```
name: <unnamed>
      log: /Users/codydehaan/Desktop/Lower_Prices_High_Regrets.smcl
 log type: text
 opened on: 24 Apr 2017, 20:21:11
. import delimited "/Users/codydehaan/Desktop/PizzaStudy.txt"
                                                                  //importing the data
(30 vars, 139 obs)
. /* Table 1 reports the participants' mean age, height (in inches) and weight (in lbs.).
> The averages were obtained from 118 participants who ate at least on piece of pizza.
> Number of observations are reported for each variable. */
. /*There are missing values for some of the observations for different questions. As a result, the number
> of observations vary for each variable depending on how many missing values there are for that question.
> The number of observations for each individual variable is reported as well for clarity. */
. //Labeling the variables
. label variable treatment "The manipulation group"
. label define treatment1 1 "$4" 2 "$8"
. label value treatment treatment1
. label variable pieces "How many pieces of pizza did you eat today?"
. label variable gender "Gender"
. label define gender1 1 "Male" 2 "Female"
. label value gender gender1
. label variable slice_cond "Condition based on pieces"
. label define slice cond1 1 "1 piece" 2 "2 pieces" 3 "3 pieces"
. label value slice cond slice cond1
. label variable genderd "Gender"
```

- . label define gender2 1 "Male" 0 "Female"
- . label value genderd gender2
- . label variable taste\_general "The pizza, in general, tasted really great"
- . label variable taste\_first "The first piece of pizza I ate tasted really great"
- . label variable sat first "The first piece of pizza I ate was very satisfying"
- . label variable enj\_first "The first piece of pizza I ate was very enjoyable"
- . label variable taste\_middle "The middle piece of pizza I ate tasted really great"
- . label variable sat middle "The middle piece of pizza I ate was very satisfying"
- . label variable enj middle "The middle piece of pizza I ate was very enjoyable"
- . label variable taste\_last "The last piece of pizza I ate tasted really great"
- . label variable sat last "The last piece of pizza I ate was very satisfying"
- . label variable enj last "The last piece of pizza I ate was very enjoyable"
- . label variable ate more pizza "I ate more pizza than I should have"
- . label variable was hungry "I was very hungry when I came in"
- . label variable am hungry "I am hungry now"
- . label variable feel\_guilty "I feel guilty about how much I ate"
- . label variable physic uncomf "I am physically uncomfortable"
- . label variable overate "I overate"
- . label variable ate\_more\_general "I ate more than I should have"
- . label variable felt rushed "I felt rushed"
- . label variable salad "Mark the amount of salad you ate (continuous rating scale)"

- . label variable calories "The amount of calories that participants thought they ate"
- . label variable mixedgroup "The type of group"
- . label define yes no 1 "Yes" 0 "No"
- . label value mixedgroup yes no
- . label variable male\_1 "An indicator that there are multiple males in a mixed-sex groups"
- . label define male\_1d 1 "Male, and the only male in mixed-sex group" 0 "Male, and in a mixed-sex group with at least
- > one other male"
- . label value male\_1 male\_1d
- . label variable id "The ID of participants for reshaping the data"
- . label variable mmff "The type of groups"
- . label define mmff1 1 "Males eating with females" 2 "Males eating with males" 3 "Females eating with males" 4 "Femal > es eating with females"
- . label value mmff mmff1
- . label variable group "Number of people in the group"
- .
- . \*\*\*\*\*\*\*\*\* Group information (information in the text)
- . tab group

Number of	
people in	
the group	-1

the group	Freq.	Percent	Cum.
1	6	4.51	4.51
2	54	40.60	45.11
3	26	19.55	64.66
4	17	12.78	77.44
5	20	15.04	92.48

```
6 | 10 7.52 100.00

Total | 133 100.00

. //dropping the observations with missing values for slice_cond variable drop if slice_cond == . (42 observations deleted)
```

. \*\*\*\*\*\*\*\* Gender distribution by treatment (information in the text)

. tab gender treatment if slice\_cond!= .

	The manipulati	ion	
	group		
Gender	\$4	\$8	Total
	+		+
Male	24	25	49
Female	19	27	46
	+		+
Total	43	52	95

```
. *********** Table 1 - Demographics means and t-tests across treatment groups
. //The script for age, height and weight is commented because the respective data is removed to de-identify particip
> ants.
. //However the code-lines show how the averages are calculated
. /*
> label variable age "Age"
> label variable height_inch "Height in inches"
> label variable weight_lbs "Weight in pounds"
> tab treatment, sum (age)
> ttest age, by (treatment)
> 
//slices eaten
> tab treatment if height_inch >8, sum (height_inch)
> ttest height_inch if height_inch >8, by (treatment)
> 
> tab treatment if weight_lbs <450, sum (weight_lbs)
> ttest weight_lbs if weight_lbs <450, by (treatment)</pre>
```

```
>
> //Number of observations omitted from the summary statistics
> tab height_inch if height_inch <=8
> tab weight_lbs if weight_lbs >=450
> */
. ******* Numbers reported in the text stats
. *** By pieces eaten
. tab slice_cond, sum (ate_more_pizza)
                                          // ate more pizza
  Condition | Summary of I ate more pizza than I
   based on |
                          should have
     pieces |
                    Mean Std. Dev.
                                           Freq.
    1 piece
               2.1818182 1.9598237
   2 pieces |
                4.3947368
                           2.6866987
                                              38
                                              19
   3 pieces |
                5.3157895
                           2.8294607
      Total |
               3.7777778 2.7591636
                                              90
. anova ate more pizza slice cond
                         Number of obs =
                                                      R-squared
```

1	Root MSE	= 2.	4777 Adj	R-squared =	0.1936
	Partial SS	d	f M	IS F	Prob>F
	143.46225			27 11.68	0.0000
slice_cond	   143.46225	:	2 71.7311	.27 11.68	0.0000
Residual	   534.0933	8			
Total	+   677 <b>.</b> 55556	8:			

= 0.2117

```
condition |
based on | Summary of I overate
pieces | Mean Std. Dev. Freq.
```

+-			
1 piece	1.8888889	1.5634719	36
2 pieces	2.6923077	2.2496064	39
3 pieces	3.5789474	2.3878347	19
+-			
Total	2.5638298	2.1178124	94

. anova overate slice\_cond

	Number of obs = Root MSE =	94 2.0448	<u>-</u>	
	Partial SS	df	MS F	Prob>F
	36.622194	2	18.311097 4.38	0.0153
slice_cond	36.622194	2	18.311097 4.38	0.0153
Residual	380.49483	91	4.1812618	
Total	417.11702	93	4.4851293	<b></b>

. tab slice\_cond, sum (ate\_more\_general) //ate more

Condition	Summary of I	ate more than	I should
based on		have	
pieces	Mean	Std. Dev.	Freq.
	·		
1 piece	2.2432432	1.8470007	37
2 pieces	3.1282051	2.3416086	39
3 pieces	4.1578947	2.5660856	19
	+		
Total	2.9894737	2.2993743	95

. anova ate\_more\_general slice\_cond

Number of obs $=$	95	R-squared	=	0.0952
Root MSE =	2.21088	Adj R-squ	ared =	0.0755
Source   Partial SS	df	MS	F	Prob>F

```
slice cond | 47.293373
                                         2 23.646686 4.84 0.0101
               Residual | 449.6961
                                          92 4.8880011
                 Total | 496.98947
                                          94 5.2871221
. /*
> //The following stats for two variables were missing from the original paper.
> Therefore, we added these lines of codes as a comment
> tab slice_cond, sum (physic_uncomf) //physically uncomfortable
> anova physic_uncomf slice_cond
> tab slice cond, sum (feel guilty) //guilty
> anova feel guilty slice cond
> */
. *** By treatment
. tab treatment, sum (physic_uncomf) //physically uncomfortable
                Summary of I am physically
       The
manipulatio |
                       uncomfortable
                   Mean Std. Dev.
   n group
                                        Freq.
             2.5348837 1.931553
        $8 | 1.8235294 1.4792685
     Total | 2.1489362 1.7286793
. anova physic_uncomf treatment
                       Number of obs =
                                           94 R-squared
                                                                = 0.0425
                       Root MSE
                                        1.70073 Adj R-squared = 0.0321
                Source | Partial SS
                                          df
                                                     MS
                                                              F Prob>F
```

2 23.646686

1 11.805454

4.84 0.0101

4.08 0.0463

Model | 47.293373

Model | 11.805454

treatment	11.805454	1	11.805454	4.08 0.0463	
Residual	266.10944		2.8924939		
Total	277.91489	93	2.9883322		

• . +a

. tab treatment, sum (ate\_more\_pizza) //ate more pizza

The	Summary of	I ate more pizza	than I
manipulatio		should have	
n group	Mean	Std. Dev.	Freq.
	-+		
\$4	4.15	2.587445	40
\$8	3.48	2.8801927	50
	-+		
Total	3.7777778	2.7591636	90

. anova ate\_more\_pizza treatment

'	Partial SS	df	MS	=	Prob>F
	9.9755556		9.975556		0.2546
treatment	9.975556	1	9.9755556	1.31	0.2546

90 R-squared

89 7.6129838

= 2.75429 Adj R-squared = 0.0035

= 0.0147

Residual | 667.58 88 7.5861364

Number of obs =

. tab treatment, sum (overate) //overate

The |
manipulatio | Summary of I overate
n group | Mean Std. Dev. Freq.

Total | 677.55556

\$4	3.1162791	2.2908649	43
\$8	2.0980392	1.8574703	51
+			
Total	2.5638298	2.1178124	94

. anova overate treatment

	Number of obs = Root MSE =	94 2.06663		ed = guared =	
	ROOC MSE =	2.00003	Huj K-S	quareu –	0.0470
Source	Partial SS	df	MS	F	Prob>F
Model	24.188613	1	24.188613	5.66	0.0194
treatment	24.188613	1	24.188613	5.66	0.0194
Residual	392.92841	92	4.270961		
Total	417.11702	93	4.4851293		

. tab treatment, sum (ate\_more\_general) //ate more

The	Summary of I	ate more than	I should
manipulatio		have	
n group	Mean	Std. Dev.	Freq.
\$4	3.5813953	2.4420187	43
\$8	2.5	2.0722253	52
	·		
Total	2.9894737	2.2993743	95

. anova ate\_more\_general treatment

Number of ob	s =	95	R-squared	=	0.0554
Root MSE	=	2.24678	Adj R-squ	ared =	0.0452
Partial SS		df	MS	F	Prob>F
27.524357			.524357	5.45	0.0217

treatment	27.524357	1	27.524357	5.45	0.0217
Residual	469.46512		5.048012		
	496.98947		5.2871221		

.
. tab treatment, sum (feel\_guilty) //guilty

. anova feel\_guilty treatment

Number of obs = 95 R-squared = 0.0175Root MSE = 2.13241 Adj R-squared = 0.0069

Source	Partial SS	df	MS	F	Prob>F
Model	7.5333067	1		1.66	0.2012
treatment	7.5333067	1	7.5333067	1.66	0.2012
Residual	422.88775	93	4.5471801		
Total	430.42105	94	4.5789474		

.

. \*\*\*\*\*\*\* Table 2 - Treatments and pieces eaten

. tab slice\_cond if treatment == 1, sum (ate\_more\_pizza) // I ate more pizza than I should have

Condition | Summary of I ate more pizza than I
based on | should have
pieces | Mean Std. Dev. Freq.

```
1 piece | 2.625 2.0615528 16
2 pieces | 4.8235294 2.5552714 17
3 pieces | 6 2 7

Total | 4.15 2.587445 40
```

. tab slice\_cond if treatment == 2, sum (ate\_more\_pizza) // I ate more pizza than I should have

Condition	Summary of 1	ate more pizza	a than I
based on		should have	
pieces	Mean	Std. Dev.	Freq.
	+		
1 piece	1.7647059	1.8210372	17
2 pieces	4.047619	2.8013602	21
3 pieces	4.9166667	3.2321772	12
	+		
Total	3.48	2.8801927	50

. anova ate\_more\_pizza treatment##slice\_cond  $\phantom{a}$  // I ate more pizza than I should have

Number of obs = 90 R-squared = 0.2367Root MSE = 2.48124 Adj R-squared = 0.1913

Source	Partial SS	df	MS	F	Prob>F
Model	160.4071	5	32.081419	5.21	0.0003
treatment slice_cond	16.292056 148.75838	1 2	16.292056 74.379188	2.65 12.08	0.1075 0.0000
treatment#slice_cond	.28513418	2	.14256709	0.02	0.9771
Residual	517.14846	84	6.1565293		
Total	677.55556	89	7.6129838		<b></b>

. tab slice\_cond if treatment == 1, sum (feel\_guilty) // I feel guilty about how much I ate

Condition | Summary of I feel guilty about how based on | much I ate

pieces	Mean	Std. Dev.	Freq.
1 piece 2 pieces 3 pieces	2.3888889 3.444444 3.7142857	1.9444911 2.4786672 1.4960265	18 18 7
Total	3.0465116	2.1597342	43

. tab slice\_cond if treatment == 2, sum (feel\_guilty) // I feel guilty about how much I ate

Summary of I	feel guilty	about how
п	much I ate	
Mean	Std. Dev.	Freq.
+		
2.2631579	1.7901615	19
2.1904762	2.1821789	21
3.3333333	2.3868326	12
+		
2.4807692	2.1096453	52
	Mean	2.2631579 1.7901615   2.1904762 2.1821789   3.3333333 2.3868326

. anova feel\_guilty treatment##slice\_cond // I feel guilty about how much I ate

Number of obs = 95 R-squared = 0.0759Root MSE = 2.114 Adj R-squared = 0.0240

Source	Partial SS	df	MS	F	Prob>F
Model	32.681287	5	6.5362573	1.46	0.2101
treatment slice cond	   7.0846268   17.40736	1 2	7.0846268 8.7036801	1.59 1.95	0.2113
treatment#slice_cond	6.39473	2	3.197365	0.72	0.4918
Residual	397.73977	89	4.4689861		
Total	430.42105	94	4.5789474		

<sup>.</sup> tab slice\_cond if treatment == 1, sum (physic\_uncomf) // I am physically uncomfortable

Condition | Summary of I am physically

based on	ι	incomfortable					
pieces	Mean +	Std. Dev.	Freq.				
1 piece	2.1666667	1.8864844	18				
2 pieces	2.944444	2.1274736	18				
3 pieces	•	1.5118579	7				
Total	2.5348837	1.931553	43				
. tab slice_o	cond if treatm	ment == 2, sum	(physic_ur	ncomf) //	I am phys	ically und	comfortable
Condition		of I am physic	cally				
based on	ι	incomfortable					
pieces	Mean	Std. Dev.	Freq.				
1 piece	1.9473684	1.682382	19				
2 pieces		.94451324	20				
3 pieces	2.25	1.8153387	12				
Total	1.8235294	1.4792685	51				
. anova phys:	ic_uncomf trea	atment##slice_	cond	// I am phys	sically un	comfortabl	Le
	1	Number of obs	= 9	94 R-squa	red =	0.0814	
		Root MSE					
	Source	Partial SS	df	MS	F	Prob>F	
	Model	22.608795	5	4.521759	1.56	0.1802	
	treatment	8.139538	1	8.139538	2.81	0.0975	
	slice_cond	1.0065814	2	.5032907	0.17	0.8410	
treatment	t#slice_cond	9.2909977	2	4.6454989	1.60	0.2075	
	Residual	255.3061	88	2.9012057			

Total | 277.91489 93 2.9883322

<sup>.</sup> tab slice\_cond if treatment == 1, sum (overate) // I overate

Condition		
based on	Summary of I overate	
pieces	Mean Std. Dev.	Freq.
	+	
1 piece	2.1111111 1.8113657	18
2 pieces	3.8888889 2.5870467	18
3 pieces	3.7142857 1.7994708	7
	+	
Total	3.1162791 2.2908649	43

. tab slice\_cond if treatment == 2, sum (overate) // I overate

Condition		
based on	Summary of I overate	<b>e</b>
pieces	Mean Std. Dev.	Freq.
1 piece	1.6666667 1.2833779	18
2 pieces	1.6666667 1.2382784	21
3 pieces	3.5 2.7468991	12
Total	2.0980392 1.8574703	51

. anova overate treatment##slice\_cond // I overate

Number of obs = 94 R-squared = 0.2073Root MSE = 1.9384 Adj R-squared = 0.1623

Source	Partial SS	df	MS	F	Prob>F
Model	86.466228 	5	17.293246	4.60	0.0009
treatment	18.842986	1	18.842986	5.01	0.0277
slice_cond	37.358782	2	18.679391	4.97	0.0090
treatment#slice_cond	19.493657	2	9.7468283	2.59	0.0804
Residual	   330.65079 +	88	3.7573954		
Total	417.11702	93	4.4851293		

Condition	Summary of I	ate more than	I should
based on		have	
pieces	Mean	Std. Dev.	Freq.
	+		
1 piece	2.5	2.2029392	18
2 pieces	4.2777778	2.4448158	18
3 pieces	4.5714286	2.2253946	7
	+		
Total	3.5813953	2.4420187	43

. tab slice\_cond if treatment == 2, sum (ate\_more\_general) // I ate more than I should have

Condition | Summary of I ate more than I should based on have Std. Dev. pieces Mean Freq. 1 piece | 2 1.4529663 19 2 pieces | 2.1428571 1.7687768 21 3 pieces | 3.9166667 2.8109634 12 Total | 52 2.5 2.0722253

. anova ate\_more\_general treatment##slice\_cond // I ate more than I should have

Number of obs = 95 R-squared = 0.1925Root MSE = 2.12347 Adj R-squared = 0.1471

Source	Partial SS	df	MS	F	Prob>F
Model	   95.675982 	 5	19.135196	4.24	0.0017
treatment	24.733074	1	24.733074	5.49	0.0214
slice_cond	49.818343	2	24.909172	5.52	0.0055
treatment#slice_cond	14.313921	2	7.1569603	1.59	0.2102
Residual	401.31349	89	4.5091404		
Total	496.98947	94	5.2871221	<b></b>	

.

```
. /* In table 3 the results are the same as in table 2, therefore we are performing only ANOVA analysis */
. ******* Table 3 test results
. anova ate_more_pizza treatment if slice_cond ==1
                                   // I ate more pizza than I should have
                Number of obs = 33 R-squared
                                             = 0.0496
                Root MSE = 1.94114 Adj R-squared = 0.0190
           Source | Partial SS
                         df
                                     MS
                                            F Prob>F
            Model | 6.1002674 1 6.1002674 1.62 0.2127
         31 3.7680266
          Residual | 116.80882
            Total | 122.90909 32 3.8409091
. anova ate_more_pizza treatment if slice_cond ==2 // I ate more pizza than I should have
                Number of obs = 38 R-squared = 0.0212
                Root MSE = 2.69476 Adj R-squared = -0.0060
           Source | Partial SS df
                                     MS
                                            F Prob>F
            Model | 5.6559782 1 5.6559782 0.78 0.3833
         Residual | 261.42297
                         36 7.2617491
            Total | 267.07895 37 7.2183499
Number of obs =
                             19 R-squared = 0.0360
                Root MSE
                           2.8586 Adj R-squared = -0.0207
           Source | Partial SS df MS
                                          F Prob>F
            Model | 5.1885965 1 5.1885965 0.63 0.4365
```

treatment	5.1885965	1	5.1885965	0.63	0.4365
	138.91667		8.1715686		
•	144.10526	18	8.005848		

. anova feel\_guilty treatment if slice\_cond ==1 // I feel guilty about how much I ate

Number of obs = 37 R-squared = 0.0012Root MSE = 1.86672 Adj R-squared = -0.0273

Source	Partial SS	df	MS	F	Prob>F
Model	.1461198	1	.1461198	0.04	0.8389
treatment	   .1461198	1	.1461198	0.04	0.8389
Residual	121.96199	35	3.4846282		
Total	122.10811	36	3.3918919		

. anova feel\_guilty treatment if slice\_cond ==2 // I feel guilty about how much I ate

Number of obs = 39 R-squared = 0.0709Root MSE = 2.32311 Adj R-squared = 0.0458

Source	Partial SS	df	MS	F	Prob>F
·		1	15.240537	2.82	0.1013
treatment	15.240537	1	15.240537	2.82	0.1013
Residual	199.68254	37	5.3968254		
Total	214.92308	38	5.6558704		

. anova feel\_guilty treatment if slice\_cond ==3 // I feel guilty about how much I ate

Number of obs = 19 R-squared = 0.0084

Root MSE = 2.1157 Adj R-squared = -0.0500

Source	Partial SS +	df	MS	F	Prob>F
	.64160401	1	.64160401	0.14	0.7097
treatment	.64160401	1	.64160401	0.14	0.7097
Residual	   76.095238 +		4.4761905		
Total	76.736842	18	4.2631579		

. anova physic\_uncomf treatment if slice\_cond ==1 // I am physically uncomfortable

Number of obs = 37 R-squared = 0.0040Root MSE = 1.78444 Adj R-squared = -0.0245

Source	Partial SS	df	MS	F	Prob>F	
	.44452347		.44452347		0.7109	
treatment	.44452347	1	.44452347	0.14	0.7109	
Residual	111.44737	35	3.1842105			
Total	111.89189	 36	3.1081081			

. anova physic\_uncomf treatment if slice\_cond ==2 // I am physically uncomfortable

Number of obs = 38 R-squared = 0.1839Root MSE = 1.61499 Adj R-squared = 0.1612

	Partial SS	df	MS	F	Prob>F
	21.158187	1	21.158187	8.11	0.0072
treatment	21.158187	1	21.158187	8.11	0.0072
Residual	93.894444	36	2.608179		

Total | 115.05263 37 3.1095306

. anova physic\_uncomf treatment if slice\_cond ==3  $^{\prime\prime}$  I am physically uncomfortable

Number of obs = 19 R-squared = 0.0028Root MSE = 1.71437 Adj R-squared = -0.0558

	Source	Partial SS	df	MS	F	Prob>F
•	Model	.14097744		.14097744	0.05	0.8292
	treatment	.14097744	1	.14097744	0.05	0.8292
	Residual	49.964286	= -	2.9390756		
•	Total	50.105263	 18	2.7836257		

. anova overate treatment if slice\_cond ==1 // I overate

Number of obs = 36 R-squared = 0.0208Root MSE = 1.56973 Adj R-squared = -0.0080

	Partial SS +	df	MS	F	Prob>F
	1.7777778		1.7777778		0.4016
treatment	   1.7777778	1	1.7777778	0.72	0.4016
Residual	   83.777778 +		2.4640523		
Total	85.55556	 35	2.444444		

. anova overate treatment if slice\_cond ==2 // I overate

Number of obs = 39 R-squared = 0.2489 Root MSE = 1.97583 Adj R-squared = 0.2286

Source	Partial SS	df	MS	F	Prob>F
	+				
Model	47.863248	1 47	.863248	12.26	0.0012

```
Residual | 144.44444
                         37 3.9039039
           Total | 192.30769 38 5.0607287
. anova overate treatment if slice cond ==3  // I overate
               Number of obs =
                         19 R-squared
               Root MSE = 2.45463 Adj R-squared = -0.0567
          Source | Partial SS df MS
                                        F Prob>F
           Residual | 102.42857 17 6.0252101
           Total | 102.63158 18 5.7017544
. anova ate more general treatment if slice cond ==1 // I ate more than I should have
               Number of obs = 37 R-squared = 0.0188
               Root MSE
                     = 1.85549 Adj R-squared = -0.0092
          Source | Partial SS
                         df MS F Prob>F
           Model | 2.3108108 1 2.3108108
                                     0.67 0.4182
         Residual 120.5
                       35 3.4428571
           Total | 122.81081 36 3.4114114
. anova ate more general treatment if slice cond ==2 // I ate more than I should have
```

Number of obs = 39 R-squared = 0.2120

```
Source | Partial SS
                             df
                                    MS
                                          F Prob>F
           Model | 44.176435
                          1 44.176435 9.96 0.0032
         Residual | 164.18254
                         37 4.4373659
           Total | 208.35897 38 5.4831309
. anova ate_more_general treatment if slice_cond ==3 // I ate more than I should have
               Number of obs = 19 R-squared = 0.0160
               Root MSE = 2.61928 Adj R-squared = -0.0419
           Source | Partial SS df MS
                                          F Prob>F
         _____+__
           Residual | 116.63095 17 6.8606443
            Total | 118.52632 18 6.5847953
. //Figure 1 numbers are derived from Table 2 -- first two rows
. log close // closing the log
   name: <unnamed>
    log: /Users/codydehaan/Desktop/Lower_Prices_High_Regrets.smcl
 log type: text
closed on: 24 Apr 2017, 20:21:11
```

Root MSE = 2.10651 Adj R-squared = 0.1907