

CODEBOOK FOR THE DATA FILES

Money Cues Increase Agency and Decrease Prosociality Among Children: Early Signs of Market Mode Behaviors

Agata Gasiorowska, Lan Nguyen Chaplin, Tomasz Zaleskiewicz, Sandra Wygrab,
Kathleen D. Vohs

Pilot study

Variable name	Variable label	Explanation
Age	Age (in years)	Participant's age (in years)
Gender	Gender	Participant's gender (1 = girl, 2 = boy)
IDMoneyOutof8	Number of money pieces correctly identified (scale 0-8)	Number of money pieces correctly identified out of 8: 4 coins (penny, nickel, dime, and quarter) and 4 bank notes (\$1, \$5, \$10, and \$20); a measure of money knowledge
LikeMoneyHowMuch	How much child liked money (scale 1-5)	Participant's rating of how much s/he likes money (1=not at all; 5=a lot)
Duration	Duration of money handling (in seconds)	Duration of money handling, operationalization of money exposure, independent variable
Mood	Mood after money handling (scale 1-7)	Participant rating of his/her current feelings by choosing one drawing of the Faces Scale (scores from 1 = saddest, 7 = happiest face)
HELP1_PutMoneyAway	DV Child helped - returned money to the box	Variable indicating whether participant returned the money to the box (coded as 0=no; 1=yes), first indicator of helpfulness
HELP2_PushChairs	DV Child helped - pushed in chair	Variable indicating whether participant pushed in his/her chair (coded as 0=no; 1=yes), second indicator of communality
NumberOfprizesChosen	DV Number of toys taken by child	The number of prizes taken by participant (out of 3 offered by Experimenter), a measure of self-interest, dependent variable
NumberDonatedPrizes	DV Number of toys donated by child	The number of prizes donated by participant to children at other school, a measure of generosity, dependent variable
HELP3_DonateYESorNO	DV Child helped - donated any toys	Variable indicating whether participant donated any of his/her prizes, coded as 00 = 'child did not donate, 1 = 'child donate any prizes', third indicator of communality
DonateProportion	DV Proportion of toys donated by child	Proportion of prizes donated to children at other school (NumberDonatedPrizes divided by NumberOfprizesChosen), a measure of generosity, dependent variable
HELP4_setuporplay	DV Child helped ready materials for the next child	Variable indicating whether participant helped ready materials for the next child (coded as 1) or played instead of helping (coded as 0), fourth indicator of communality
OVERALL_HELP_TOTAL	DV Communal behavior score (0-4)	A measure of overall communal behavior calculated as the sum of the four binary indicators of communal motivation (putting money away, pushing in their chair, helping the experimenter ready materials, and donating toys)

Experiment 1

Variable name	Variable label	Explanation
tJ1	Judge 1 time	Time (Duration) children spent working as evaluated by eight judges (in seconds)
tJ2	Judge 2 time	
tJ3	Judge 3 time	
tJ4	Judge 4 time	
tJ5	Judge 5 time	
tJ6	Judge 6 time	
tJ7	Judge 7 time	
tJ8	Judge 8 time	
time_mean	DV Mean Time of work (in seconds)	The mean of all eight judges' times, used as the first indicator of participant's persistence (dependent variable)
kSK1	Judge 1 limit	The same eight judges independently indicated whether each participant worked until the preset time limit (0 = no, 1 = yes).
kSK2	Judge 2 limit	
kSK3	Judge 3 limit	
kSK4	Judge 4 limit	
kSK5	Judge 5 limit	
kSK6	Judge 6 limit	
kSK7	Judge 7 limit	
kSK8	Judge 8 limit	
if10min	DV whether child reached the 10 minutes	A binary coding of whether the modal judgment from all eight judges was that the child worked until the time limit; dummy-coded as 0 (four or fewer judges indicated that the child worked the maximum time) or 1 (five or more judges indicated that the child worked the maximum time); used as the second indicator children's persistence (dependent variable)
age	Age	Participant's age (in years)
gender	Gender	Participant's gender (1 = girl, 2 = boy)
correctA	DV labyrinth is solved correctly Judge A	Judge A's evaluation of whether the participant completed the puzzle (0 = no, 1 = yes); used as the indicator of participant's performance (dependent variable)
correctB	labyrinth is solved correctly Judge B	Judge B's evaluation of whether the participant completed the puzzle (0 = no, 1 = yes)
group	IV Experimental manipulation - money prime	Experimental condition (0 = neutral cues, 1 = money), independent variable

Experiment 2

Variable name	Variable label	Explanation
age	Age	Participant's age (in years)
gender	Gender	Participant's gender (1 = girl, 2 = boy)
group	IV Experimental manipulation - money prime	Experimental condition (0 = neutral cues, 1 = money), independent variable
mood	Mood	Participant's mood, measured after the sorting task (1 = bad, 2 = so-so, 3 = good)
time	DV time of work (in seconds)	Time (Duration) participant spent working (in seconds), dependent variable

Experiment 3a

Variable name	Variable label	Explanation
m_knowQ1	Money knowledge Q1 -who has more money	Participant's answer for the first question on their money knowledge (who has the more money), coded as (0 = 2x2PLN; 1 = 5 PLN)
m_knowQ2	Money knowledge Q2 - what buys the most candy - all answers	Participant's answer for the second question on their money knowledge (what buys the most candy), coded as (0 = 5x5 PLN; 1 = 2x20 PLN; 2 = 50 PLN)
m_knowQ2corr	Money knowledge Q2 - what buys the most candies - right/wrong answer	Participant's answer for the second question on their money knowledge (what buys the most candy), coded as (0 = wrong answer, 5x5 PLN or 2x20 PLN; 1 = right answer; 50 PLN)
m_know	Money knowledge score, 0-2 points	Final score for money knowledge, tallied points from m_knowQ1 and m_knowQ2corr
age	Age	Participant's age (in years)
gender	Gender	Participant's gender (1 = girl, 2 = boy)
group	IV Experimental manipulation - money prime	Experimental condition (0 = neutral cues, 1 = money), independent variable
crayons	DV Number of crayons	Number of crayons retrieved by participant, the measure of helpfulness (dependent variable)

Experiment 3b

Variable name	Variable label	Explanation
age	Age	Participant's age (in years)
gender	Gender	Participant's gender (1 = girl, 2 = boy)
money_priming	IV Experimental manipulation - money prime	Experimental manipulation (0 = neutral cues (papers or buttons), 1 = money (coins or notes), independent variable
form	IV Experimental manipulation - 'round' vs 'rectangle'	Experimental manipulation (0 = 'rectangle' [papers or notes of high value], 1 = 'round' [buttons or coins of low values), independent variable
crayons	DV Number of crayons	Number of crayons retrieved by participant, the measure of helpfulness (dependent variable)

Experiment 4

Variable name	Variable label	Explanation
age	Age	Participant's age (in months)
gender	Gender	Participant's gender (1 = girl, 2 = boy)
group	IV Experimental manipulation - money prime	Experimental condition (0 = money, 1 = buttons, 2 = candies), independent variable
sorting_time	Time of sorting (in seconds)	Time participant spent sorting the items (in seconds)
Mood	Mood - how do you feel right now	Answer to the question "How do you feel right now", measured after the sorting task (Faces Scale, scores from 1 = saddest, 7 = happiest face)
Liking	Liking - how did you like the sorting task?	Answer to the question "How did you like the sorting task", measured after the sorting task (Faces Scale, scores from 1 = saddest, 7 = happiest face)
stickers_taken	DV Number of stickers taken	The number of stickers taken by participant (out of 6 offered by Experimenter), a measure of self-interest, dependent variable
took_6	DV child took all 6 stickers	Variable indicating whether participant took all stickers (6) offered by Experimenter, coded as 00 = 'child took less than 6 stickers', 1 = 'child took all 6 stickers', a measure of self-interest, dependent variable
stickers_donated	DV Number of stickers donated	The number of stickers donated by participant to other children who did not participate, a measure of communality, dependent variable (analyses provided in Supplemental Material)
no_donation	DV Child did not donate any stickers	Variable indicating whether participant donated any of his/her stickers, coded as 00 = 'child donated some stickers', 1 = 'child did not donate any stickers' a measure of communality, dependent variable
pro_stickers_donated	DV proportion of stickers donated	Proportion of stickers that participant donated to other children who did not participate (stickers_donated divided by stickers_taken), a measure of communality, dependent variable