36, 129-148.
- Brabham, D. C. 2013. Crowdsourcing. The MIT Press.
- Brabham, D.C. (2008). Crowdsourcing as a model for problem solving: an introduction and cases. *Convergence: The International Journal of Research into New Media Technologies*, 14(1), 75–90.
- Bratton, V. K., & Strittmatter, C. (2013). To cheat or not to cheat?: The role of personality in academic and business ethics. *Ethics & Behavior*, 23(6), 427-444.
- Brawley, A. M. (2017). The big, gig picture: We can't assume the same constructs matter. *Industrial and Organizational Psychology*, 10(4), 687–696.
- Brink, W. D., Eaton, T. V., Grenier, J. H., & Reffett, A. (2019). Deterring unethical behavior in online labor markets. *Journal of Business Ethics*, 156(1), 71-88.
- Buettner, R. (2015). A systematic literature review of crowdsourcing research from a human resource management perspective. In *HICSS '15 Proceedings of the 2015 48th Hawaii International Conference on System. Sciences*, 4609–4618. IEEE Computer Society.
- Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data? *Perspectives on psychological science*, 6(1), 3-5.
- Caza, A., Barker, B. A., & Cameron, K. S. (2004). Ethics and ethos: The buffering and amplifying effects of ethical behavior and virtuousness. *Journal of Business Ethics*, 52(2), 169-178.
- Chan, K. W., Li, S. Y., & Zhu, J. J. (2018). Good to be novel? Understanding how idea feasibility affects idea adoption decision making in crowdsourcing. *Journal of Interactive Marketing*, 43, 52-68.

- Chan, K. W., Li, S. Y., & Zhu, J. J. (2015). Fostering customer ideation in crowdsourcing community: The role of peer-to-peer and peer-to-firm interactions. *Journal of Interactive Marketing*, 31, 42-62.
- Chandler, J., Paolacci, G., & Mueller, P. (2013). Risks and rewards of crowdsourcing marketplaces. In *Handbook of human computation* (pp. 377-392). Springer, New York, NY.
- Chandler, D., & Kapelner, A. (2013). Breaking monotony with meaning: Motivation in crowdsourcing markets. *Journal of Economic Behavior & Organization*, 90, 123-133.
- Chang, S. H., Chih, W. H., Liou, D. K., & Hwang, L. R. (2014). The influence of web aesthetics on customers' PAD. *Computers in Human Behavior*, 36, 168-178.
- Charness Gary and Rabin Matthew. (2002). Understanding social preferences with simple tests. *Quarterly Journal of Economics*, 117(3):817–869.
- Cheung, J. H., Burns, D. K., Sinclair, R. R., & Sliter, M. (2017). Amazon Mechanical Turk in organizational psychology: An evaluation and practical recommendations. *Journal of Business and Psychology*, 32(4), 347–361.
- Chirico, A., Shiota, M. N., & Gaggioli, A. (2021). Positive emotion dispositions and emotion regulation in the Italian population. *Plos one*, 16(3), e0245545.
- Citera, M. R., Beauregard, R., & Mitsuya, T. (2005). Experimental study of credibility in e-negotiations. *Psychology & Marketing*, 22(2), 163–179.
- Clark, M. S. & Isen, A. M. (1982). Toward understanding the relationship between feeling states and social behavior. In A. Hastorf & A. M. Isen (Eds.) *Cognitive socialpsychology* (pp. 73-108). New York: Elsevier.
- Cobb-Clark, D. A., & Schurer, S. (2012). The stability of big-five personality traits. *Economics Letters*, 115(1), 11-15.
- Costa, P. T., & McCrae, R. R. (1980). Influence of extraversion and neuroticism on subjective well-being: happy and unhappy people. *Journal of personality and social psychology*, 38(4), 668.
- Cova, B., & Dallı, D. (2009). Working consumers: the next step in marketing theory?. *Marketing theory*, 9(3), 315-339.
- Craft, J. L. (2013). A review of the empirical ethical decision-making literature: 2004–2011. *Journal of business ethics*, 117(2), 221-259.
- Crawford, J. R., & Henry, J. D. (2004). The Positive and Negative Affect Schedule (PANAS): Construct validity, measurement properties and normative data in a large non-clinical sample. *British journal of clinical psychology*, 43(3), 245-265.
- Cubel, M., Nuevo-Chiquero, A., Sanchez-Pages, S., & Vidal-Fernandez, M. (2016). Do personality traits affect productivity? Evidence from the laboratory. *The Economic Journal*, 126(592), 654-681.
- Curtis, M. B. (2006). Are audit-related ethical decisions dependent upon mood?. *Journal of Business Ethics*, 68(2), 191-209.
- Cyr, D., & Larios, H. (2010). Colour appeal in website design within and across cultures: A multi-method evaluation. *International Journal of... Int. J. Human-Computer Studies*, 68, 1-21.

- Dawson, R., and Bynghall, S. 2012. Getting Results from Crowds. *Advanced Human Technologies*.
- De Cannière, M. H., De Pelsmacker, P., & Geuens, M. (2009). Relationship quality and the theory of planned behavior models of behavioral intentions and purchase behavior. *Journal of business research*, 62(1), 82-92.
- Demirtas, O., & Akdogan, A. A. (2015). The effect of ethical leadership behavior on ethical climate, turnover intention, and affective commitment. *Journal of Business Ethics*, 130(1), 59-67.
- DeNeve, K. M., & Cooper, H. (1998). The happy personality: a meta-analysis of 137 personality traits and subjective well-being. *Psychological bulletin*, 124(2), 197.
- Difallah, D., Filatova, E., & Ipeirotis, P. (2018, February). Demographics and dynamics of mechanical turk workers. In *Proceedings of the eleventh ACM international conference on web search and data mining* (pp. 135-143).
- Di Tella, R., MacCulloch, R. J., & Oswald, A. J. (2001). Preferences over inflation and unemployment: Evidence from surveys of happiness. *American economic review*, 91(1), 335-341.
- Dovidio, J. F. (1984). Helping behavior and altruism: An empirical and conceptual overview. *Advances in experimental social psychology*, 17, 361-427.
- Dube, A., Jacobs, J., Naidu, S., & Suri, S. (2020). Monopsony in online labor markets. *American Economic Review: Insights*, 2(1), 33-46.
- Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention. *Internet Research*.
- Estellés-Arolas, E., & González-Ladrón-de-Guevara, F. (2012). Towards an integrated crowdsourcing definition. *Journal of Information science*, 38(2), 189-200.
- Etzioni, A.: 1988, 'Normative-affective Factors; Toward a New Decision-making Model', *Journal of Economic Psychology* 9, 125–150.
- Farrell, A., Grenier, J., & Leiby, J. (2017). Scoundrels or stars? Theory and evidence on the quality of workers in online labor markets. *The Accounting Review*, 92(1), 93–114.
- Fedorikhin, A., & Patrick, V. M. (2010). Positive mood and resistance to temptation: The interfering influence of elevated arousal. *Journal of Consumer Research*, 37(4), 698-711.
- Fedorenko, I., & Berthon, P. (2017). Beyond the expected benefits: unpacking value co-creation in crowdsourcing business models. *AMS Review*, 7(3), 183-194.
- Fehr, E., Goette, L., & Zehnder, C. (2009). A behavioral account of the labor market: The role of fairness concerns. *Annu. Rev. Econ.*, 1(1), 355-384.
- Fehr Ernst and Schmidt Klaus M. A theory of fairness, competition, and cooperation. *Quarterly Journal of Economics*, 114(3):817–868, August 1999.
- Felstiner, A. L. 2010. "Working the Crowd: Employment and Labor Law in the Crowdsourcing Industry," *Berkeley Journal of Employment & Labor Law* (32), pp. 143-204.
- Fieseler, C., Bucher, E., & Hoffmann, C. P. (2019). Unfairness by design? The perceived fairness of digital labor on crowdworking platforms. *Journal of Business Ethics*, 156(4), 987-1005.

- Filiz, I., Nahmer, T., & Spiwoks, M. (2019). Herd behavior and mood: An experimental study on the forecasting of share prices. *Journal of Behavioral and Experimental Finance*, 24, 100232.
- Fischbacher, U. (2007). z-Tree: Zurich toolbox for ready-made economic experiments. *Experimental economics*, 10(2), 171-178.
- Fletcher, J. M. (2013). The effects of personality traits on adult labor market outcomes: Evidence from siblings. *Journal of Economic Behavior & Organization*, 89, 122-135.
- Forgas, J. P. (1995). Mood and judgment: the affect infusion model (AIM). *Psychological bulletin*, 117(1), 39.
- Forgas, J. P., & Bower, G. H. (1987). Mood effects on person-perception judgments. *Journal of personality and social psychology*, 53(1), 53.
- Fredrickson, B., 2001. The role of positive emotions in positive psychology: the broaden-and-build theory of positive emotions. *American Psychologist*, 56 (3), 218–226.
- Freestone, O., & Mitchell, V. W. (2004). Generation Y attitudes towards e-ethics and Internet related misbehaviours. *Journal of Business Ethics*, 54(2), 121–128.
- Frijda, N. H. (1993). Moods, emotion episodes, and emotions. *Handbook of Emotions*, 381-403.
- Gadiraju, U., Kawase, R., Dietze, S., & Demartini, G. (2015, April). Understanding malicious behavior in crowdsourcing platforms: The case of online surveys. In *Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 1631-1640).
- Gadiraju, U., & Demartini, G. (2019, September). Understanding worker moods and reactions to rejection in crowdsourcing. In *Proceedings of the 30th ACM Conference on Hypertext and Social Media* (pp. 211-220).
- Garcia-Castro, R., & Aguilera, R. V. (2015). Incremental value creation and appropriation in a world with multiple stakeholders. *Strategic Management Journal*, 36(1), 137–147.
- Gaudine, A., & Thorne, L. (2001). Emotion and ethical decision-making in organizations. *Journal of Business Ethics*, 31(2), 175-187.
- Gibbard, A.: 1990, *Wise Choices, Apt Feelings* (Harvard University Press, Cambridge, MA).
- Giluk, T. L., & Postlethwaite, B. E. (2015). Big Five personality and academic dishonesty: A meta-analytic review. *Personality and Individual Differences*, 72, 59-67.
- Gleim, M. R., Johnson, C. M., & Lawson, S. J. (2019). Sharers and sellers: A multi-group examination of gig economy workers' perceptions. *Journal of Business Research*, 98, 142-152.
- Graziano, W. G., & Tobin, R. M. (2002). Agreeableness: Dimension of personality or social desirability artifact? *Journal of personality*, 70(5), 695-728.
- Graziano, W. G., & Eisenberg, N. (1997). Agreeableness: A dimension of personality. In *Handbook of personality psychology* (pp. 795-824). Academic Press.
- Gross, J. J., & John, O. P. (2003). Individual differences in two emotion regulation processes: implications for affect, relationships, and well-being. *Journal of personality and social psychology*, 85(2), 348.

- Groves, M. O. (2005). How important is your personality? Labor market returns to personality for women in the US and UK. *Journal of Economic Psychology*, 26(6), 827-841.
- Gundlach, G. T., Achrol, R. S., & Mentzer, J. T. (1995). The structure of commitment in exchange. *Journal of marketing*, 59(1), 78-92.
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of marketing*, 69(4), 210-218.
- Hajli, M.N., 2014. The role of social support on relationship quality and social commerce. *Technol. Forecast. Soc. Change*. 87, 17–27.
- Hajli, N. (2018). Ethical environment in the online communities by information credibility: A social media perspective. *Journal of Business Ethics*, 149(4), 799–810.
- Hara, K., Adams, A., Milland, K., Savage, S., Callison-Burch, C., & Bigham, J. P. (2018, April). A data-driven analysis of workers' earnings on Amazon Mechanical Turk. In *Proceedings of the 2018 CHI conference on human factors in computing systems* (pp. 1-14).
- Haylock, M., & Kampkötter, P. (2019). The role of preferences, attitudes, and personality traits in labor market matching. *Economics Letters*, 185, 108718.
- Heckman, J. J., Jagelka, T., & Kautz, T. D. (2019). Some contributions of economics to the study of personality (No. w26459). National Bureau of Economic Research.
- Horton, J. J., & Chilton, L. B. (2010). The labor economics of paid crowdsourcing. In *Proceedings of the 11th ACM conference on Electronic commerce* (pp. 209-218).
- Horton, J. (2010). Online labor markets. In *Workshop on Internet and network economics* (pp. 515–522).
- Horton, J.J., Rand, D. G., & Zeckhauser, R. J. (2011). The online laboratory: Conducting experiments in a real labour market. *Experimental Economics*, 14(3), 399-425.
- Howe, J. (2006). The rise of crowdsourcing. *Wired Magazine*, 14(6), 1–4.
- Ifcher, J., & Zarghamee, H. (2011). Happiness and time preference: The effect of positive affect in a random-assignment experiment. *American Economic Review*, 101(7), 3109-29.
- Ipeirotis, P. G., & Horton, J. J. (2011). The need for standardization in crowdsourcing. In *Proceedings of the workshop on crowdsourcing and human computation at CHI*.
- Ipeirotis, P. G. (2010). Demographics of mechanical turk.
- Isen, A. M. (1984). Toward understanding the role of affect in cognition. In R. S. Wyer & T. K. Srull (Eds.). *Handbook of social cognition* (pp. 179-236). Hillsdale, New Jersey: Erlbaum.
- Isen A.M. , T.E. Shalcker (1982). The effect of feeling state on evaluation of positive, neutral, and negative stimuli: When you “accentuate the positive”, do you “eliminate the negative”? *Social Psychology Quarterly*, 45 (1).

- Isen, A. M. (1985). Asymmetry of happiness and sadness in effects on memory in normal college students: Comment on Hasher, Rose, Zacks, Sanft, and Doren. *Journal of Experimental Psychology: General*, 114, 388-391.
- Jensen-Campbell, L. A., & Graziano, W. G. (2001). Agreeableness as a moderator of interpersonal conflict. *Journal of personality*, 69(2), 323-362.
- Jiang, Z., Wang, W., Tan, B. C., & Yu, J. (2016). The determinants and impacts of aesthetics in users' first interaction with websites. *Journal of Management Information Systems*, 33(1), 229-259.
- John, O. P., & Srivastava, S. (1999). The Big-Five trait taxonomy: History, measurement, and theoretical perspectives (Vol. 2, pp. 102-138). Berkeley: University of California.
- Joseph, J., Berry, K., & Deshpande, S. P. (2009). Impact of emotional intelligence and other factors on perception of ethical behavior of peers. *Journal of Business Ethics*, 89(4), 539-546.
- Kahneman Daniel, Knetsch Jack L., and Thaler Richard H. Fairness as a constraint on profit seeking entitlements in the market. *American Economic Review*, 76(4):728-41, 1986.
- Kässi, O., & Lehdonvirta, V. (2018). Online labour index: Measuring the online gig economy for policy and research. *Technological forecasting and social change*, 137, 241-248.
- Kazai, G. , J.Kamps, and N.Milic-Frayling . 2012. "The Face of Quality in Crowdsourcing Relevance Labels: Demographics, Personality and Labeling Accuracy." In *Proceedings of the 21st ACM international conference on information and knowledge management*, Maui Hawaii, 2583-2586. ACM
- Kazai, G. , J.Kamps, and N.Milic-Frayling . 2011. "Worker Types and Personality Traits in Crowdsourcing Relevance Labels." In *Proceedings of the 20th ACM international conference on information and knowledge management*, 1941-1944.
- Keltner, D., & Lerner, J. S. (2010). Emotion. *Handbook of Social Psychology*.
- Kocsis, D., & de Vreede, G. J. (2016). Towards a taxonomy of ethical considerations in crowdsourcing.
- Kokkodis, M., & Ipeirotis, P. G. (2016). Reputation transferability in online labor markets. *Management Science*, 62(6), 1687-1706.
- Kostakis, V. and Bauwens, M.(2014). *Network society and future scenarios for a collaborative economy*. Palgrave Macmillan.
- Kuek, S. C., Paradi-Guilford, C., Fayomi, T., Imaizumi, S., Ipeirotis, P., Pina, P., & Singh, M. (2015). The global opportunity in online outsourcing.
- Labroo, A. A., & Patrick, V. M. (2009). Psychological distancing: Why happiness helps you see the big picture. *Journal of Consumer Research*, 35(5), 800-809.
- Lane, T. (2017). How does happiness relate to economic behaviour? A review of the literature. *Journal of behavioral and experimental economics*, 68, 62-78.
- Lerner, J. S., & Keltner, D. (2000). Beyond valence: Toward a model of emotion-specific influences on judgement and choice. *Cognition & emotion*, 14(4), 473-493.

- Li, H., Zhao, B., & Fuxman, A. (2014, April). The wisdom of minority: Discovering and targeting the right group of workers for crowdsourcing. In Proceedings of the 23rd international conference on World wide web (pp. 165-176).
- Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International journal of electronic commerce*, 16(2), 69-90.
- Lin, M., Liu, Y., & Viswanathan, S. (2018). Effectiveness of reputation in contracting for customized production: Evidence from online labor markets. *Management Science*, 64(1), 345-359.
- Loewenstein, G. (2000). Emotions in economic theory and economic behavior. *American economic review*, 90(2), 426-432.
- Loewenstein, G. F., Weber, E. U., Hsee, C. K., & Welch, N. (2001). Risk as feelings. *Psychological bulletin*, 127(2), 267.
- Lusch, R. F., & Vargo, S. L. (2006). Service-dominant logic: reactions, reflections and refinements. *Marketing theory*, 6(3), 281-288.
- Lutz, C., Hoffmann, C. P., Bucher, E., & Fieseler, C. (2018). The role of privacy concerns in the sharing economy. *Information, Communication & Society*, 21(10), 1472-1492.
- Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success?. *Psychological bulletin*, 131(6), 803.
- Mason, W., & Suri, S. (2012). Conducting behavioral research on Amazon's Mechanical Turk. *Behavior research methods*, 44(1), 1-23.
- McCabe, A. C., Ingram, R., & Dato-On, M. C. (2006). The business of ethics and gender. *Journal of business ethics*, 64(2), 101-116.
- McInnis, B., Cosley, D., Nam, C., & Leshed, G. (2016, May). Taking a HIT: Designing around rejection, mistrust, risk, and workers' experiences in Amazon Mechanical Turk. In Proceedings of the 2016 CHI conference on human factors in computing systems (pp. 2271-2282).
- McCrae, R. R., & Costa Jr, P. T. (1999). A five-factor theory of personality. *Handbook of Personality: Theory and Research*, 2, 139-153.
- McLeod, M. S., Payne, G. T., & Evert, R. E. (2016). Organizational ethics research: A systematic review of methods and analytical techniques. *Journal of Business Ethics*, 134(3), 429-443.
- McRae, K., Ciesielski, B., & Gross, J. J. (2012). Unpacking cognitive reappraisal: goals, tactics, and outcomes. *Emotion*, 12(2), 250.
- Merz, M. A., Zarantonello, L., & Grappi, S. (2018). How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. *Journal of Business Research*, 82, 79-89.
- Mitic, I. (2019). Gig economy statistics: The new normal in the workplace. *Fortunly*. Accessed April 28, 2020, from <https://fortunly.com/statistics/gig-economy-statistics#gref>

- Mooradian, T. A., & Olver, J. M. (1997). "I can't get no satisfaction:" The impact of personality and emotion on postpurchase processes. *Psychology & Marketing*, 14(4), 379-393.
- Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *Journal of marketing*, 57(1), 81-101.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, 58(3), 20-38.
- Morris, W. N., & Reilly, N. P. (1987). Toward the self-regulation of mood: Theory and research. *Motivation and emotion*, 11(3), 215-249.
- Moshagen, M., & Thielsch, M. (2013). A short version of the visual aesthetics of websites inventory. *Behaviour & Information Technology*, 32(12), 1305-1311.
- Mourelatos, E., & Tzagarakis, M. (2018). An investigation of factors affecting the visits of online crowdsourcing and labor platforms. *NETNOMICS: Economic Research and Electronic Networking*, 19(3), 95-130.
- Mourelatos, E., & Tzagarakis, M. (2016). Worker's cognitive abilities and personality traits as predictors of effective task performance in crowdsourcing tasks. In *Proceedings of 5th ISCA/DEGA Workshop on Perceptual Quality of Systems (PQS 2016)* (pp. 112-116).
- Mourelatos, E., Tzagarakis, M., & Dimara, E. (2016). A review of online crowdsourcing platforms. *South-Eastern Europe Journal of Economics*, 14(1).
- Mourelatos, E., Giannakopoulos, N., & Tzagarakis, M. (2020). Personality traits and performance in online labour markets. *Behaviour & Information Technology*, 1-17.
- Mueller, G., & Plug, E. (2006). Estimating the effect of personality on male and female earnings. *ILR Review*, 60(1), 3-22.
- Müller, J., & Schwieren, C. (2012). Can personality explain what is underlying women's unwillingness to compete?. *Journal of Economic Psychology*, 33(3), 448-460.
- Müller, J., & Schwieren, C. (2017). Using Personality Questionnaires in Experiments--Limits and Potentials.
- Nadeem, W., Juntunen, M., Shirazi, F., & Hajli, N. (2020). Consumers' value co-creation in sharing economy: The role of social support, consumers' ethical perceptions and relationship quality. *Technological Forecasting and Social Change*, 151, 119786.
- Nadeem, W., Juntunen, M., Hajli, N., & Tajvidi, M. (2019). The role of ethical perceptions in consumers' participation and value co-creation on sharing economy platforms. *Journal of Business Ethics*, 1-21.
- Nunnally, J. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill.
- Oehler, A., & Wedlich, F. (2018). The relationship of extraversion and neuroticism with risk attitude, risk perception, and return expectations. *Journal of Neuroscience, Psychology, and Economics*, 11(2), 63.
- Oppenlaender, J., Milland, K., Visuri, A., Ipeiritis, P., & Hosio, S. (2020, April). Creativity on Paid Crowdsourcing Platforms. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems* (pp. 1-14).

- Oppenlaender, J., Visuri, A., Milland, K., Ipeirotis, P., & Hosio, S. (2020). What do crowd workers think about creative work?. arXiv preprint arXiv:2002.10887.
- Oswald, A. J., Proto, E., & Sgroi, D. (2015). Happiness and productivity. *Journal of Labor Economics*, 33(4), 789-822.
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors influencing the effectiveness of relationship marketing: A meta-analysis. *Journal of marketing*, 70(4), 136-153.
- Paolacci, G., Chandler, J., & Ipeirotis, P. G. (2010). Running experiments on amazon mechanical turk. *Judgment and Decision making*, 5(5), 411-419.
- Paolacci, G., & Chandler, J. (2014). Inside the Turk: Understanding Mechanical Turk as a participant pool. *Current Directions in Psychological Science*, 23(3), 184–188.
- Pavlou, P. A., and Gefen, D. 2005. "Psychological Contract Violation in Online Marketplaces: Antecedents, Consequences, and Moderating Role," *Information Systems Research* (16:4), pp. 372-399.
- Perren, R., & Kozinets, R. V. (2018). Lateral exchange markets: How social platforms operate in a networked economy. *Journal of Marketing*, 82(1), 20–36.
- Plant, R. (2004). Online communities. *Technology in society*, 26(1), 51-65.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903.
- Porter, M. E. (2001). Strategy and the Internet. *Harvard Business Review*, 79(3), 62-78.
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14.
- Rallapalli, K. C., Vitell, S. J., Wiebe, F. A., & Barnes, J. H. (1994). Consumer ethical beliefs and personality traits: An exploratory analysis. *Journal of Business Ethics*, 13(7), 487-495.
- Rantanen, J., Metsäpelto, R. L., Feldt, T., Pulkkinen, L. E. A., & Kokko, K. (2007). Long-term stability in the Big Five personality traits in adulthood. *Scandinavian Journal of Psychology*, 48(6), 511-518.
- Reisenzein, R., & Weber, H. (2009). Personality and emotion. *The Cambridge handbook of personality psychology*, 54-71.
- Roman, S. (2007). The ethics of online retailing: A scale development and validation from the consumers' perspective. *Journal of Business Ethics*, 72(2), 131–148.
- Román, S., & Cuestas, P. J. (2008). The perceptions of consumers regarding online retailers' ethics and their relationship with consumers' general internet expertise and word of mouth: a preliminary analysis. *Journal of Business Ethics*, 83(4), 641-656.
- Reynolds, S. J. (2006). A neurocognitive model of the ethical decision-making process: implications for study and practice. *Journal of Applied Psychology*, 91(4), 737.
- Ross, J., Zaldivar, A., Irani, L., & Tomlinson, B. (2009). Who are the turkers? worker demographics in amazon mechanical turk. Department of Informatics, University of California, Irvine, USA, Tech. Rep, 49.

- Rusting, C. L. (1998). Personality, mood, and cognitive processing of emotional information: three conceptual frameworks. *Psychological bulletin*, 124(2), 165.
- Rusting, C. L. (1999). Interactive effects of personality and mood on emotion-congruent memory and judgment. *Journal of personality and social psychology*, 77(5), 1073.
- Salgado, Jesus F (1997) "The Five Factor Model of personality and job performance in the European Community," *Journal of Applied Psychology*, Vol. 82, No. 1, p. 30.
- Schlagwein, D., Cecez-Kecmanovic, D., & Hanckel, B. (2019). Ethical norms and issues in crowdsourcing practices: A Habermasian analysis. *Information Systems Journal*, 29(4), 811-837.
- Schmidt, F. A. (2013, September). The good, the bad and the ugly: Why crowdsourcing needs ethics. In 2013 International Conference on Cloud and Green Computing (pp. 531-535). IEEE.
- Seib-Pfeifer, L. E., Pugnaghi, G., Beauducel, A., & Leue, A. (2017). On the replication of factor structures of the Positive and Negative Affect Schedule (PANAS). *Personality and Individual Differences*, 107, 201-207.
- Skinner, B. F. (1987). Whatever happened to psychology as the science of behavior?. *American psychologist*, 42(8), 780.
- Smith, J. B. (1998). Buyer–seller relationships: similarity, relationship management, and quality. *Psychology & Marketing*, 15(1), 3-21.
- Solomon, R.: 1976, *The Passions* (Doubleday, Garden City, New York).
- Solomon, R. L. (1980). The opponent-process theory of motivation: The costs of pleasure and the benefits of pain. *American Psychologist*, 35, 691-712.
- Standing, S., & Standing, C. (2018). The ethical use of crowdsourcing. *Business Ethics: A European Review*, 27(1), 72-80.
- Suri, S., Goldstein, D. G., & Mason, W. A. (2011). Honesty in an Online Labor Market. *Human Computation*, 11(11), 61-66.
- Taeihagh, A. (2017). Crowdsourcing, sharing economies and development. *Journal of Developing Societies*, 33(2), 191-222.
- Tajvidi, M., Wang, Y., Hajli, N., & Love, P. E. (2017). Brand value Co-creation in social commerce: The role of interactivity, social support, and relationship quality. *Computers in Human Behavior*, 105238.
- Tauscher, K. (2017). Leveraging collective intelligence: How to design and manage crowd-based business models. *Business Horizons*, 60(2), 237–245.
- Tseng, F. C., & Fan, Y. J. (2011). Exploring the influence of organizational ethical climate on knowledge management. *Journal of business ethics*, 101(2), 325-342.
- Tuch, A. N., Bargas-Avila, J. A., & Opwis, K. (2010). Symmetry and aesthetics in website design: It's a man's business. *Computers in Human Behavior*, 26(6), 1831-1837.
- Tugade, M. M., & Fredrickson, B. L. (2004). Resilient individuals use positive emotions to bounce back from negative emotional experiences. *Journal of personality and social psychology*, 86(2), 320.

- Walsh, G., Hennig-Thurau, T., Sassenberg, K., & Bornemann, D. (2010). Does relationship quality matter in e-services? A comparison of online and offline retailing. *Journal of Retailing and Consumer Services*, 17(2), 130-142.
- Watson, D., & Tellegen, A. (1985). Toward a consensual structure of mood. *Psychological Bulletin*, 98, 219-235.
- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: the PANAS scales. *Journal of personality and social psychology*, 54(6), 1063.
- Watson, D., & Clark, L. A. (1999). The PANAS-X: Manual for the positive and negative affect schedule-expanded form.
- Watson, D., & Clark, L. A. (1997). Extraversion and its positive emotional core. In *Handbook of personality psychology* (pp. 767-793). Academic Press.
- Welsum, D.V.(2016). Sharing is Caring? Not quite. Some observations about the 'sharing economy'. *World Development Report 2016*, World Bank.
- Whitla, P. (2009). Crowdsourcing and its application in marketing activities. *Contemporary Management Research*, 5(1).
- Wilhelm, P., & Schoebi, D. (2007). Assessing mood in daily life. *European Journal of Psychological Assessment*, 23(4), 258-267.
- Winterich, K. P., & Haws, K. L. (2011). Helpful hopefulness: The effect of future positive emotions on consumption. *Journal of Consumer Research*, 38(3), 505-524.
- Wolfson, S. M., & Lease, M. (2011). Look before you leap: Legal pitfalls of crowdsourcing. *Proceedings of the American Society for Information Science and Technology*, 48(1), 1-10.
- Wood, A. J., Graham, M., Lehdonvirta, V., & Hjorth, I. (2019). Good gig, bad gig: Autonomy and algorithmic control in the global gig economy. *Work, Employment and Society*, 33(1), 56-75.
- Vanlessen, N., De Raedt, R., Koster, E. W., & Pourtois, G. (2016). Happy heart, smiling eyes: A systematic review of positive mood effects on broadening of visuospatial attention. *Neuroscience and Biobehavioral Reviews*, 68816-837.
- Vargo, S. L., Maglio, P. P., & Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European management journal*, 26(3), 145-152.
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of marketing Science*, 36(1), 1-10.
- Varshney, L. R. (2012, July). Privacy and reliability in crowdsourcing service delivery. In *2012 Annual SRII Global Conference* (pp. 55-60). IEEE.
- Vieira, A. L., Winklhofer, H., & Ennew, C. T. (2008). Relationship quality: a literature review and research agenda. *Journal of Customer Behaviour*, 7(4), 269-291.
- Yang, K., Zhang, K., Ren, J., & Shen, X. (2015). Security and privacy in mobile crowdsourcing networks: challenges and opportunities. *IEEE communications magazine*, 53(8), 75-81.

- Yu, C. H., Tsai, C. C., Wang, Y., Lai, K. K., & Tajvidi, M. (2020). Towards building a value co-creation circle in social commerce. *Computers in Human Behavior*, 108, 105476.
- Yuksel, M., Darmody, A., & Venkatraman, M. (2019). When consumers own their work: Psychological ownership and consumer citizenship on crowdsourcing platforms. *Journal of Consumer Behaviour*, 18(1), 3-11.
- Zadra, J. R., & Clore, G. L. (2011). Emotion and perception: The role of affective information. *Wiley interdisciplinary reviews: cognitive science*, 2(6), 676-685.
- Zahay, D., Hajli, N., & Sihi, D. (2018). Managerial perspectives on crowdsourcing in the new product development process. *Industrial Marketing Management*, 71, 41-53.
- Zelenski, J. M., & Larsen, R. J. (2002). Predicting the future: How affect-related personality traits influence likelihood judgments of future events. *Personality and Social Psychology Bulletin*, 28(7), 1000-1010.
- Zhuang, M., & Gadiraju, U. (2019). In What Mood Are You Today? An Analysis of Crowd Workers' Mood, Performance and Engagement. In *Proceedings of the 10th ACM Conference on Web Science* (pp. 373-382).

Graphs

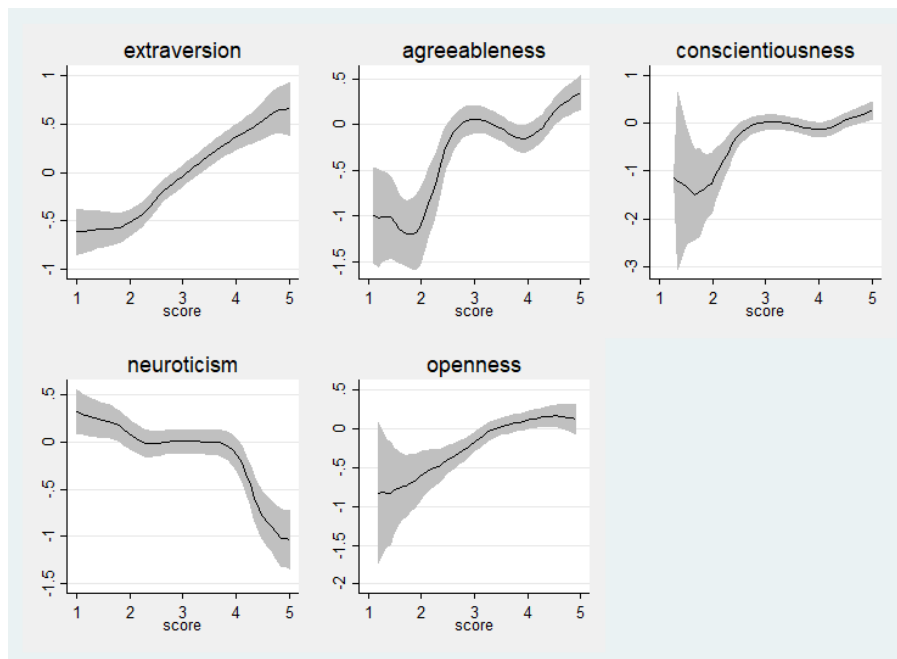


Figure 1. Relationship between Positive Affect and Big Five Personality

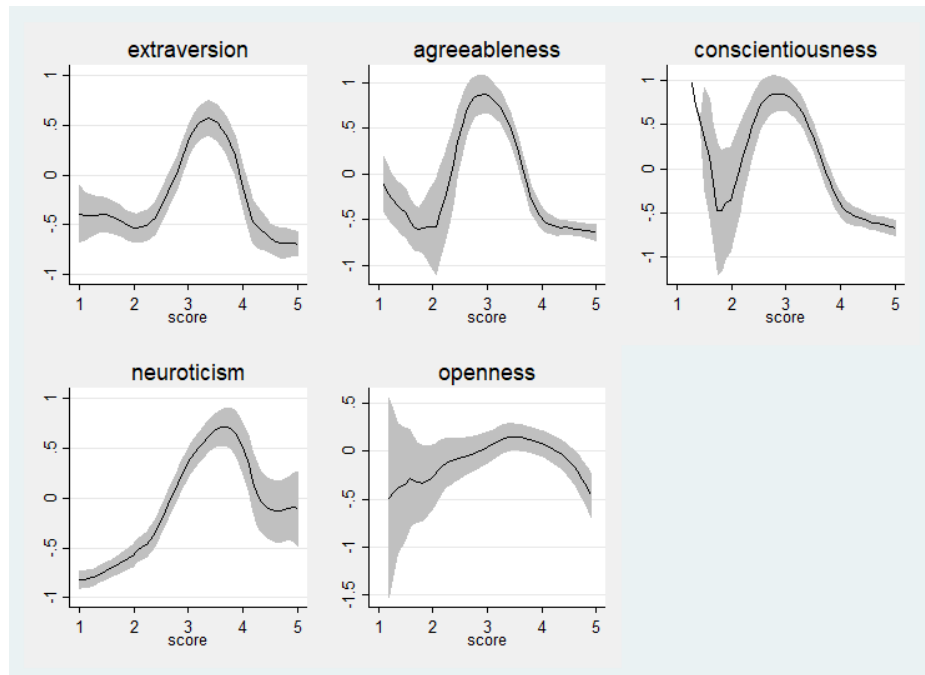


Figure 2. Relationship between Negative Affect and Big Five Personality

Tables

Table 1. Sample Characteristics

	%
Gender	
<i>Male</i>	44.06
<i>Female</i>	55.94
Age	
<i>GenZ (Less than 19 years)</i>	1.25
<i>GenY (19–37 years)</i>	49.69
<i>GenX (37–54 years)</i>	49.06
Whites	73.75
Married	60.63
At least college education	65.94
High Social Economic Index	43.75
For how long have you been using the AMT (experience)?	
<i>1-2 years</i>	0.94
<i>3-4 years</i>	70.94
<i>Over 5 years</i>	28.13

Source: Author's Calculations. Data drawn from Amazon Mechanical Turk.

Notes : N = 320

Table 2. Measurement Items

Scales		T ₁			T ₂		
A. Ethical Perceptions		CA	Mean	SD	CA	Mean	SD
1. Privacy		0.867	22.330	4.224	0.883	22.830	4.609
A1. Without the consent of workers, Amazon Mechanical Turk will not use personal information for purposes other than for the original transactions							
A2. Amazon Mechanical Turk guarantees that personal information of workers will be handled in accordance with a third party's privacy-protection regulations and has acquired authentication knowledge.							
A3. Amazon Mechanical Turk will not apply special technology to collect and analyze the internet behavior and working habits of workers without their consent.							
A4. Amazon Mechanical Turk clearly explains how information provided by workers is used.							
2. Security		0.842	17.228	3.334	0.848	16.953	3.569
A5. Amazon Mechanical Turk guarantees that the transmission of transactional data will be protected without any unauthorized modification or sabotage.							
A6. Amazon Mechanical Turk has a transactional security policy that workers can understand easily.							
A7. Amazon Mechanical Turk guides workers to correct and safe transaction steps.							
3. Fulfilment/Reliability		0.828	21.230	4.223	0.800	21.398	4.863
A8. Workers receive the correct ratings as part of Amazon's Mechanical Turk reputation system.							
A9. Workers browse online tasks that are matching the description of general task characteristics being adopted by Amazon Mechanical Turk.							
A10. Amazon Mechanical Turk guarantees that posted tasks are authentic online jobs.							
A11. The earnings on Amazon Mechanical Turk are based and consistent with a legal minimum hourly rate.							
4. Shared Value		0.877	15.955	3.932	0.894	16.006	4.094
A12. Amazon Mechanical Turk respects my business values							
A13. Amazon Mechanical Turk and I have mutual understanding of each other's business values.							
A14. Amazon Mechanical Turk sticks to highest level of business ethics in all its transactions.							
5. Service Recovery		0.788	16.228	3.379	0.833	16.231	3.685
A15. Amazon Mechanical Turk responds to workers' complaints promptly.							
A16. Amazon Mechanical Turk could create a system that provides feedback on why a worker's outcome was rejected.							
A17. A failure is not neglected by Amazon Mechanical Turk and it is promptly dealt with via a reasonable recovery strategy.							
B. Value co-creation		0.802	16.868	3.669	0.817	17.106	3.697
B1. I am willing to provide my experiences and suggestions when my friends on my favorite online market want my advice on how to participate to Amazon Mechanical Turk.							
B2. I am willing to participate in an online market recommended by my friends through Amazon Mechanical Turk.							
B3. I consider the experiences of my friends through Amazon Mechanical Turk when I want also to work in an online task of Amazon Mechanical Turk.							
C. Relationship quality							
1. Trust		0.772	11.874	1.960	0.869	12.326	2.239
C1. I would characterize Amazon Mechanical Turk as honest.							
C2. Amazon Mechanical Turk is trustworthy.							
2. Satisfaction		0.761	11.923	1.858	0.840	12.365	2.117
C3. Overall, I am satisfied with Amazon Mechanical Turk.							
C4. The last time I used Amazon Mechanical Turk, it fulfilled my expectation							
3. Commitment		0.848	17.078	3.847	0.841	17.318	3.797
C5. I feel a sense of belonging in Amazon Mechanical Turk.							
C6. I am a loyal patron of Amazon Mechanical Turk.							

Notes: Scales adapted from the mentioned authors in the text and altered in the context of online labor markets

SD=Standard Deviation; CA=Cronbach's Alpha; N = 320.

Table 3. Paired Sample t-tests

Participants	Paired Variables			
	No	Treated	Difference	t-test
	Treated	Group	[1]-[2]	t
	Group			
	[1]	[2]	[3]	[4]
T₁				
Privacy	22.390	22.269	-0.121	1.140
Security	17.421	17.035	-0.386	0.041
Fulfilment/Reliability	21.280	21.179	-0.101	0.911
Shared Value	15.713	16.197	0.484	1.458*
Service Recovery	15.842	16.034	0.192	1.110
Value Co-Creation	16.567	17.158	0.619	1.411
Trust	11.682	12.065	0.383	1.490
Satisfaction	11.756	12.090	0.334	1.003
Commitment	17.692	17.542	-0.150	0.328
T₂				
Privacy	22.390	23.269	0.879	1.711**
Security	16.701	17.205	0.504	1.564*
Fulfilment/Reliability	20.975	21.821	0.844	1.600**
Shared Value	15.589	16.340	0.651	1.623**
Service Recovery	15.756	16.731	0.975	2.382***
Value Co- Creation	16.756	17.475	0.718	1.743**
Trust	12.012	12.639	0.627	1.625**
Satisfaction	12.097	12.633	0.536	1.579*
Commitment	17.323	17.635	0.312	0.712
Observations	164	156		

Source: Author's Calculations (Mean Scores). Data drawn from Amazon Mechanical Turk.

Notes: Statistical Significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

Table 4. Determinants of Dependent Variables before treatment (T₁)

Dependent Variables	Ethical Perceptions					Co-Creation	Relationship Quality		
	Privacy [1]	Security [2]	Reliability [3]	Shared Value [4]	Service Recovery [5]	Value [6]	Trust [7]	Satisfaction [8]	Commitment [9]
Female	0.823** (0.309)	0.530 (0.314)	0.338 (0.357)	0.214 (0.341)	0.123 (0.315)	0.183 (0.359)	-0.011 (0.148)	0.347* (0.185)	0.468 (0.290)
Mood									
Positive Affect	0.129*** (0.026)	0.092*** (0.019)	0.155*** (0.041)	0.131*** (0.037)	0.146*** (0.028)	0.168*** (0.023)	0.081*** (0.018)	0.066*** (0.015)	0.147*** (0.029)
Negative Affect	0.049 (0.034)	0.051* (0.021)	0.126** (0.037)	0.106** (0.036)	0.075** (0.024)	0.032 (0.020)	-0.002 (0.010)	0.002 (0.013)	0.057 (0.028)
Personality Traits									
Openness	0.763 (0.335)	0.211 (0.180)	-0.247 (0.345)	-0.275 (0.346)	-0.137 (0.370)	-0.019 (0.320)	0.189 (0.165)	0.031 (0.189)	-0.140 (0.408)
Conscientiousness	0.813 (0.633)	0.591 (0.497)	0.454 (0.390)	0.502 (0.507)	0.106 (0.308)	-0.664* (0.300)	0.336* (0.132)	0.042 (0.178)	0.624 (0.488)
Extraversion	-0.143 (0.355)	0.184 (0.390)	0.363 (0.383)	0.328 (0.346)	-0.210 (0.232)	0.512*** (0.232)	0.098 (0.128)	0.129 (0.142)	0.478 (0.309)
Agreeableness	1.085*** (0.459)	1.114*** (0.390)	0.698* (0.374)	0.994** (0.398)	1.023*** (0.309)	0.721** (0.332)	0.398** (0.204)	0.491** (0.197)	0.621* (0.386)
Neuroticism	0.519 (0.459)	0.322 (0.320)	0.178 (0.354)	0.015 (0.405)	0.389 (0.294)	-0.334** (0.284)	0.371** (0.167)	0.268* (0.170)	0.306 (0.308)
Constant	5.046 (2.576)	9.509 (3.581)	3.947 (3.262)	5.222 (2.758)	6.989 (2.944)	9.221 (2.926)	3.933 (1.499)	6.475** (1.542)	3.818 (2.889)
R-squared	0.244	0.305	0.305	0.298	0.269	0.336	0.249	0.185	0.284
F-Stat	7.33	28.09	25.66	27.53	12.12	17.04	11.13	6.09	23.32
Demographic Controls					Yes				
Social Economic Controls					Yes				
Cognitive Skills Controls					Yes				

Source: Author's calculations. Data drawn from Amazon Mechanical Turk.

Notes: The number of participants is N= 320. The specifications control for personal characteristics, cognitive skills, socioeconomic background and individuals' origins i.e. Regions' of USA fixed effects. Robust standard errors in parentheses. Statistical Significance: *** p<0.01, ** p<0.05, *p<0.10.

Table 5. Determinants of Dependent Variables after treatment (T₂)

Dependent Variables	Ethical Perceptions					Co-Creation	Relationship Quality		
	Privacy [1]	Security [2]	Reliability [3]	Shared Value [4]	Service Recovery [5]	Value [6]	Trust [7]	Satisfaction [8]	Commitment [9]
Female	1.039*** (0.378)	0.640* (0.352)	0.182 (0.467)	0.293 (0.305)	0.313 (0.329)	0.645** (0.333)	0.299* (0.163)	0.369** (0.197)	0.643 (0.420)
Mood Manipulation									
Treated	1.071*** (0.371)	0.612* (0.389)	1.124** (0.483)	0.811** (0.403)	1.124*** (0.378)	0.763** (0.377)	0.473** (0.230)	0.375* (0.247)	0.589* (0.340)
Positive Affect	0.169*** (0.028)	0.114*** (0.021)	0.169*** (0.036)	0.132*** (0.029)	0.169*** (0.031)	0.150*** (0.028)	0.081*** (0.013)	0.056*** (0.014)	0.122*** (0.029)
Negative Affect	0.067* (0.032)	0.075** (0.026)	0.142** (0.047)	0.112** (0.036)	0.053 (0.031)	0.038 (0.026)	0.010 (0.013)	0.011 (0.012)	0.057 (0.033)
Personality Traits									
Openness	0.819 (0.385)	0.251 (0.263)	-0.209 (0.420)	0.085 (0.416)	0.044 (0.381)	0.146 (0.314)	0.251 (0.224)	0.212 (0.201)	0.244 (0.380)
Conscientiousness	0.816 (0.555)	0.433 (0.392)	0.497 (0.509)	0.750 (0.442)	-0.132 (0.351)	-0.185 (0.472)	0.257 (0.213)	0.234 (0.208)	0.628 (0.524)
Extraversion	-0.281 (0.365)	-0.024 (0.330)	0.314 (0.396)	0.361 (0.332)	-0.062 (0.245)	0.721*** (0.227)	0.116 (0.187)	0.099 (0.162)	0.594* (0.333)
Agreeableness	1.264*** (0.377)	1.311*** (0.311)	1.074*** (0.391)	1.042*** (0.376)	1.139*** (0.344)	0.855*** (0.280)	0.703*** (0.223)	0.748*** (0.223)	0.707** (0.360)
Neuroticism	0.805* (0.429)	0.568* (0.329)	0.508 (0.366)	0.226 (0.335)	0.535* (0.319)	0.019 (0.358)	0.595*** (0.173)	0.500*** (0.174)	0.501* (0.323)
Constant	2.610 (3.657)	2.531 (3.118)	3.681 (3.490)	-0.191 (2.521)	3.381 (2.768)	4.944 (3.719)	1.035 (1.642)	2.816* (1.446)	-0.003 (2.963)
R-squared	0.273	0.256	0.282	0.295	0.298	0.332	0.264	0.193	0.277
F-Stat	6.98	19.18	29.67	18.20	27.53	16.85	14.70	9.56	26.10
Demographic Controls						Yes			
Social Economic Controls						Yes			
Cognitive Skills Controls						Yes			

Source: Author's calculations. Data drawn from Amazon Mechanical Turk.

Notes: The number of participants is N= 320. The specifications control for personal characteristics, cognitive skills, socioeconomic background and individuals' origins i.e. Regions' of USA fixed effects. Robust standard errors in parentheses. Statistical Significance: *** p<0.01, ** p<0.05, *p<0.10