Online Appendix to "Status Goods: Experimental Evidence from Platinum Credit Cards" by Bursztyn, Ferman, Fiorin, Kanz and Rao

This Online Appendix includes additional tables in Section A and additional figures in Section B. Section C present a simple calibration exercise matching take-up of the platinum, benefits upgrade and discount treatments in Experiment 1 to calculate the how much the average consumer values the status aspect of the card. Section D describes the self-esteem experiment with credit card customers. Section E includes the scripts for all the experiments.

A   Tables

TABLE A.1

<u>Sample Characteristics</u>

	Experiment 1: The demand for status	Transaction data	Experiment 2: Positional externalities	Self-esteem experiment with credit card customers
	(1)	(2)	(3)	(4)
Income	60.00	278.98	500.00	180.00
(in million Rp)	[6.21]	[9.82]	[18.62]	[26.32]
Credit limit	28.49	32.31	40.65	28.64
(in million Rp)	[0.12]	[0.19]	[0.26]	[0.22]
Age	46.88	44.37	46.24	44.10
	[0.30]	[0.18]	[0.95]	[0.74]
Female	0.24	0.26	0.22	0.26
	[0.01]	[0.01]	[0.04]	[0.03]
Muslim	0.87	0.85	0.83	0.77
	[0.01]	[0.01]	[0.04]	[0.03]
Kota	0.37	0.35	0.34	0.34
	[0.02]	[0.01]	[0.05]	[0.04]
Platinum card	0.00	0.55	1.00	0.00
	[0.00]	[0.01]	[0.00]	[0.00]
Sample Size	835	2492	93	167

Notes: Each line presents averages of the corresponding variable. For earnings, we present the median instead of the mean, due to large outliers. Standard errors in brackets.

TABLE A.2

	Benefits upgrade	Platinum pooled	p-value (1)=(2)
	(1)	(2)	(3)
Income	60.00	60.00	0.359
(in million Rp)	[15.17]	[7.16]	
Credit limit	28.23	28.61	0.148
(in million Rp)	[0.22]	[0.14]	
Age	46.76	46.94	0.780
	[0.52]	[0.37]	
Female	0.26	0.23	0.300
	[0.03]	[0.02]	
Muslim	0.88	0.87	0.540
	[0.02]	[0.01]	
Jakarta	0.33	0.39	0.099
	[0.03]	[0.02]	
Sample size	271	564	

Notes: Each line presents averages of the corresponding variable. For each variable, the p-value of an F-test that the mean of the corresponding variable is the same for both treatment groups is presented in column 3. For earnings, we present the median and the p-value of a test that the median of this variable is the same for both treatment groups. Standard errors in brackets.

TABLE A.3

	$y_i \geq 300M$	$y_i \geq 500M$	Female	Age above median
	(1)	(2)	(3)	(4)
Platinum*X (a)	0.031	0.014	0.094*	0.056
	[0.049]	[0.084]	[0.049]	[0.038]
	(0.530)	(0.867)	(0.087)	(0.157)
Platinum*(1-X) (b)	0.105***	0.095***	0.079**	0.108**
	[0.032]	[0.028]	[0.032]	[0.038]
	(0.004)	(0.002)	(0.023)	(0.011)
p-value (a)=(b)	0.228	0.367	0.816	0.383
Controls	Yes	Yes	Yes	Yes
Proportion with X=1	0.298	0.157	0.240	0.497
Sample size	835	835	835	835
R2	0.074	0.074	0.073	0.074

Notes: this table presents results for the interaction of the platinum dummy with dummy variables indicated in each column. In column (1), we interact the platinum dummy with a dummy equal to one if income (y_i) is greater or equal than Rp. $300M$, while in column (2) we interact the platinum dummy with a dummy equal to one if $y_i \geq 500M$. Recall that we stratified the randomization by income, using income groups $y_i \in [0, 300M)$, $y_i \in [300M, 500M)$, and $y_i \in [500M, +\infty)$. In column (3), we interact the platinum dummy with gender dummies, while in column (4) we interact the platinum dummy with dummies for customers older and younger than the median age in our sample (47 years). Robust standard errors in brackets. Permutation test p-values in parentheses. * significant at 10%; ** significant at 5%; *** significant at 1%.

TABLE A.4

Effects of Platinum Card on Credit Card Usage - Linear Model (Transaction Data)

	Share of visible transactions		Share of online transactions		Share of retail transactions	
	(1)	(2)	(3)	(4)	(5)	(6)
Platinum	0.052***	0.044**	0.000	0.004	-0.091***	-0.100***
	[0.019]	[0.020]	[0.013]	[0.013]	[0.030]	[0.030]
Credit Limit (in million Rp)	0.001	0.001	-0.001	0.000	0.000	0.000
	[0.001]	[0.001]	[0.001]	[0.001]	[0.001]	[0.001]
Controls	No	Yes	No	Yes	No	Yes
Sample size	2492	2492	2492	2492	2492	2492

Notes: Column 1 reports regression results of share of visible transactions on platinum card and credit limit. We use a dummy for credit limit greater or equal to 40M as an instrumental variable for platinum card. Column 2 includes income, female dummy, muslim dummy, Jakarta dummy, and age as covariates. Columns 3 and 4 present results for online transactions, while columns 5 and 6 report results for retail transactions. Robust standard errors in brackets. * significant at 10%; ** significant at 5%; *** significant at 1%.

TABLE A.5

POSITIONAL EXTERNALITIES - COVARIATES BALANCE (EXPERIMENT 2)

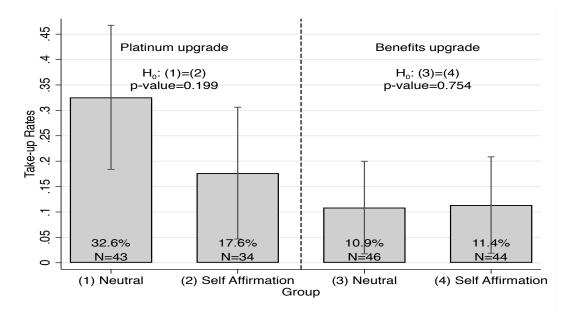|	Control	Information treatment	p-value (1)=(2)
	(1)	(2)	(3)
Income	522.77	500.00	0.460
(in million)	[37.41]	[27.60]	
Credit limit	41.27	39.76	0.244
(in million)	[0.75]	[1.05]	
Age	45.87	46.70	0.667
	[1.27]	[1.46]	
Female	0.22	0.21	0.987
	[0.06]	[0.06]	
Muslim	0.82	0.83	0.902
	[0.05]	[0.06]	
Jakarta	0.25	0.45	0.049
	[0.06]	[0.08]	
Sample size	51	42	

Notes: Each line presents averages of the corresponding variable. For each variable, the p-value of an F-test that the mean of the corresponding variable is the same for both treatment groups is presented in column 3. For earnings, we present the median and the p-value of a test that the median of this variable is the same for both treatment groups. Standard errors in brackets.

TABLE A.6

SELF-ESTEEM EXPERIMENT WITH CREDIT CARD CUSTOMERS - COVARIATES BALANCE

	Platinum upgrade		Benefits Upgrade		
	Neutal	Self affirmation	Neutal	Self affirmation	p-value (1)=(2)=(3)=(4)
	(1)	(2)	(3)	(4)	(5)
Income	180.00	250.00	180.00	250.00	0.751
(in million Rp)	[64.61]	[77.20]	[34.26]	[60.26]	
Credit limit	29.17	28.38	28.80	28.18	0.286
(in million Rp)	[0.29]	[0.62]	[0.39]	[0.46]	
Age	44.09	44.12	43.49	44.75	0.947
	[1.52]	[1.49]	[1.42]	[1.52]	
Female	0.21	0.32	0.30	0.23	0.586
	[0.06]	[0.08]	[0.07]	[0.06]	
Muslim	0.81	0.62	0.83	0.80	0.198
	[0.06]	[0.08]	[0.06]	[0.06]	
Jakarta	0.30	0.38	0.30	0.39	0.755
	[0.07]	[0.08]	[0.07]	[0.07]	
Sample size	43	34	46	44	

Notes: Each line presents averages of the corresponding variable. For each variable, the p-value of an F-test that the mean of the corresponding variable is the same for all treatment groups is presented in column 3. For earnings, we present the median and the p-value of a test that the median of this variable is the same for all treatment groups. Standard errors in brackets.

TABLE A.7

SELF-ESTEEM EXPERIMENT WITH CREDIT CARD CUSTOMERS - MAIN RESULTS

	Platinum upgrade		Benefits upgrade	
	(1)	(2)	(3)	(4)
Self-Affirmation	-0.1491	-0.1548	0.0049	-0.0350
	[0.0981]	[0.1060]	[0.0670]	[0.0615]
	(0.199)	(0.149)	(0.754)	(0.609)
Mean (neutral)	0.326		0.109	
	[0.072]		[0.046]	
Controls	No	Yes	No	Yes
N	77	76	90	90
R2	0.0285	0.1811	0.0001	0.2380

Notes: Column 1 presents the results of a regression of a dummy variable equal to one if the client accepted the platinum upgrade offer on a dummy for self-affirmation treatment. The regression presented in column 2 includes income, credit limit, female, muslim, age, and Jakarta as covariates. The regressions presented in columns 3 and 4 present results using a dummy variable equal to one if the client accepted the benefits upgrade offer. Robust standard errors in brackets. Permutation test p-values in parentheses. * significant at 10%; ** significant at 5%; *** significant at 1%.

Figure B.1

Self-Esteem Experiment with Credit Card Customers

Notes: This figure presents the mean (and 95% confidence interval) of take-up rates for the control and self-affirmation groups in our self-esteem experiment with credit card clients, separately for the platinum upgrade and for the benefits upgrade offers. We present p-values for tests that take-up rates are the same for the control and self-affirmation groups for the platinum upgrade and for the benefits upgrade offers. The p-values are based on permutation tests.

C Calibration Exercise: Status Value of the Platinum Card

We consider a simple model in which b_i is the value customer i derives from the instrumental benefits of the platinum card, while dS is the value he/she derives from the status aspect of the card. Customer i accepts a platinum upgrade offer if $b_i + dS > p$ while he/she accepts a *benefits upgrade* offer if $b_i > p$, where p is the additional annual fee to upgrade the card. We assume that dS is deterministic, while $b \sim N(\mu_b, \sigma_b^2)$. Given this model, we can derive three moment conditions: (i) the probability of accepting the benefits upgrade offer at full price (p_f) is equal to $1 - \Phi\left(\dfrac{p_f - \mu_b}{\sigma_b}\right)$, (ii) the probability of accepting the benefits upgrade offer at a discounted price (p_d) is equal to $1 - \Phi\left(\dfrac{p_d - \mu_b}{\sigma_b}\right)$, and (iii) the probability of accepting the platinum offer at full price is equal to $1 - \Phi\left(\dfrac{p_f - dS - \mu_b}{\sigma_b}\right)$. Using the take-up rates in the *benefits upgrade*, *platinum pooled*, and *benefits upgrade discount* conditions as our sample moments, we calculate $dS \approx$ Rp. $218,000$ per year. The three moments imply a unique combination of parameters, which we solve out, rather than estimating the parameters and calculating standard errors.

D   Self-Esteem Experiment with Credit Card Customers

D.1   Setup and Experimental Protocol

The first self-esteem experiment uses a sample of 576 current gold card customers who had been identified by the bank as being eligible for an upgrade to the platinum card. These are customers who, at the time of the experiment, had a credit limit of at least Rp 20 million (US$ 1,420), were current on their credit card payments, and were not employees of the bank. Of these, we have a final sample of 167 clients who were reached and participated in the experiment.

These customers are assigned to one of four treatment conditions in a 2x2 cross-randomized design. The first randomization in this design determined whether customers were assigned to complete a self-affirmation intervention, taken from the psychology literature, designed to boost one's self-esteem, or a placebo exercise. The second randomization determined whether customers in the sample would then receive an offer to upgrade to the benefits of the platinum card while keeping their gold card, or an offer to receive the actual platinum card (as in the experiment 1). We include the benefits upgrade offer as one of the treatment arms in our design to rule out that the self-esteem intervention also increases demand for a good that does not confer social status.

The main outcome of interest in this experiment is whether receiving the self-esteem intervention affects take-up of the visible status good. If self and social image are complements, demand for the platinum upgrade should be higher among customers who receive the self-esteem intervention. If, on the other hand, self and social image are substitutes, demand for the platinum upgrade should be lower among customers who receive the self-esteem intervention.

D.2   Experimental Treatments

The self-affirmation exercise used in this experiment is adapted from the psychology literature (Steele 1988, Cohen et al. 2009, Hall et al. 2013). The exercise involves asking the respondent to reflect on a recent experience or achievement that made them feel proud. We show that this treatment delivers a boost to one's self-esteem, as measured using standard tests such as the Rosenberg (1965) scale. Following this literature, customers assigned to the *self-image treatment* group were asked to complete the following task before receiving an upgrade offer:

> *At [name of bank], we think it's important to understand our customers really well. So before making you a new offer relating to your [name of credit card], we would like to ask you a quick question. Can you please describe a specific incident in your life, something you did or achieved, that made you feel successful or proud of yourself? It could be from any aspect of your life, whether family related, education, or professional.*

Customers assigned to the *self-image control* group completed a placebo exercise, which asked participants to describe their media preferences and did not contain any statements or questions that might affect the respondent's self-image:

> *At [name of bank], we think it's important to understand our customers really well. So before making you a new offer relating to your [name of credit card], we would like to ask you a quick question. Can you please tell me which are your favorite TV channels and why? This would be a great help to us in understanding our clients media preferences.*

After completing one of these tasks, all customers received either an offer to upgrade to the platinum card, or an offer to upgrade to the platinum benefits package as an add-on to their current credit card. These offers were made using the same protocol and experimental scripts as in the first experiment, described in Section III.A.2.

D.3   Results

Appendix Figure B.1 presents the raw take-up rates by treatment, separately for the status good (platinum card) and placebo good (benefits upgrade) offers. The take-up rate for the benefits upgrade does not respond to the self-affirmation treatment, although limited precision means we cannot rule out moderate effects. In contrast, the self-affirmation treatment reduces take-up of the platinum card by approximately 15 percentage points (from 32.6% to 17.6%). Although this difference is economically large, it is not statistically significant (permutation test p-value=0.199). Appendix Table A.7 reports these results in regression format, including caller fixed effects and baseline covariates.

E Experiment Scripts

E.1 Experiment 1: Benefits Upgrade

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]? I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

You have been randomly chosen to receive an upgrade on your gold [name of card] card. With this upgrade, you will get the same services, benefits, credit limit, terms and conditions offered to platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as platinum [name of card] card cardholders.

Do you have any questions about these services?

To make all the extra benefits available, we will have to send you a new gold [name of card] card. It looks just like the one you already own, but includes all the benefits and services of our platinum [name of card] card. You have been randomly chosen as a limited promotion to be offered these extra services and benefits, which are available to only 10% of our customers. This will cost an additional annual fee 360,000 Rp on top of what you already pay. This offer is valid only today.
Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

E.2   Experiment 1: Platinum Upgrade

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

You have been randomly chosen to receive an upgrade to our platinum [name of card] card. With this upgrade, you will get the same services, benefits, credit limit, terms and conditions offered to other platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as other platinum [name of card] card cardholders.

Do you have any questions about these services?

To make all the extra benefits available, we will have to send you a new [name of card] card. The card you will receive is our elegantly designed dark platinum [name of card] card. This is different from the one you own: I'm sure everybody will notice the difference when they see it! You have been randomly chosen as a limited promotion to be offered the platinum [name of card] card, which is held by only 10% of our customers. This will cost an additional annual fee of 360,000 Rp on top of what you already pay. This offer is valid only today.
Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

E.3   Experiment 1: Platinum Upgrade Merit

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

As one of our top customers, you have been chosen to receive an upgrade to our platinum [name of card] card. With this upgrade you will get the same services, benefits, credit limit, terms and conditions offered to other platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as other platinum [name of card] card cardholders.
Do you have any questions about these services?

To make all the extra benefits available, we will have to send you a new [name of card] card. The card you would receive is our elegantly designed dark platinum [name of card] card. This is different from the one you own: I'm sure everybody will notice the difference when they see it! You have been chosen based on your account information as qualifying for being offered the platinum [name of card] card, which is held by only 10% of our customers. This will cost an additional annual fee of 360,000 Rp on top of what you already pay. This offer is valid only today.

Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

E.4 Experiment 1 Follow-Up: Discounted Benefits Upgrade

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling you back from [name of bank] to talk about the offer we made you in early September. We offered you upgraded benefits on your [name of card] card and you turned down the offer at the price of 360,000 Rp. We are now proposing the same offer at a price of 270,000 Rp. Would you be interested in accepting the offer at this price? I can remind you the details of the offer if you want.

You were originally randomly chosen to receive an upgrade on your gold [name of card] card. With this upgrade you will get the same services, benefits, credit limit, terms and conditions offered to platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as platinum [name of card] card cardholders.
Do you have any questions about these services?

To make all the extra benefits available, we will have to send you a new gold [name of card] card. It looks just like the one you already own, but includes all the benefits and services of our platinum [name of card] card. You have been randomly chosen to be offered these extra services and benefits, which are available to only 10% of our customers. This will cost an additional annual fee 270,000 Rp on top of what you already pay. This offer is valid only today.
Do you have any question about this offer?

Would you like to proceed with this offer?

Thank you for your time. We will soon contact you back to let you know if our analysts approved your request.
Wassalamu'alaikum warahmatullahi wabarakatuh!

E.5 Experiment 3: Control Treatment, Benefits Upgrade

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

At [name of bank], we think its important to understand our customers really well. So before making you a new offer relating to your [name of credit card], we would like to ask you a quick question. Can you please tell me which are your favorite TV channels and why? This would be a great help to us in understanding our clients media preferences.

Thanks for sharing that. Lets now talk about your [name of card] card. You have been randomly chosen to receive an upgrade on your gold [name of card] card. With this upgrade, you will get the same services, benefits, credit limit, terms and conditions offered to platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as platinum [name of card] card cardholders.

Do you have any questions about these services?

To make all the extra benefits available, we will have to send you a new gold [name of card] card. It looks just like the one you already own, but includes all the benefits and services of our platinum [name of card] card.
These extra services and benefits are available to only 10% of our most selected customers, all among the very top. However, as a special promotion, we have decided to also select a very small number of existing Gold customers by lucky draw. You have been selected randomly by this process to be offered these benefits.
This will cost an additional annual fee 360,000 Rp on top of what you already pay. This offer is valid only today.

Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

E.6   Experiment 3: Treatment Benefits Upgrade

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

At [name of bank], we think its important to understand our customers really well.So before making you a new offer relating to your [name of credit card], we would like to ask you a quick question. Can you please describe a specific incident in your life, something you did or achieved, that made you feel successful or proud of yourself? It could be from any aspect of your life, whether family related, education, or professional.

Thanks for sharing that. Lets now talk about your [name of card] card. You have been randomly chosen to receive an upgrade on your gold [name of card] card. With this upgrade you will get the same services, benefits, credit limit, terms and conditions offered to platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as platinum [name of card] card cardholders.
Do you have any question about these services?

To make all the extra benefits available, we will have to send you a new gold [name of card] card. It looks just like the one you already own, but includes all the benefits and services of our platinum [name of card] card.
These extra services and benefits are available to only 10% of our most selected customers, all among the very top. However, as a special promotion, we have decided to also select a very small number of existing Gold customers by lucky draw. You have been selected randomly by this process to be offered these benefits.
This will cost an additional annual fee 360,000 Rp on top of what you already pay. This offer is valid only today.

Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

At [name of bank], we think its important to understand our customers really well.So before making you a new offer relating to your [name of credit card], we would like to ask you a quick question. Can you please tell me which are your favorite TV channels and why? This would be a great help to us in understanding our clients media preferences.

Thanks for sharing that. Lets now talk about your [name of card] card. You have been randomly chosen to receive an upgrade to our platinum [name of card] card. With this upgrade you will get the same services, benefits, credit limit, terms and conditions offered to other platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as other platinum [name of card] card cardholders.
Do you have any question about these services?

To make all the extra benefits available, we will have to send you a new [name of card] card. The card you would receive is our elegantly designed dark platinum [name of card] card. This is different from the one you own: I'm sure everybody will notice the difference when they see it!
The platinum card is held by only 10% of our most selected customers, all among the very top. However, as a special promotion, we have decided to also select a very small number of existing Gold customers by lucky draw. You have been selected randomly by this process to be offered the Platinum card.
This will cost an additional annual fee of 360,000 Rp on top of what you already pay. This offer is valid only today.
Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

E.8   Experiment 3: Treatment Platinum Upgrade

Assalamu'alaikum Sir/Madam,

May I please speak to Mr./Mrs. [cardholder name]. I'm calling from [name of bank] to make you a special offer regarding your [name of card] card. Do you have a couple of minutes to hear about it?

At [name of bank], we think its important to understand our customers really well.So before making you a new offer relating to your [name of credit card], we would like to ask you a quick question. Can you please describe a specific incident in your life, something you did or achieved, that made you feel successful or proud of yourself? It could be from any aspect of your life, whether family related, education, or professional.

Thanks for sharing that. Lets now talk about your [name of card] card. You have been randomly chosen to receive an upgrade to our platinum [name of card] card. With this upgrade you will get the same services, benefits, credit limit, terms and conditions offered to other platinum [name of card] card cardholders. These include access to airport lounges, and discounts on luxury international brands like Gucci and Burberry. You will have the same customer service you already know, the same as other platinum [name of card] card cardholders.
Do you have any question about these services?

To make all the extra benefits available, we will have to send you a new [name of card] card. The card you would receive is our elegantly designed dark platinum [name of card] card. This is different from the one you own: I'm sure everybody will notice the difference when they see it!
The platinum card is held by only 10% of our most selected customers, all among the very top. However, as a special promotion, we have decided to also select a very small number of existing Gold customers by lucky draw. You have been selected randomly by this process to be offered the Platinum card.
This will cost an additional annual fee of 360,000 Rp on top of what you already pay. This offer is valid only today.
Do you have any questions about this offer?

Would you like to proceed with this offer?

Thank you for your time.
Wassalamu'alaikum warahmatullahi wabarakatuh!

F mTurk Survey Experiment

F.1 *Experiment 3 mTurk survey: Demographic questions*

- What is your gender?

    – Male   – Female

- What is your year of birth?

- What is your marital status?

    – Single   – Married

- How would you describe your ethnicity/race? Please, check all that apply:

    – White or European American   – Asian or Asian American
    – Black or African American
    – Hispanic or Latino   – Other

- What is the highest level of school you have completed or the highest degree you have received? taxes:

    – Less than high school degree   – Bachelor's degree in college (4-year)
    – High school graduate   – Master's degree
    – Some college but no degree   – Doctoral degree
    – Associate degree in college (2-year) – Professional degree (JD, MD)

- What is your household annual income? Please indicate the answer that includes your entire household income in 2015 before taxes:

    – Less than $10,000   – $60,000 to $69,999
    – $10,000 to $19,999   – $70,000 to $79,999
    – $20,000 to $29,999   – $80,000 to $89,999
    – $30,000 to $39,999   – $90,000 to $99,999
    – $40,000 to $49,999   – $100,000 to $149,999
    – $50,000 to $59,999   – $150,000 or more

F.2   Experiment 3 mTurk survey: Treatment question

Can you please describe an event that made you feel successful or proud of yourself? It could be from any aspect of your life, whether personal, social or family related, educational, or professional. Please be as specific as possible, and include as many details as possible. You should use all of the blank space below (minimum 1000 characters).

F.3   Experiment 3 mTurk survey: Control question

Can you please tell the name and summarize the story of the last movie you have seen? Please be as specific as possible, and include as many details as possible. You should use all of the blank space below (minimum 1000 characters).

F.4   Experiment 3 mTurk survey: Rosenberg self-esteem scale

Below is a list of statements dealing with your general feelings about yourself. For each statement, please circle either Strongly Agree, Agree, Disagree, or Strongly Disagree.

- On the whole, I am satisfied with myself.
- At times, I think I am no good at all.
- I feel that I have a number of good qualities.
- I am able to do things as well as most other people.
- I feel I do not have much to be proud of.
- I certainly feel useless at times.
- I feel that Im a person of worth, at least on an equal plane with others.
- I wish I could have more respect for myself.
- All in all, I am inclined to feel that I am a failure.
- I take a positive attitude toward myself.

In addition to the $3 payment, in this survey you will have the possibility to participate in a lottery and win a $400-$600 gift card for either *Old Navy* or *Armani*. Participation in this study is not required in order to participate in the lottery. Note that credit on the gift cards cannot be converted to cash. At *Old Navy* you will find affordable clothing and accessories at great prices. At *Armani* you will find high-end fashion clothing and accessories from a prestigious brand.

The gift card you will receive in case you win our lottery will be determined by your choices in this question. You are equally likely to win the lottery regardless of what you choose, but the prize for winning will be determined by your choices.

For each line in the table below, please choose Option A or Option B. Options A and B consist of two gift card from different stores and of different monetary values. Option A is always a $500 gift card from *Old Navy*. Option B is a gift card from *Armani*, whose value varies from $400 to $600.

Once you make your choices, we will select a random number between 1 and 5, which will determine which of your choices is the important one in case you win the lottery. Each choice could be the one that counts, so you should treat each and every line as if that choice will determine your payment. For example, if the random number is 2 and you said you prefer Option B in that line, then you will participate in a lottery where you will have the possibility of winning a $450 *Armani* gift card.

Note: if you win the lottery, you will be notified over email (at the email address associated with your mTurk account) by December 31, 2016.

- What would you prefer to win between a $500 *Old Navy* gift card (Option A) and a $400 *Armani* card (Option B)?

- What would you prefer to win between a $500 *Old Navy* gift card (Option A) and a $450 *Armani* card (Option B)?

- What would you prefer to win between a $500 *Old Navy* gift card (Option A) and a $500 *Armani* card (Option B)?

- What would you prefer to win between a $500 *Old Navy* gift card (Option A) and a $550 *Armani* card (Option B)?

- What would you prefer to win between a $500 *Old Navy* gift card (Option A) and a $600 *Armani* card (Option B)?

F.6   Experiment 3 mTurk survey: Values Ordering

Below is a list of things which you might consider more or less important in your life. Please rank them from the most important to the least important.

- Family

- Friends

- Leisure Time

- Financial Success

- Health

- Politics

- Work

- Religion