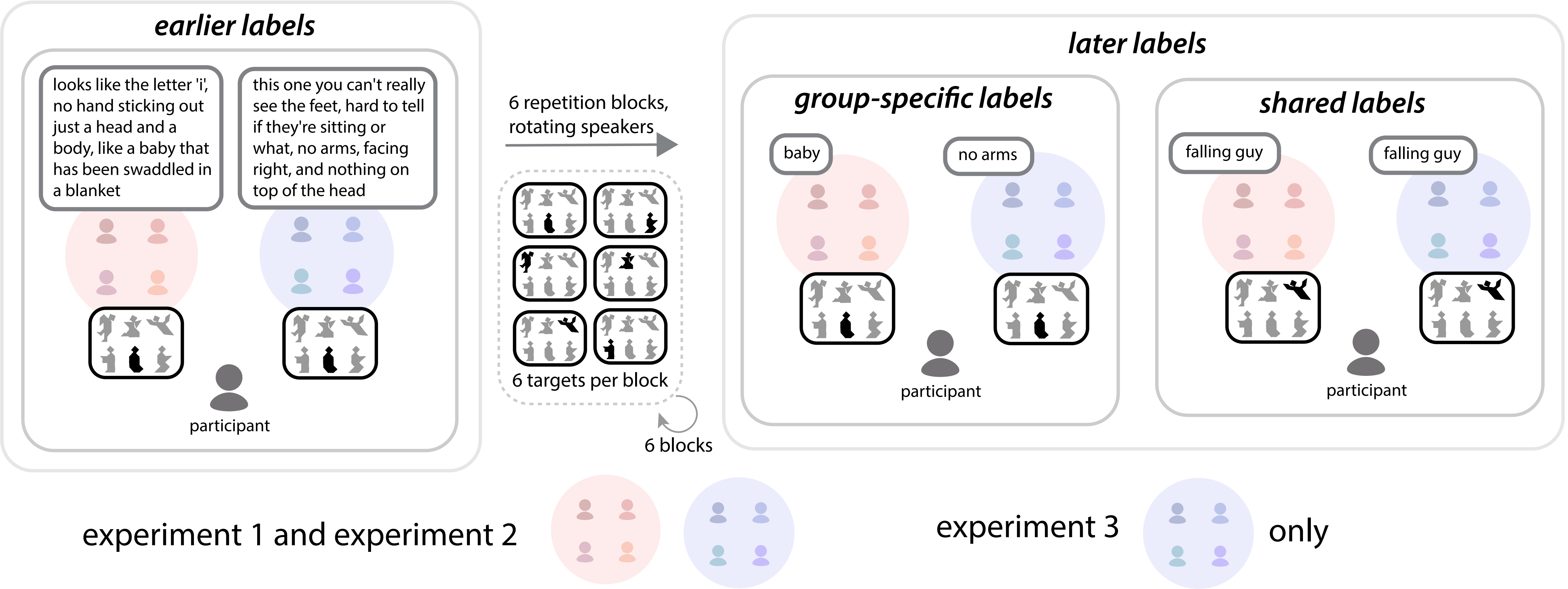
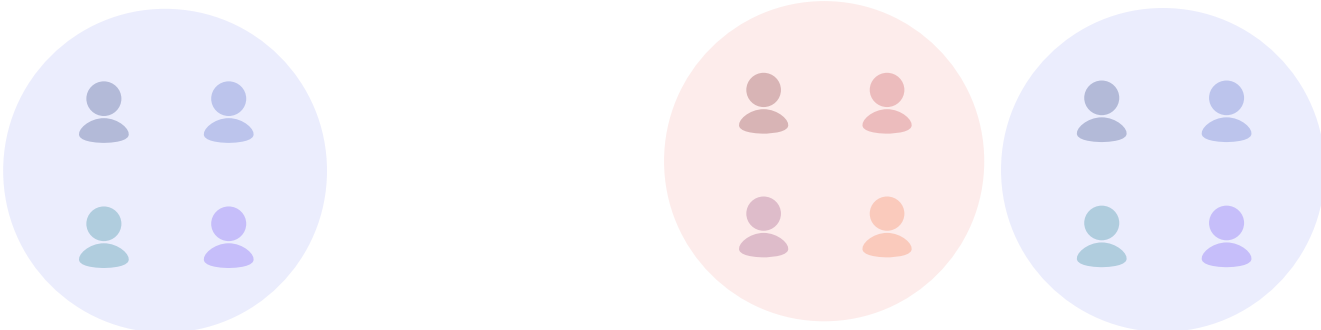
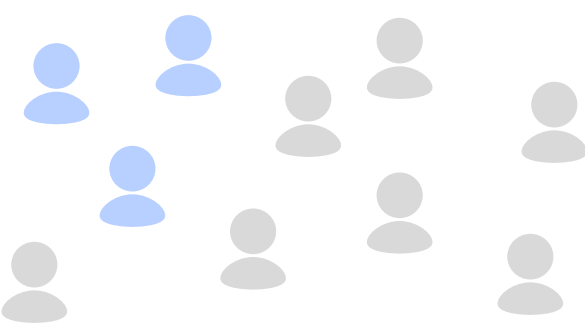
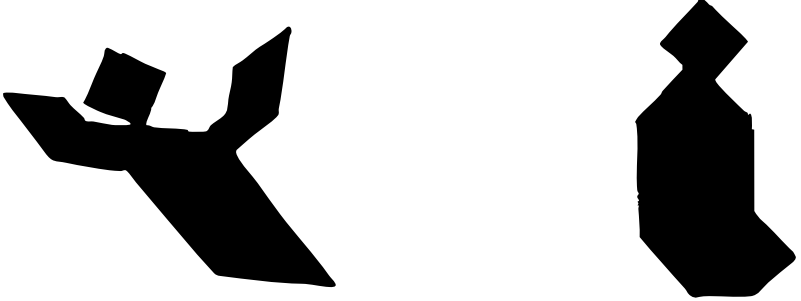



phase 1: observation phase



phase 2: selection phase

Please select the best label for [your audience] to [*refer goal*: select the correct picture / *social goal*: identify you as a member of their group].

	experiment 1	experiment 2	experiment 3
audience	one group or either group 		in-group + naive players 
choices	shared label vs. group-specific label  falling guy no arms	earlier label vs. later label  this one you can't really see the feet, hard to tell if they're sitting or what, no arms, facing right, and nothing on top of the head no arms	