

## Phase 1 – Profile writing

### 1. Condition: Maximize others' interest

*Thank you for your participation. In this study, we would like you to present yourself by creating a personal profile that describes five things about you. Your profile will be evaluated by other people, and your goal is to write the five things that will make other people most interested in meeting you. For example, you can write about your work or education, sports or hobbies, your look or personality, your family, your social life.*

*Please write in the boxes below five facts that will make other people most interested in meeting you to create your personal profile.*

### 2. Condition: Control

*Thank you for your participation. In this study, we would like you to present yourself by creating a personal profile that describes five things about you. For example, you can write about your work or education, sports or hobbies, your look or personality, your family, your social life.*

*Please write in the boxes below five facts about you to create your personal profile.*

### All participants:

*To what extent do you think a person viewing your profile would be interested in meeting you?*

- ☐ Not interested at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very interested (7)

*To what extent do you think a person viewing your profile would like you?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

*To what extent do you think a person viewing your profile would think you are a successful person?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

*To what extent do you think a person viewing your profile would think you are a braggart?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

*Please indicate your agreement or disagreement with each of the following statements:*

- *It's difficult for me to talk about my strengths to others even when I know I possess them*
- *I think it's rude for a person to brag about him/herself*
- *I dislike speaking about myself in positive terms in the presence of others*
- *If I have done something well, I like to tell others about it*
- *I get upset at the thought of having to describe my positive traits to others*
- *Even if you've "got it", you certainly should not "flaunt it"*
- *I feel uncomfortable whenever I have to describe my successes to others*
- *It is a real social mistake to show off in public*
- *Whenever I accomplish something important, I get excited telling others about it*
- *Bragging on oneself in a group is always socially inappropriate*
- *Telling people about my strengths and successes has always been an embarrassing thing for me.*
- *I prefer to keep my accomplishments to myself rather than talk about them*
- *I have a hard time describing myself to others in positive terms, even when I know I've done well*
- *If I've played a big role in bringing about some kind of success, I don't feel reluctant telling other people about it*
- *I've always felt that bragging in the presence of others is one of the best ways to become disliked*

- *My friends will tell you that, when I accomplish something, I'm not shy about tooting my own horn*
- *When someone asks me to describe a recent success, I tend to downplay what I've accomplished*
- *It's unpleasant for me to talk about my successes in public*
- *I believe it's impolite to talk excessively about one's achievements, even if they are outstanding*
- *When people tell me about one of their successes, I like to tell them about one of mine*
- *In describing my positive qualities to another person, I feel awkward*

- ☐ Completely disagree (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Completely agree (7)

## Phase 2 – Judges' ratings

### 1. Condition: Interest rating

*You will now read a series of personal profiles and will be asked to evaluate them.*

*To what extent would you be interested in meeting the person described in the profile?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

### 2. Condition: Liking rating

*You will now read a series of personal profiles and will be asked to evaluate them.*

*To what extent do you like the person described in the profile?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

### 3. Condition: Success rating

*You will now read a series of personal profiles and will be asked to evaluate them.*

*To what extent do you think the person described in the profile is successful?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

### 4. Condition: Bragging rating

*You will now read a series of personal profiles and will be asked to evaluate them.*

*To what extent do you think the person in the profile is bragging?*

- ☐ Not at all (1)
- ☐ (2)
- ☐ (3)
- ☐ (4)
- ☐ (5)
- ☐ (6)
- ☐ Very much (7)

