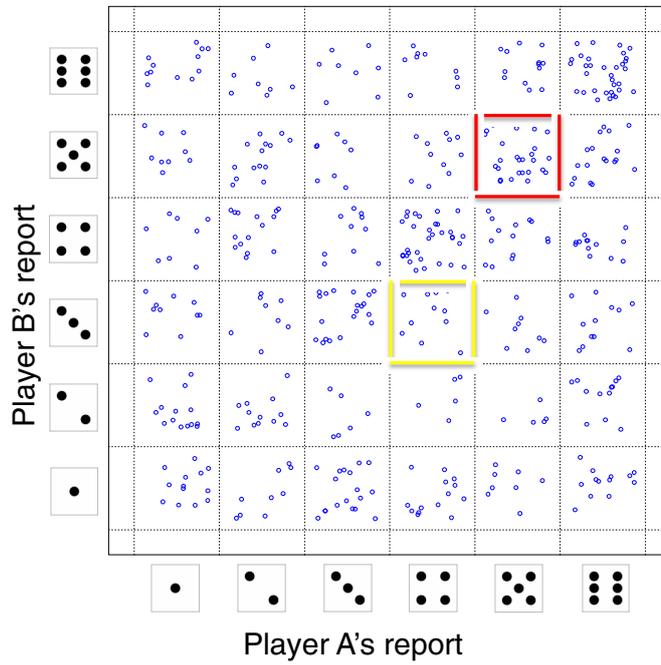


## Appendix B

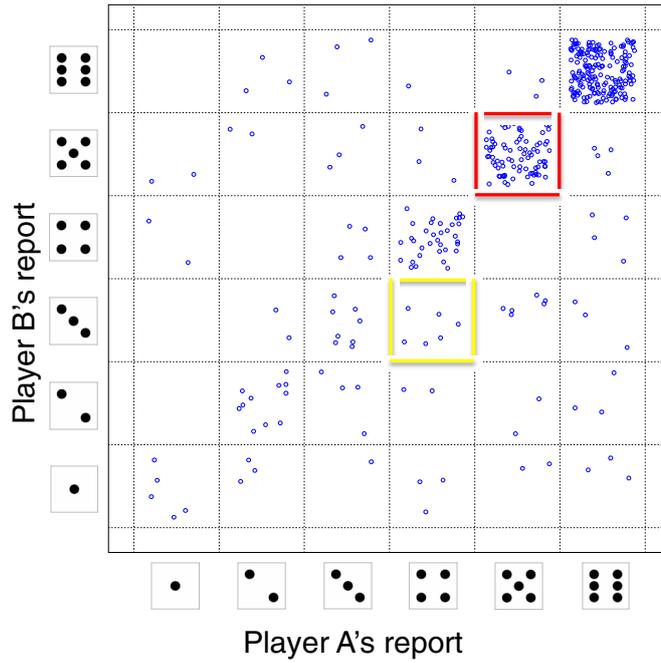
### Behavioral norm manipulation

The materials and procedure in Study 2 were identical to Weisel and Shalvi (2015) and Study 1, with two exceptions. First, after participants indicated they understood the rules and believed the die was fair, they were told that they would receive information about the results from subjects who previously participated in a similar study. More specifically, we showed and explained participants in the Low behavioral norm condition the data-figure from Study 1 (see Figure B1). Participants in the High behavioral norm condition were presented with the data from the Aligned-outcomes condition from Weisel and Shalvi (2015; see figure B2). Thus, the participants received either a data pattern from an earlier study with a similar setting in which previous participants lied relatively often versus lied relatively less. Any questions from participants regarding the figures were answered individually. Second, we asked participants to estimate the percentage of the reported doubles in previous research in order to measure whether our manipulation was successful.

To test whether our manipulation was successful, we conducted an independent-samples *t*-test and compared participants' estimates of the percentage of reported doubles in previous research for the low and the high behavioral norm condition. There was a significant difference in the percentages for the Low ( $M = 31\%$ ,  $SD = 24\%$ ) and the High ( $M = 67\%$ ,  $SD = 21\%$ ) behavioral norm condition;  $t(79.705) = 7.24$ ,  $p < .001$ . These results suggest that participants understood the figures, indicating our manipulation was successful.



*Figure B1.* Observed distribution of reported outcomes in Study 1, which served as the Low behavioral norm manipulation. We explained in text to our participants how often people either reported a “double 5” (red square) or how often Player A reported a 4 and player B reported a 3 (yellow square).



*Figure B2.* Observed distribution of reported outcomes in Study 1, which served as the High behavioral norm manipulation. We explained in text to our participants how often people either reported a “double 5” (red square) or how often Player A reported a 4 and player B reported a 3 (yellow square).