**Web Appendix A Pretests Notes**

**Stress Balls (Study 1A):**

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| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| id |  |  |
| ball.text |  |  |
| ball |  | 1 = Black football; 2 = Blue brain; 3 = Blue football; 4 = Blue star; 5 = Brown football; 6 = Globe; 7 = Green ball; 8 = Heart; 9 = Purple ball; 10 = Rainbow ball; 11 = Red ball; 12 = Red apple; 13 = Red brain; 14 = Red football; 15 = Red star; 16 = Smiley face; 17 = White brain; 18 = Yellow ball; 19 = Yellow apple; 20 = Yellow star |
| liking | How much do you like this stress relief ball? |  |
| masfem | To what extent do you think this stress relief ball is feminine or masculine? |  |
| desire | Here is the stress relief ball again. Now please rate the stress relief ball on the following dimensions: - Desirable |  |
| age | What is your age? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = other |

**Pretest Studies 2A, 2B and 3: Additional Information**

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| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| rating\_1 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - SunChips |  |
| rating\_2 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - M&Ms |  |
| rating\_3 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Lays Chips |  |
| rating\_4 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Fruit Roll-Ups |  |
| rating\_5 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Haribo Gummy Bears |  |
| rating\_6 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Butterfingers |  |
| rating\_7 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Ritz |  |
| rating\_8 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Doritos |  |
| rating\_9 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Welch's Fruit Snacks |  |
| rating\_10 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Chex Mix |  |
| rating\_11 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Reese's Peanut Butter Cups |  |
| rating\_12 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Snickers |  |
| rating\_13 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Skittles |  |
| rating\_14 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Goldfish |  |
| rating\_15 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Twizzlers |  |
| rating\_16 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Kit Kat |  |
| rating\_17 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Oreos |  |
| rating\_18 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Twinkies |  |
| rating\_19 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Jelly Bellies |  |
| rating\_20 | Please indicate to what extent you like the following snacks, 0 = not at all, 5 = very much. - Cheetos |  |
| snacks | In general, how much do you like snacks? |  |
| eat | In general, how much do you eat snacks? |  |
| frequency | In general, how often do you eat snacks ? |  |
| care | In general, to what extent do you watch what you eat? |  |
| age | What is your age? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = other |

**Tea (Study 4)**

|  |  |  |
| --- | --- | --- |
| Variables | Notes | Values |
| bedtime | Please indicate to what extent you like the following tea - bedtime |  |
| blueberryslimlife | Please indicate to what extent you like the following tea - blueberry slim life |  |
| breathedeep | Please indicate to what extent you like the following tea - breathe deep |  |
| calming | Please indicate to what extent you like the following tea - calming |  |
| caramelapplespiceslimlife | Please indicate to what extent you like the following tea - caramel apple spice slim life |  |
| chaiblack | Please indicate to what extent you like the following tea - chai black |  |
| chairooibos | Please indicate to what extent you like the following tea - chai rooibos |  |
| cinnamonberryprobioticbalance | Please indicate to what extent you like the following tea - cinnamon berry probiotic balance |  |
| cinnamonvanillahealthyskin | Please indicate to what extent you like the following tea - cinnamon vanilla healthy skin |  |
| coldseason | Please indicate to what extent you like the following tea - cold season |  |
| comfortingchamomile | Please indicate to what extent you like the following tea - comforting chamomile |  |
| egyptianlicorice | Please indicate to what extent you like the following tea - egyptian licorice |  |
| ginger | Please indicate to what extent you like the following tea - ginger |  |
| greenteaenergy | Please indicate to what extent you like the following tea - green tea energy |  |
| greenteakombuchadecaf | Please indicate to what extent you like the following tea - green tea kombucha decaf |  |
| honeylavenderstressrelief | Please indicate to what extent you like the following tea - honey lavender stress relief |  |
| honeylemonthroatcomfort | Please indicate to what extent you like the following tea - honey lemon throat comfort |  |
| lemonginger | Please indicate to what extent you like the following tea - lemon ginger |  |
| soothingmintgetregular | Please indicate to what extent you like the following tea - soothing mint get regular |  |
| peachdetox | Please indicate to what extent you like the following tea - peach detox |  |
| puregreen | Please indicate to what extent you like the following tea - pure green |  |
| purelypeppermint | Please indicate to what extent you like the following tea - purely peppermint |  |
| raspberryenergy | Please indicate to what extent you like the following tea - raspberry energy |  |
| relaxedmind | Please indicate to what extent you like the following tea - relaxed mind |  |
| sweettangerinepositiveenergy | Please indicate to what extent you like the following tea - sweet tangerine positive energy |  |

**Masks (Study 6)**

*Pretest A*

|  |  |  |
| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate |  |  |
| Condition |  | 1 = low differentiation set;  2 = high differentiation set |
| difference | How much do these options differ from each other? |  |
| desirability | How desirable do you think this set of masks is? |  |
| fem | To what extent do you think this set of masks is feminine or masculine? |  |
| age | What is your age‎? |  |
| gender | What gender do you identify with? | 0 = female; 1 = male; 2 = prefer to self describe |

*Pretest B*

|  |  |  |
| --- | --- | --- |
| **Variables** | **Notes** | **Values** |
| RecordedDate | Recorded Date |  |
| different | How much do these options differ from each other? |  |
| surprise | To what extent does this option allow for a surprise outcome? |  |
| age | What is your age? |  |
| gender | What gender do you most identify with? - Selected Choice | 0 = Female; 1 = Male; 2 = Non-binary; 3 = Prefer to self-describe; 4 = Prefer not to say |
| gender\_3\_TEXT | What gender do you most identify with? - Prefer to self-describe - Text | None |
| condition |  | 0 = low differentiation;  1 = high differentiation |