# Supplemental file

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## 1 Cleaning

The current section documents the data cleaning process.

#### 1.1 Workspace

```
library(here) # for working with files
library(tidyverse) # for cleaning
library(janitor) # for variable names
library(stringi) # for generating random strings
library(lme4) # for multilevel modeling
library(lmeTest) # for p-values
library(sjPlot) # for figures
library(ggpubr) # for prettier plots
library(kableExtra) # for nicer tables
library(stringdist) # for scoring memory task
library(papaja) # for pretty numbers
library(psych) # for correlation tests
library(broom.mixed) # for tidying multilevel models
```

### 1.2 Change participant ID values

Before we begin, we create new versions of each data\_t1 file that can be shared for purposes of reproducibility. These data\_t1 files do not include variables that contain potentially identifying meta-data\_t1 (e.g., IP address, latitude and longitude). Importantly, we also replace all Prolific ID values with new, random strings, to prevent the possibility that these participants are later identified. We also fix an error that can be introduced through Qualtrics, specifically that all or parts of the text string "Value will be set from panel or URL" is sometimes entered into the text box for ID. Prolific ID values are always 24 characters long and start with a number – we search for strings that meet this criteria.

(We note that the code chunks in this subsection are turned off in the RMarkdown file - eval = F - as readers will not be able to run these chunks.)

```
-finished,
           -recorded_date,
           -status,
           -response id,
           -external_reference,
           -distribution_channel,
           -user_language,
           -starts_with("recipient"),
           -starts_with("location"),
           -starts_with("meta_info"),
           -prolific_pid)
  #this fixes a column naming error in dataset 2B
  if(!("proid" %in% names(data_obj))) names(data_obj) = str_replace(names(data_obj), "q763", "proid")
  data_obj = data_obj %>%
    mutate(proid = str_extract(proid, "\\d([[:alnum:]]{23})"))
  return(data_obj)
data_t1 <- load_data("data/Wording_July 13, 2021_20.00.text.csv")</pre>
data_2A <- load_data("data/Wording 2A_August 13, 2021_14.49.text.csv")
data_2B <- load_data("data/Wording 2B_August 4, 2021_18.49.text.csv")</pre>
data_2C <- load_data("data/Wording 2C_August 3, 2021_18.02.csv")</pre>
data_2D <- load_data("data/Wording 2D_July 29, 2021_14.55.text.csv")</pre>
```

Next, we identify all unique participant IDs. For each, we generate a new string, Then we replace the original ID values with the new strings.

```
original_id <- unique(c(data_t1$proid,</pre>
                        data_2A$proid,
                        data_2B$proid,
                        data_2C$proid,
                        data_2D$proid))
#remove missing values -- represent bots or tests
original_id = original_id[!is.na(original_id)]
#generate new ids (randoms tring of letters and numbers)
set.seed(202108)
new_id <- stri_rand_strings(n = length(original_id), length = 24)</pre>
#replace old string with new string
for(i in 1:length(original_id)){
  data_t1$proid[data_t1$proid == original_id[i]] <- new_id[i]</pre>
  data_2A$proid[data_2A$proid == original_id[i]] <- new_id[i]</pre>
  data_2B$proid[data_2B$proid == original_id[i]] <- new_id[i]</pre>
  data_2C$proid[data_2C$proid == original_id[i]] <- new_id[i]</pre>
  data_2D$proid[data_2D$proid == original_id[i]] <- new_id[i]</pre>
}
```

We end by saving each data\_t1 frame as new .csv files, to be uploaded to OSF and shared for reproduction.

```
write_csv(data_t1, file = here("deidentified data/data_time1.csv"))
write_csv(data_2A, file = here("deidentified data/data_time2_A.csv"))
write_csv(data_2B, file = here("deidentified data/data_time2_B.csv"))
write_csv(data_2C, file = here("deidentified data/data_time2_C.csv"))
write_csv(data_2D, file = here("deidentified data/data_time2_D.csv"))
```

#### 1.3 Time 1

We load the deidentified Time 1 data here.

```
data_t1 <- read_csv(here("deidentified data/data_time1.csv"))</pre>
```

We rename several columns, in order to facilitate the use of regular expressions later. Specifically, we remove the underscores (\_) in the columns pertaining to broad-mindedness and self-disciplined.

```
names(data_t1) = str_replace(names(data_t1), "broad_mind", "broadmind")
names(data_t1) = str_replace(names(data_t1), "self_disciplind", "selfdisciplined")
```

We can also remove the meta-data (timing, etc) around two attention check adjectives, "human" and "asleep".

#### 1.3.1 Recode personality item responses to numeric

We recode the responses to personality items, which we downloaded as text strings. We chose to use text strings as opposed to numbers to avoid any possibility that the Qualtrics-set coding was incorrect. We start this process by identifying the personality items (p\_items) using regular expressions. All personality items take a format like outgoing\_a or helpful\_b\_2; that is, they start with the adjective, followed by a letter indicating with which condition or item format the adjective was presented, and sometimes they are followed by a 2, indicating it was the second time the participant saw the adjective. We can represent this pattern using regular expressions.

```
p_items = str_extract(names(data_t1), "^[[:alpha:]]*_[abcd](_2)?$")
p_items = p_items[!is.na(p_items)]

personality_items = select(data_t1, proid, all_of(p_items))
```

Next, we write a simple function to recode values. We find the case\_when function to be the most clear method of communicating the recoding process when moving from string to numeric.

```
recode_p = function(x){
    y = case_when(
        x == "Very inaccurate" ~ 1,
        x == "Moderately inaccurate" ~ 2,
        x == "Slightly inaccurate" ~ 3,
        x == "Slightly accurate" ~ 4,
        x == "Moderately accurate" ~ 5,
        x == "Very accurate" ~ 6,
```

```
TRUE ~ NA_real_)
return(y)
}
```

Finally, we apply this function to all personality items.

```
personality_items = personality_items %>%
    # apply to all varibles except proid
mutate(across(!c(proid), recode_p))
```

Now we merge the recoded values back into the data\_t1.

```
# remove personality items from data file
data_t1 = select(data_t1, -all_of(p_items))
# merge in recoded personality items
data_t1 = full_join(data_t1, personality_items)
```

#### 1.3.2 Drop bots and inattentive participants

1.3.2.1 Based on ID Recall that when preparing the data files for sharing, we replaced all Prolific IDs with random strings. A consequence of this cleaning is that any ID entered that did not have a string meeting the Prolific ID format requirements (24 character, starting with a number) was replaced with NA. To remove these bots, we can simply filter out missing ID values.

We removed 9 participants without valid Prolific IDs.

```
data_t1 = data_t1 %>%
  filter(english %in% c("Well", "Very well (fluent/native)"))
```

- 1.3.2.2 Based on language We removed 0 participants that do not speak english well or very well.
- **1.3.2.3** Based on patterns We remove any participant who provides the same response to over half of the items (17 or more items) from a given block in a row.

To proceed, first we create a dataframe containing just the responses to personality items in the first block.

```
# first, identify unique adjectives, in order
adjectives = p_items %>%
    str_remove_all("_.") %>%
    unique()

# extract block 1 questions using regular expressions
# these follow the personality item format described above, but never end with 2
block1 = data_t1 %>%
    select(proid, matches("^[[:alpha:]]+_[abcd]$"))
```

Next, we rename the variables. Instead of variable names identifying the specific adjective (e.g., outgoing\_a), we need variable names which indicate the order in which the adjective was seen by the participant (e.g., trait01\_a). This will help us determine patterns by item order, rather than adjective content. Participants all saw adjectives in the same order (i.e., all participants, regardless of condition, saw outgoing first).

We use gather and spread to quickly combine columns measuring the same trait. That is, instead of having columns trait01\_a, trait01\_b, trait01\_c, and trait01\_d, we now have a single column called trait01.

```
block1 = block1 %>%
  gather(item, response, -proid) %>%
  filter(!is.na(response)) %>%
  separate(item, into = c("item", "format")) %>%
  select(-format) %>%
  spread(item, response)
```

To count the number of runs, we loop through participants and, within participant, loop through columns. Within participant, we create an object called run. If a response to a personality item is the same as the participant's response to the previous item, we increase the value of run by 1. If this new value is the largest run value for that participant, it becomes the value of an object called maxrun. If the participant gives a new response, run is reset to 0. We record the maxrun value for each partipant in a variable called block1\_runs.

```
block1_runs = numeric(length = nrow(block1))

for(i in 1:nrow(block1)){
   run = 0
   maxrun = 0
   for(j in 3:ncol(block1)){
      if(block1[i,j] == block1[i, j-1]){
       run = run+1
       if(run > maxrun) maxrun = run
      } else{ run = 0}
   }
   block1_runs[i] = maxrun
}

#add to data_t1 frame
block1$block1_runs = block1_runs
```

Here we repeat the process described above with Block 2 data.

```
# extract block 2 questions
block2 = data_t1 %>%
   select(proid, matches("^[[:alpha:]]+_[abcd]_2$"))
#rename variables
```

```
n = 0
for(i in adjectives){
 n = n+1
 names(block2) = str_replace(names(block2), i, paste0("trait", str_pad(n, 2, pad = "0")))
}
block2 = block2 %>%
  gather(item, response, -proid) %>%
  filter(!is.na(response)) %>%
  mutate(item = str_remove(item, "_2")) %>%
  separate(item, into = c("item", "format")) %>%
  select(-format) %>%
  spread(item, response)
block2_runs = numeric(length = nrow(block2))
#identify max run for each participant
for(i in 1:nrow(block2)){
  run = 0
  maxrun = 0
  for(j in 3:ncol(block2)){
    if(block2[i,j] == block2[i, j-1]){
      run = run+1
      if(run > maxrun) maxrun = run
      } else{ run = 0}
  block2_runs[i] = maxrun
}
#add to data_t1 frame
block2$block2_runs = block2_runs
```

We combine the variables holding the maximum runs into a single data frame. We will remove participants if their maximum run in either block was greater than or equal to 17. See Figure S1 for a visualization of the spread and associations between run lengths across participants.

```
#combine results
runs_data = block1 %>%
  select(proid, block1_runs) %>%
  full_join(select(block2, proid, block2_runs)) %>%
  mutate(
    remove = case_when(
        block1_runs >= 17 ~ "Remove",
        block2_runs >= 17 ~ "Remove",
        TRUE ~ "Keep"
    ))
```

There were 2 participants who provided the same answer 17 or more times in a row. These participants were removed from the analyses.

```
data_t1 = data_t1 %>%
  full_join(select(runs_data, proid, remove)) %>%
  filter(remove != "Remove") %>%
```

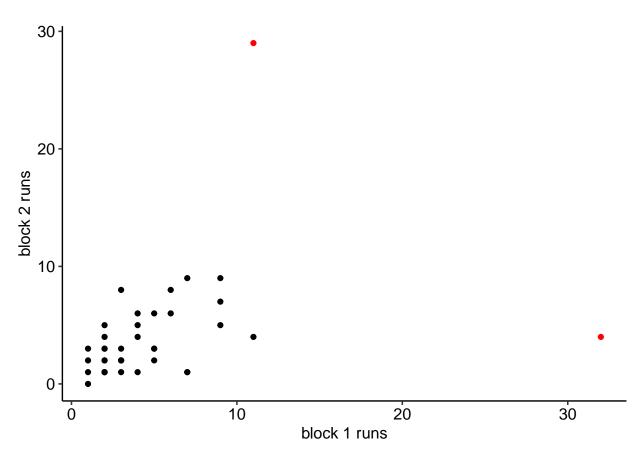


Figure S1: Maximum number of same consecutive responses in personality blocks.

```
rm(runs_data)
```

1.3.2.4 Based on inattentive responding We expect to exclude any participant who has an average response of 4 ("slightly agree") or greater to the attention check items. Two items from the Inattentive and Deviant Responding Inventory for Adjectives (IDRIA) scale (Kay & Saucier, in prep) have been included here, in part to help evaluate the extent of inattentive responding but also to consider the effect of item wording on these items. The two items used here (i.e., "Asleep", "Human") were chosen to be as inconspicuous as possible, so as to not to inflate item response duration. The frequency item (i.e., "human") will be reverse-scored, so that higher scores on both the infrequency and frequency items reflect greater inattentive responding. Figure S2 shows the distribution of average responses to attention check items.

```
in_average = data_t1 %>%
    # reverse score human
mutate(across(matches("^human"), ~(.x*-1)+7)) %>%
    # select id and attention check items
select(proid, matches("^human"), matches("^asleep")) %>%
gather(item, response, -proid) %>%
filter(!is.na(response)) %>%
group_by(proid) %>%
summarise(avg = mean(response)) %>%
mutate(
    remove = case_when(
    avg >= 4 ~ "Remove",
    TRUE ~ "Keep"))
```

We remove 1 participants whose responses suggest inattention.

```
data_t1 = data_t1 %>%
  full_join(select(in_average, proid, remove)) %>%
  filter(remove != "Remove") %>%
  select(-remove)
```

**1.3.2.5** Based on average time to respond to personality items First, select just the timing of the personality items. We do this by searching for specific strings: "t\_[someword][a or b or c or d](maybe 2\_)\_page\_submit."

```
timing_data = data_t1 %>%
  select(proid, matches("t_[[:alpha:]]*_[abcd](_2)?_page_submit"))
```

Next we gather into long form and remove missing timing values

```
timing_data = timing_data %>%
  gather(variable, timing, -proid) %>%
  filter(!is.na(timing))
```

To check, each participant should have the same number of responses: 62.



Figure S2: Average response to inattention check items

```
timing_data %>%
  group_by(proid) %>%
  count() %>%
  ungroup() %>%
  summarise(min(n), max(n))

## # A tibble: 1 x 2
## 'min(n)' 'max(n)'
## <int> <int>
## 1 62 62
```

Excellent! Now we calculate the average response time per item for each participant. We mark a participant for removal if their average time is less than 1 second or greater than 30. See Figure S3 for a distribution of average response time.

```
timing_data = timing_data %>%
  group_by(proid) %>%
  summarise(m_time = mean(timing)) %>%
  mutate(remove = case_when(
    m_time < 1 ~ "Remove",
    m_time > 30 ~ "Remove",
    TRUE ~ "Keep"
))
```

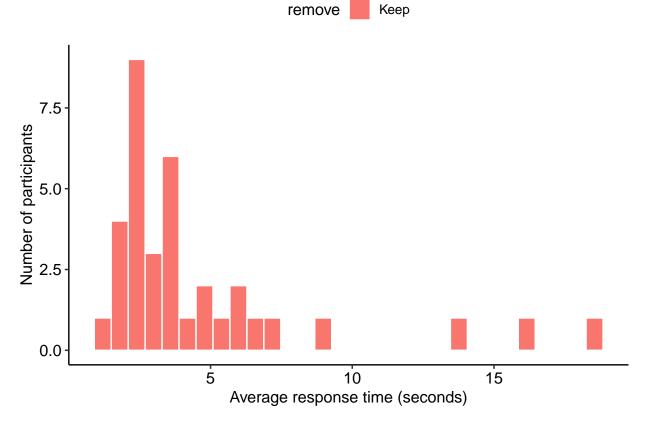


Figure S3: Distribution of average time to respond to personality items.

```
data_t1 = inner_join(data_t1, filter(timing_data, remove == "Keep")) %>%
    select(-remove)
```

Based on timing, we removed 0 participants.

We create a variable which indicates the Block 1 condition of each participant. This is used in two places: first, in recruiting participants at Time 2 (participants are given the same format at Time 2 as they received in Block 1), and second, in selecting the correct items during the test-retest analyses.

```
data_t1 = data_t1 %>%
  mutate(condition = case_when(
   !is.na(outgoing_a) ~ "A",
  !is.na(outgoing_b) ~ "B",
  !is.na(outgoing_c) ~ "C",
  !is.na(outgoing_d) ~ "D",
))
```

At this point, we'll extract the Prolific ID numbers. These participants will be eligible to take the survey at Time 2.

```
data_t1 %>%
  select(proid, condition) %>%
  write_csv(file = here("data/elligible_proid"))
```

#### 1.4 Time 2

```
data_2A <- read_csv(here("deidentified data/data_time2_A.csv"))
data_2B <- read_csv(here("deidentified data/data_time2_B.csv"))
data_2C <- read_csv(here("deidentified data/data_time2_C.csv"))
data_2D <- read_csv(here("deidentified data/data_time2_D.csv"))
data_2 = data_2A %>%
```

```
data_Z = data_ZA %>%
full_join(data_2B) %>%
full_join(data_2C) %>%
full_join(data_2D)
```

Rename the following columns.

We rename several columns, in order to facilitate the use of regular expressions later. Specifically, we remove the underscores (\_) in the columns pertaining to broad-mindedness and self-disciplined.

```
names(data_2) = str_replace(names(data_2), "broad_mind", "broadmind")
names(data_2) = str_replace(names(data_2), "self_disciplind", "selfdisciplined")
```

We can also remove the meta-data (timing, etc) around two attention check adjectives, "human" and "asleep".

#### 1.4.1 Recode personality item responses to numeric

We recode the responses to personality items, which we downloaded as text strings. Here, all items end with  $\_3$  and sometimes with  $\verb§i.</code>$ 

```
p_items_2 = str_extract(names(data_2), "^[[:alpha:]]*_[abcd]_3(i)?$")
p_items_2 = p_items_2[!is.na(p_items_2)]

personality_items_2 = select(data_2, proid, all_of(p_items_2))
```

We apply the recoding function to all personality items.

```
personality_items_2 = personality_items_2 %>%
  mutate(
   across(!c(proid), recode_p))
```

Now we merge this back into the data\_2.

```
data_2 = select(data_2, -all_of(p_items_2))
data_2 = full_join(data_2, personality_items_2)
```

#### 1.4.2 Drop bots and inattentive participants

This code recreates the steps outlined in detail above for Time 1. Please refer to the descriptions above for justification and explaination of the code presented here.

**1.4.2.1** Based on ID We also check that the ID in time 2 matches an ID in time 1.

```
data_2 = data_2 %>%
filter(proid %in% data_t1$proid)
```

We removed 35 participants without valid Prolific IDs.

**1.4.2.2** Based on patterns We remove any participant who provides the same response to over half of the items (17 or more items) from a given block in a row. The distribution of runs in Time 2 is depicted in Figure S4.

```
# first, identify unique adjectives, in order
adjectives = p_items_2 %>%
    str_remove_all("_.") %>%
    unique()

# extract block 3 questions
block3 = data_2 %>%
```

```
select(proid, all_of(p_items_2))
#rename variables
n = 0
for(i in adjectives){
 n = n+1
 names(block3) = str_replace(names(block3), i, paste0("trait", str_pad(n, 2, pad = "0")))
block3 = block3 %>%
  gather(item, response, -proid) %>%
  filter(!is.na(response)) %>%
  mutate(item = str_remove(item, "_3(i)?$")) %>%
  separate(item, into = c("item", "format")) %>%
  #select(-format) %>%
  spread(item, response)
block3_runs = numeric(length = nrow(block3))
for(i in 1:nrow(block3)){
  run = 0
  maxrun = 0
  for(j in 3:ncol(block3)){
    if(block3[i,j] == block3[i, j-1]){
      run = run + 1
      if(run > maxrun) maxrun = run
      } else{ run = 0}
  block3_runs[i] = maxrun
#add to data_2 frame
block3$block3_runs = block3_runs
#combine results
runs_data_2 = block3 %>%
```

```
#combine results
runs_data_2 = block3 %>%
  select(proid, block3_runs) %>%
  mutate(
    remove = case_when(
        block3_runs >= 17 ~ "Remove",
        TRUE ~ "Keep"
    ))
```

There were 0 participants who provided the same answer 17 or more times in a row. These participants were removed from the analyses.

```
data_2 = data_2 %>%
  full_join(select(runs_data_2, proid, remove)) %>%
  filter(remove != "Remove") %>%
  select(-remove)

rm(runs_data_2)
```

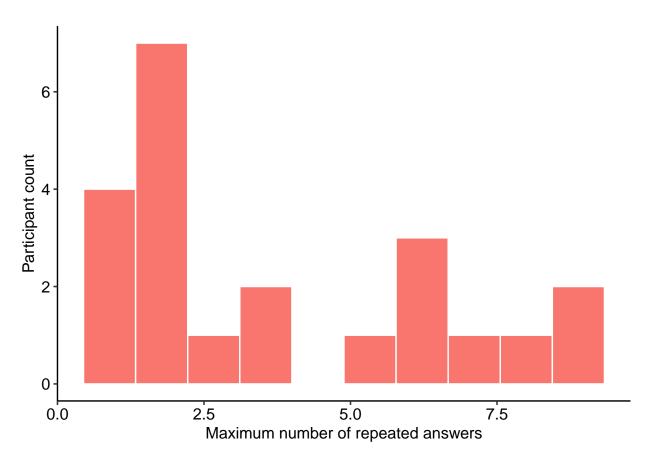


Figure S4: Maximum number of same consecutive responses in personality block 3.

**1.4.2.3 Based on inattentive responding** Participants who respond positively to the adjective *asleep* or negatively to the word *human* are assumed to be inattentive. We filter out participants whose average response to these two items is greater than or equal to 4 (see Figure S5 for the distribution).

```
in_average = data_2 %>%
  # reverse score human
mutate(across(matches("^human"), ~(.x*-1)+7)) %>%
  # select id and attention check items
select(proid, matches("^human"), matches("^asleep")) %>%
gather(item, response, -proid) %>%
filter(!is.na(response)) %>%
group_by(proid) %>%
summarise(avg = mean(response)) %>%
mutate(
  remove = case_when(
  avg >= 4 ~ "Remove",
  TRUE ~ "Keep"))
```

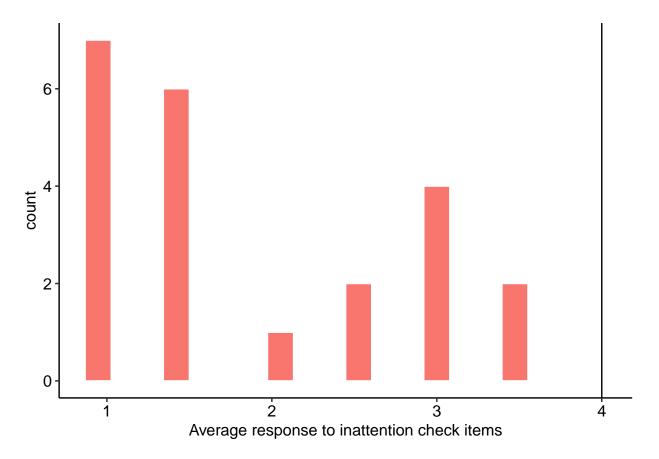


Figure S5: Average response to inattention check items

We remove 1 participants whose responses suggest inattention.

```
data_2 = data_2 %>%
full_join(select(in_average, proid, remove)) %>%
filter(remove != "Remove") %>%
select(-remove)
```

**1.4.2.4** Based on average time to respond to personality items Participants who take too little (< 1 second) or too long (greater than 30 seconds) on average to answer each personality item are excluded. See Figure S6 for the distribution of average response time per item.

```
timing_data_2 = data_2 %>%
  select(proid, matches("t_[[:alpha:]]*_[abcd]_3(i)?_page_submit"))

timing_data_2 = timing_data_2 %>%
  gather(variable, timing, -proid) %>%
  filter(!is.na(timing))
```

To check, each participant should have the same number of responses: 33.

```
timing data 2 %>%
  group_by(proid) %>%
  count() %>%
  ungroup() %>%
  summarise(min(n), max(n))
## # A tibble: 1 x 2
     'min(n)' 'max(n)'
##
##
        <int>
                 <int>
## 1
           33
                     33
timing_data_2 = timing_data_2 %>%
  group_by(proid) %>%
  summarise(m_time = mean(timing)) %>%
 mutate(remove = case_when(
    m_time < 1 ~ "Remove",</pre>
    m_time > 30 ~ "Remove",
    TRUE ~ "Keep"
 ))
```

```
data_2 = inner_join(data_2, filter(timing_data_2, remove == "Keep")) %>%
    select(-remove)
```

#### 1.4.3 Merge all datasets together

We merge the Time 1 and Time 2 datasets together here.

```
data_2 = data_2 %>%
  select(proid, start_date2, duration_in_seconds2, very_delayed_recall, contains("_3")) %>%
  mutate(time2 = "yes") #indicates participant in time 2

data = data_t1 %>% full_join(data_2)
```

#### 1.5 All data

#### 1.5.1 Reverse score personality items

The following items are (typically) negatively correlated with the others: reckless, moody, worrying, nervous, careless, impulsive. We reverse-score them to ease interpretation of associations and means in the later

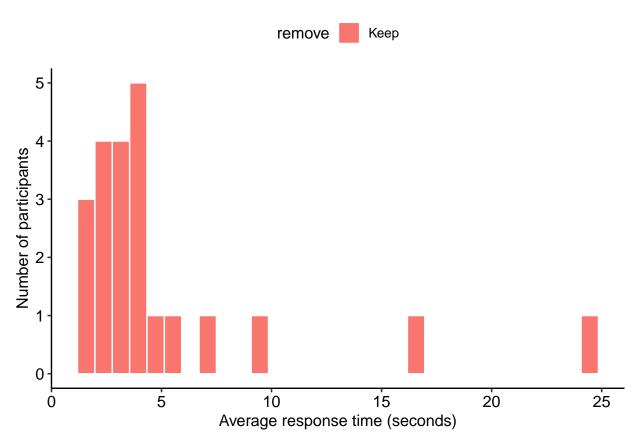


Figure S6: Distribution of average time to respond to personality items in Block 3.

sections. In short, all traits will be scored such that larger numbers are indicative of the more socially desirable end of the spectrum.

```
data = data %>%
  mutate(
    across(matches("^reckless"), ~(.x*-1)+7),
    across(matches("^moody"), ~(.x*-1)+7),
    across(matches("^worrying"), ~(.x*-1)+7),
    across(matches("^nervous"), ~(.x*-1)+7),
    across(matches("^careless"), ~(.x*-1)+7),
    across(matches("^impulsive"), ~(.x*-1)+7))
```

We also create a vector noting the items that are reverse scored. We use this later in tables, to help identify patterns when looking at analyses within-adjective. We use this object elsewhere in the analyses.

```
reverse = c("reckless", "moody", "worrying", "nervous", "careless", "impulsive")
```

#### 1.5.2 Score memory task

Now we score the memory task. We start by creating vectors of the correct responses.

Next we convert all responses to lowercase. Then we break the string of responses into a vector containing many strings.

```
data = data %>%
  mutate(
    across(matches("recall"),tolower), # convert to lower
    #replace carriage return with space
    across(matches("recall"), str_replace_all, pattern = "\\n", replacement = ","),
    # remove spaces
    across(matches("recall"), str_replace_all, pattern = " ", replacement = ","),
    # remove doubles
    across(matches("recall"), str_replace_all, pattern = ",", replacement = ","),
    #remove last comma
    across(matches("recall"), str_remove, pattern = ",$"),
    # split the strings based on the spaces
    across(matches("recall"), str_split, pattern = ","))
```

1.5.2.1 Immediate recall Now we use the amatch function in the stringdist package to look for exact (or close) matches to the target words. This function returns for each word either the position of the key in which you can find the target word or NA to indicate the word or a close match does not exist in the string.

```
distance = 1 #maximum distance between target word and correct response
data = data %>%
  mutate(
    memory1 = map(recall1, ~sapply(., amatch, correct1, maxDist = distance)),
    memory2 = map(recall2, ~sapply(., amatch, correct2, maxDist = distance)),
    memory3 = map(recall3, ~sapply(., amatch, correct3, maxDist = distance)),
    memory4 = map(recall4, ~sapply(., amatch, correct4, maxDist = distance))
)
```

We count the number of correct answers. This gets complicated; in lieu of writing out a paragraph explanation, we have opted for in-text comments to orient those interested in following the code.

```
data = data %>%
 mutate(
   across(starts_with("memory"),
      #replace position with 1
      ~map(., sapply, FUN = function(x) ifelse(x > 0, 1, 0))),
    across(starts_with("recall"),
           # are there non-missing values in the original response?
           ~map_dbl(.,
                    .f = function(x) sum(!is.na(x))),
           .names = "{.col} miss"),
   across(starts_with("memory"),
      #replace position with 1
      # count the number of correct answers
      ~map_dbl(., sum, na.rm=T))) %>%
  mutate(
   memory1 = case_when(
      # if there were no responses, make the answer NA
      recall1_miss == 0 ~ NA_real_,
      # otherwise, the number of correct quesses
      TRUE ~ memory1),
   memory2 = case_when(
      recall2_miss == 0 ~ NA_real_,
      TRUE ~ memory2),
   memory3 = case_when(
     recall3_miss == 0 ~ NA_real_,
      TRUE ~ memory3),
   memory4 = case_when(
      recall4_miss == 0 ~ NA_real_,
      TRUE ~ memory4)) %>%
  # no longer need the missing count variables
  select(-ends_with("miss"))
```

Finally, we want to go from 4 columns (one for each recall test), to two: one that has the number of correct responses, and one that indicates which version they saw.

```
data = data %>%
  select(proid, starts_with("memory")) %>%
```

```
gather(mem_condition, memory, -proid) %>%
filter(!is.na(memory)) %>%
mutate(mem_condition = str_remove(mem_condition, "memory")) %>%
full_join(data)
```

To demonstrate the accuracy of the code, here we present a random subset of participants' raw responses and their assigned memory score.

```
#from memory condition 1
data %>%
 filter(mem_condition == 1) %>%
  select(recall1, memory) %>%
  sample n(3) \%
 mutate(recall1 = map_chr(recall1, paste, collapse = ", "))
## # A tibble: 3 x 2
     recall1
##
                                                                        memory
##
     <chr>
                                                                         <dbl>
## 1 book, hotel, market, chain, paper, gold
                                                                             5
## 2 river, gold, tree, skin, child
                                                                             5
## 3 tree, skin, river, paper, market, king, hotel, gold, child, book
                                                                            10
#from memory condition 2
data %>%
 filter(mem condition == 2) %>%
 select(recall2, memory) %>%
 sample_n(3) %>%
 mutate(recall2 = map_chr(recall2, paste, collapse = ", "))
## # A tibble: 3 x 2
##
    recall2
                                                                             memory
     <chr>
                                                                              <dbl>
##
## 1 butter, college, dollar, earth, flag, home, machine, ocean, sky, wife
                                                                                 10
                                                                                  2
## 2 machine, wife, health
## 3 butter, college, earth, wife, ocean, machine
                                                                                  6
#from memory condition 3
data %>%
 filter(mem_condition == 3) %>%
  select(recall3, memory) %>%
  sample_n(3) \%>\%
 mutate(recall3 = map_chr(recall3, paste, collapse = ", "))
## # A tibble: 3 x 2
##
    recall3
                                                               memory
                                                                <dbl>
##
     <chr>>
## 1 girl, corner, engine, house, woman
                                                                     5
                                                                    7
## 2 block, corner, engine, girl, house, letter, woman, shoes
                                                                     7
## 3 blood, corner, woman, rock, shoes, girl, valley
```

Table S1: Memory responses by condition

Condition	Mean	SD	Min	Max	N
1	5.50	2.56	1	10	8
2	4.62	3.20	1	10	8
3	6.40	2.72	1	10	10
4	6.44	2.51	2	10	9

```
#from memory condition 4
data %>%
  filter(mem_condition == 4) %>%
  select(recall4, memory) %>%
  sample n(3) \%
  mutate(recall4 = map chr(recall4, paste, collapse = ", "))
## # A tibble: 3 x 2
##
    recall4
                                                            memory
##
     <chr>>
                                                             <dbl>
## 1 baby, church, water, fire, garden
                                                                 5
## 2 church, table, baby, fire, doctor
                                                                 5
## 3 baby, fire, garden, place, sea, table, village, water
                                                                 8
```

Participants remember on average 5.80 words correctly (SD = 2.73).

1.5.2.2 Delayed recall A challenge with the delayed recall task is identifying the memory condition that participants were assigned to, but this is made easier by the work done above. The following code mainly reproduces the steps used for scoring the immediate memory recall task. The main difference is that we have a single column containing all responses (delayed\_recall), regardless of which memory condition participants were assigned to. We score this response against all four answer keys, then select the maximum (best) score.

```
mem2 = data \%
  select(proid, mem_condition, delayed_recall) %>%
  mutate(newid = 1:nrow(.))
mem2 = mem2 \% \%
 mutate(
   delayed_recall1 = map(delayed_recall, ~sapply(., amatch, correct1, maxDist = distance)),
   delayed_recall2 = map(delayed_recall, ~sapply(., amatch, correct2, maxDist = distance)),
   delayed_recall3 = map(delayed_recall, ~sapply(., amatch, correct3, maxDist = distance)),
   delayed_recall4 = map(delayed_recall, ~sapply(., amatch, correct4, maxDist = distance))
   ) %>%
  gather(variable, delayed_memory, delayed_recall1:delayed_recall4)
mem2 = mem2 \%\%
  mutate(
      delayed_memory = map(delayed_memory, sapply,
                  FUN = function(x) ifelse(x >0, 1, 0)),
      # count the number of correct answers
      delayed_memory = map_dbl(delayed_memory, sum, na.rm=T))
```

```
mem2 = mem2 %>%
  group_by(proid) %>%
  filter(delayed_memory == max(delayed_memory)) %>%
  filter(row_number() == 1 ) %>%
  select(-delayed_recall, -variable, -newid)

data = inner_join(data, mem2)
```

Participants remember on average 5.11 words correctly after 5-10 minutes (SD = 2.97).

1.5.2.3 Very-delayed recall Finally, we score the memory challenge posed at Time 2. Like scoring the delayed recall task, we have a single column containing responses from all participants, regardless of the original memory condition.

```
mem3 = data \%>\%
  filter(time2 == "yes") %>%
  select(proid, mem_condition, very_delayed_recall) %>%
  mutate(newid = 1:nrow(.))
mem3 = mem3 \%>\%
 mutate(
   very_delayed_recall1 = map(very_delayed_recall, ~sapply(., amatch, correct1, maxDist = distance)),
   very_delayed_recall2 = map(very_delayed_recall, ~sapply(., amatch, correct2, maxDist = distance)),
   very_delayed_recall3 = map(very_delayed_recall, ~sapply(., amatch, correct3, maxDist = distance)),
   very_delayed_recall4 = map(very_delayed_recall, ~sapply(., amatch, correct4, maxDist = distance))
   ) %>%
  gather(variable, very delayed memory, very delayed recall1:very delayed recall4)
mem3 = mem3 \%
  mutate(
      very_delayed_memory = map(very_delayed_memory, sapply,
                  FUN = function(x) ifelse(x > 0, 1, 0)),
      # count the number of correct answers
      very_delayed_memory = map_dbl(very_delayed_memory, sum, na.rm=T))
mem3 = mem3 \%>\%
  group_by(proid) %>%
  filter(very_delayed_memory == max(very_delayed_memory)) %>%
  filter(row number() == 1 ) %>%
  select(-very_delayed_recall, -variable, -newid)
data = full_join(data, mem3)
```

1.5.2.4 Correlations Figure S7 displays the univariate and bivariate distributions of the memory scores and the bivariate correlations. In general, there was good spread in the immediate recall and delayed (10 minute) recall variables. Few participants remembered any of the words after two weeks.

```
data %>%
  select(matches("memory$")) %>%
  corr.test
```

```
## Call:corr.test(x = .)
## Correlation matrix
##
                        memory delayed_memory very_delayed_memory
                          1.00
                                                              0.07
## memory
                                         0.84
## delayed_memory
                          0.84
                                          1.00
                                                               0.06
## very_delayed_memory
                          0.07
                                         0.06
                                                              1.00
## Sample Size
                        memory delayed_memory very_delayed_memory
##
## memory
                            35
                                            35
## delayed_memory
                            35
                                            35
                                                                 22
## very_delayed_memory
                            22
                                            22
                                                                 22
## Probability values (Entries above the diagonal are adjusted for multiple tests.)
                        memory delayed_memory very_delayed_memory
##
                                          0.00
## memory
                          0.00
                          0.00
## delayed_memory
                                          0.00
                                                                  1
## very_delayed_memory
                          0.76
                                          0.81
                                                                  0
##
```

## To see confidence intervals of the correlations, print with the short=FALSE option

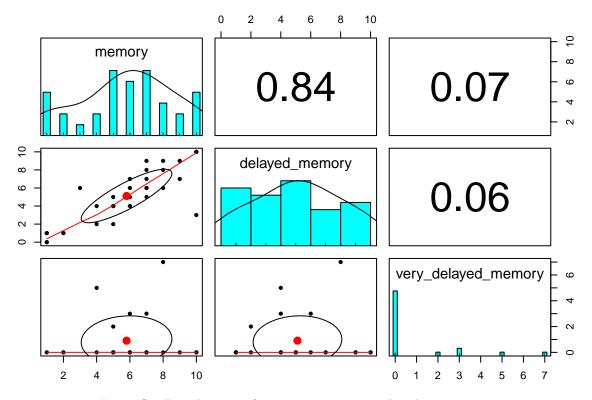


Figure S7: Distributions of memory scores across booth time points.

#### 1.5.3 Change labels of device variable

Longer labels were provided to participants for clarity. However, we will use shorter labels in our analyses and figures.

```
data = data %>%
  mutate(devicetype = factor(
```

#### 1.5.4 Reorder demographic categories

We set the order of ordinal demographic variables, which helps generate more interpretable figures and tables.

```
data = data %>%
  mutate(edu = factor(edu,
                       levels = c(
                         "Less than 12 years",
                         "High school graduate/GED",
                         "Currently in college/university",
                         "Some college/university, but did not graduate",
                         "Associate degree (2 year)",
                         "College/university degree (4 year)",
                         "Currently in graduate or professional school",
                         "Graduate or professional school degree"))) %>%
  mutate(hhinc = str_remove(hhinc, " a year"),
         hhinc = str_replace_all(hhinc, ",000", "K"),
         hhinc = str_replace_all(hhinc, " to ", "-"),
         hhinc = str replace all(hhinc, "less than", "<"),</pre>
         hhinc = str_replace_all(hhinc, "more than", ">"))%>%
  mutate(hhinc = factor(hhinc,
                         levels = c(
                           "< $20,000",
                           "$20K-$40K",
                           "$40K-$60K",
                           "$60K-$80K",
                           "$80K-$100K",
                           "$100K-$120K",
                           "$120K-$150K",
                           "$150K-$200K",
                           "$200K-$250K",
                           "$250K-$350K",
                           "$350K-$500K",
                           ">$500K"
                         )))
```

#### 1.5.5 Long-form dataset

We need one dataset that contains the responses to and timing of the personality items in long form. This will be used for nearly all the statistical models, which will nest items within person. To create this, we first select the responses to the items of different formats. For this set of analyses, we use data collected in both Block 1 and Block 2 – that is, each participant saw the same format for every item during Block 1, but a random format for each item in Block 2.

These variable names have one of four formats: [trait]\_[abcd] (for example, talkative\_a),

[trait]\_[abcd]\_2 (for example, talkative\_a\_2), [trait]\_[abcd]\_3 (e.g., talkative\_a\_3), or [trait] [abcd] 3i (e.g., talkative a 3i). We search for these items using regular expressions.

```
item_responses = str_subset(
  names(data),
  "^([[:alpha:]])+_[abcd](_2)?(_3)?(i)?$"
)
```

Similarly, we'll need to know how long it took participants to respond to these items. These variable names have one of four formats listed above followed by the string page\_submit. We search for these items using regular expressions.

```
item_timing = str_subset(names(data), "t_([[:alpha:]])+_[abcd](_2)?(_3)?(i)?_page_submit$")
```

We extract just the participant IDs, delayed memory, and these variables.

Next we reshape these data into long form. This requires several steps. We'll need to identify whether each value is a response or timing; we can use the presence of the string t\_ for this. Next, we'll identify the block based on whether the string contains \_2 or \_3. We also identify whether it ends with i, indicating the item in block 3 started with "I". Then, we identify the condition based on which letter (a, b, c, or d) follows an underscore. Throughout, we'll strip the item string of extraneous information until we're left with only the adjective assessed. Finally, we'll use spread to create separate columns for the response and the timing variables.

```
items_df = items_df %>%
  gather(item, value, all of(item responses), all of(item timing)) %>%
  filter(!is.na(value)) %>%
  # identify whether timing or response
  mutate(variable = ifelse(str_detect(item, "^t_"), "timing", "response"),
         item = str_remove(item, "^t_"),
         item = str_remove(item, "_page_submit$")) %>%
  #identify block
  mutate(
   block = case_when(
     str_detect(item, "_2") ~ "2",
     str_detect(item, "_3") ~ "3",
     TRUE ~ "1"),
   item = str_remove(item, "_[23]")) %>%
  # identify presence of "I"
  mutate(i = case_when(
    str_detect(item, "i$") ~ "Present",
   TRUE ~ "Absent"),
   item = str remove(item, "i$")) %>%
  separate(item, into = c("item", "format")) %>%
  spread(variable, value)
```

**1.5.5.1** Remove 'human' and 'asleep' We also remove responses to the adjectives "human" and "asleep", as these are not personality items per-se and included for the purpose of attention checks.

```
items_df = items_df %>%
filter(item != "human") %>%
filter(item != "asleep")
```

**1.5.5.2** Label formatting conditions We give labels to the formats, to clarify interpretations and aid table and figure construction.

**1.5.5.3** Transform seconds The variable seconds appears to have a very severe right skew (see Figure S8). We log-transform this variable for later analyses.

```
items_df = items_df %>%
  mutate(seconds_log = log(timing))
```

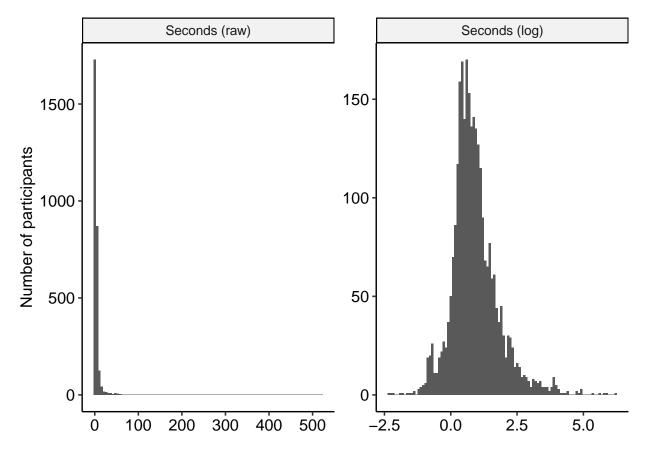


Figure S8: Distribution of seconds, raw and transformed.

## 2 Descriptives

Participants (N = 35; 22.86% female) were, on average, 39.40 years old (SD = 6.02, minimum = 31, maximum = 51; see Figure S9A for the full distribution). A majority (65.71%) of participants identified as White only (25.71% only); Figure S9B shows the other response options and frequencies. See Figure S9C for the distribution of education, and S9D for the distribution of household income.

#### 2.1 Time

How much time elapsed between assessments?

```
data = data %>%
  mutate(difference = as.numeric(start_date2-start_date))
summary(data$difference)
```

```
## Min. 1st Qu. Median Mean 3rd Qu. Max. NA's
## 11.96 12.00 12.49 13.26 14.17 17.48 13
```

How long did it take participants to complete the Time 1 survey?

```
summary(data$duration_in_seconds/60)
```

```
## Min. 1st Qu. Median Mean 3rd Qu. Max.
## 6.65 13.98 17.55 20.56 25.08 44.27
```

How long did it take participants to complete the Time 2 survey?

```
summary(data$duration_in_seconds2/60)
```

```
## Min. 1st Qu. Median Mean 3rd Qu. Max. NA's ## 2.000 3.329 4.925 8.910 7.875 40.833 13
```

#### 2.2 Personality by block and format

See Table S2 for the descriptive statistics of each format by block.

See Table S3 for the descriptive statistics of each item and format in Block 1 (Time 1).

See Table S4 for the descriptive statistics of each item and format in Block 2 (Time 1).

See Table S5 for the descriptive statistics of each item and format in Block 3 (Time 2).

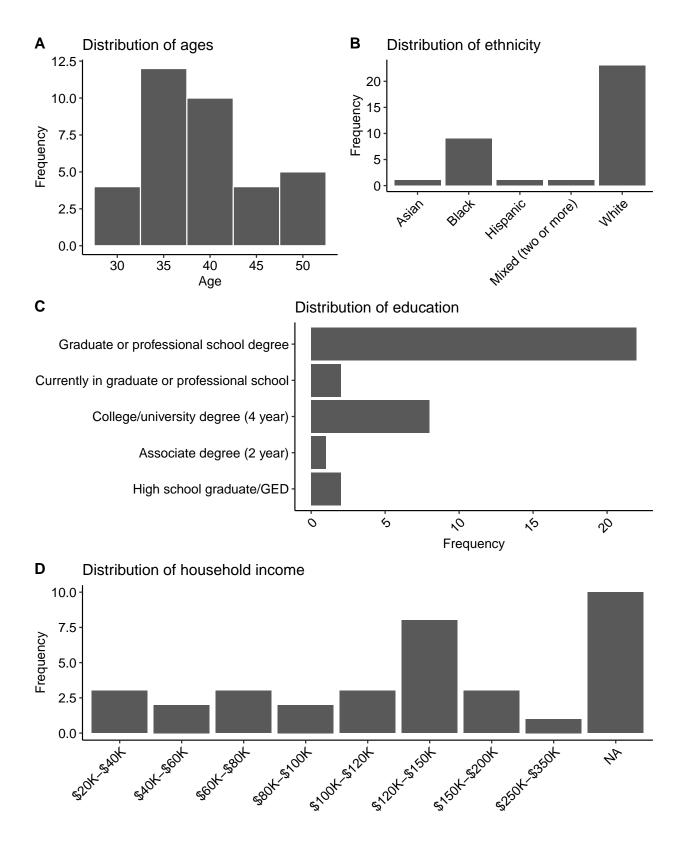


Figure S9: Distributions of key demographics across the entire sample

Table S2: Descriptives of responses by format and block

Block	Format	M	SD	Median	N (responses)	N (participants)
1	Adjective Only	4.70	1	5	341	11
1	Am Adjective	4.52	1	5	279	9
1	Tend to be Adjective	4.63	1	5	248	8
1	Am someone who tends to be Adjective	4.73	1	5	217	7
2	Adjective Only	4.68	1	5	273	35
2	Am Adjective	4.57	1	5	279	35
2	Tend to be Adjective	4.67	1	5	269	35
2	Am someone who tends to be Adjective	4.61	1	5	264	35
3	Adjective Only	4.87	1	5	186	6
3	Am Adjective	4.67	1	5	217	7
3	Tend to be Adjective	4.46	1	5	186	6
3	Am someone who tends to be Adjective	5.06	1	6	93	3

## 3 Does item format affect response?

The primary aims of this study are to evaluate the effects of item wording in online, self-report personality assessment. Specifically, we intend to consider the extent to which incremental wording changes may influence differences in the distributions of responses, response times, and psychometric properties of the items. These wording changes will include a progression from using (1) trait-descriptive adjectives by themselves, (2) with the linking verb "to be" (Am...), (3) with the additional verb "to tend" (Tend to be...), and (4) with the pronoun "someone" (Am someone who tends to be...).

Using a protocol that administers each adjective twice to the same participant (in different combinations of item format administered randomly across participants), we will use between-person analyses to compare responses using group-level data for the different formats.

These analyses will attempt to account for delayed\_memory effects by collecting data on immediate and delayed recall (5 minutes and approximately two weeks) using a delayed\_memory paradigm that was developed based on a similar recall task used in the HRS (Runge et al., 2015).

#### 3.1 Effect of format on response (Block 1 data)

We used a multilevel model, nesting response within participant to account for dependence. Our primary predictor was format. Here, we use only Block 1 data; in other words, effects are largely between person, although each person contributes 31 unique data points to the analysis (one for each trait). We use the anova function to estimate the amount of variability in response due to format.

```
## Type III Analysis of Variance Table with Satterthwaite's method
## Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## format 1.3559 0.45198 3 31 0.3033 0.8228
```

Table S3: Descriptives of responses to Block 1 by format and item

item	Adjective Only	Am Adjective	Tend to be Adjective	Am someone who tends to be Adjective
active	5.45 (1.21)	5.00 (0.87)	4.75 (1.04)	4.86 (1.77)
adventurous	4.82 (0.60)	5.00 (0.87)	4.50 (0.93)	4.57 (1.40)
broadminded	4.55 (1.29)	5.11 (1.05)	5.00 (0.93)	4.57 (0.79)
calm	5.45 (0.52)	4.67 (1.00)	4.75 (1.28)	5.00 (1.15)
careless	4.82 (1.40)	3.33(1.94)	4.12 (1.25)	5.29 (1.11)
caring	5.36(0.67)	4.78 (0.83)	5.00(1.07)	5.43 (0.79)
cautious	4.91(1.14)	4.67(1.50)	$5.00 \ (0.53)$	4.43(1.72)
creative	5.09(0.94)	4.67(1.22)	5.00(0.93)	5.43 (0.79)
curious	4.64(1.12)	4.89(0.78)	4.62(1.30)	4.57 (0.98)
friendly	5.55(0.69)	5.33(0.71)	5.25 (0.71)	5.29 (0.76)
hardworking	5.45 (0.69)	5.44 (0.73)	5.38 (1.06)	5.43 (0.53)
helpful	5.09(0.94)	5.22(0.83)	5.12(0.64)	5.29 (1.11)
imaginative	5.00(1.00)	5.22(0.97)	$5.25\ (0.89)$	$5.57\ (0.53)$
impulsive	3.00(1.18)	3.11(1.17)	3.00(1.51)	3.71 (1.80)
intelligent	5.09(1.22)	4.78(1.64)	5.25(0.89)	$5.43\ (0.53)$
lively	4.91 (0.83)	4.56(0.73)	5.00 (1.20)	5.00 (1.41)
moody	3.91(1.30)	2.89(1.36)	3.38(1.19)	$3.86\ (1.57)$
nervous	4.09(1.70)	$3.56\ (1.59)$	$3.88\ (0.99)$	4.00 (1.91)
organized	$5.27\ (0.79)$	$4.67\ (1.12)$	4.75(1.28)	$4.86\ (1.07)$
outgoing	4.91(0.83)	4.89(1.05)	4.38 (1.19)	4.71 (1.60)
reckless	4.18 (1.72)	4.11 (1.83)	4.38 (1.69)	5.14 (0.90)
responsible	5.64(0.50)	5.22 (0.83)	5.50(0.76)	$5.43\ (0.53)$
selfdisciplined	4.91(1.76)	5.11 (0.60)	4.75(0.71)	5.57(0.79)
softhearted	5.18 (0.98)	4.78 (0.97)	4.88 (0.99)	4.71 (1.80)
sophisticated	3.73(1.27)	4.11 (1.05)	4.12 (1.73)	3.86 (1.07)
sympathetic	5.27 (1.01)	4.56 (1.01)	5.00 (0.76)	4.57 (1.27)
talkative	2.73 (1.01)	4.22 (1.72)	4.12 (1.46)	2.71 (1.38)
thorough	4.36 (1.29)	4.56 (1.13)	4.38 (1.06)	4.57 (0.98)
thrifty	3.64 (1.12)	3.89 (1.27)	4.75 (1.28)	3.43 (0.79)
warm	5.00 (1.48)	4.78 (0.83)	5.12 (0.99)	5.14 (0.69)
worrying	3.64 (1.43)	2.89 (1.69)	3.12 (1.25)	4.29 (1.80)

Table S4: Descriptives of responses to Block 2 by format and item

item	Adjective Only	Am Adjective	Tend to be Adjective	Am someone who tends to be Adjective
active	4.56 (1.67)	5.22 (1.30)	4.89 (1.27)	5.12 (0.35)
adventurous	5.00 (1.05)	4.86 (0.90)	5.22 (0.67)	4.11 (1.36)
broadminded	5.29 (0.49)	4.70 (0.95)	5.22 (0.67)	4.11 (1.30) 4.78 (0.67)
calm	5.29 (0.49) 5.10 (0.57)	5.25 (0.71)	4.88 (0.83)	4.89 (1.05)
careless	4.50 (1.43)	3.62 (2.13)	4.62 (1.51)	4.89 (1.05)
	, ,	` '	` '	,
caring	5.11 (0.60)	$5.50 \ (0.76)$	4.75 (0.46)	$5.20 \ (0.79)$
cautious	4.67(0.71)	4.80 (0.92)	$5.00 \ (0.53)$	$4.62\ (1.30)$
creative	$5.00 \ (0.58)$	5.50 (0.71)	$5.10 \ (0.57)$	$4.88 \ (1.36)$
curious	$4.25 \ (1.58)$	4.30(1.64)	4.67(1.32)	$5.38 \ (0.74)$
friendly	5.25 (0.71)	5.00(1.31)	5.33(0.71)	$5.00 \ (0.67)$
hardworking	5.44 (0.73)	4.60(1.17)	6.00 (0.00)	5.12 (0.35)
helpful	$5.33\ (0.50)$	$5.40\ (0.70)$	$5.43\ (0.53)$	$5.56\ (0.73)$
imaginative	4.70(0.67)	5.22(0.44)	5.12(1.13)	5.25 (0.71)
impulsive	3.89(1.62)	3.22(1.79)	3.75(1.67)	$2.89\ (0.93)$
intelligent	5.12(0.64)	5.00(1.32)	$5.44\ (0.53)$	5.33 (0.71)
lively	4.75 (1.04)	5.00 (1.00)	5.00 (1.00)	4.00 (1.94)
moody	3.73(0.79)	4.00 (1.94)	3.00 (1.91)	4.00 (1.69)
nervous	4.12 (1.46)	4.10 (1.52)	3.11 (1.83)	3.75 (1.67)
organized	4.62(1.51)	4.70 (1.42)	5.50(0.76)	4.89 (0.60)
outgoing	5.12(0.99)	$4.40\ (1.35)$	4.12(1.55)	4.78 (0.97)
reckless	4.56 (1.33)	4.89 (1.54)	3.80 (1.87)	4.86 (1.46)
responsible	5.30 (0.48)	5.22 (0.83)	5.00 (0.58)	4.78 (1.72)
selfdisciplined	5.00 (0.43)	4.67 (1.41)	4.80 (1.23)	5.00 (0.76)
softhearted	4.90 (0.88)	4.78 (1.30)	5.62 (0.52)	5.00 (1.07)
sophisticated	3.89 (1.17)	4.14 (1.68)	3.40 (1.35)	4.33 (0.87)
•	` ,	` ,	` '	
sympathetic	5.00 (0.87)	4.78 (0.83)	4.22 (0.97)	5.00 (0.76)
talkative	3.67 (1.00)	2.22 (1.20)	3.88 (1.81)	3.11 (1.83)
thorough	4.62 (1.19)	4.89 (1.05)	4.30 (1.25)	4.88 (0.83)
thrifty	4.00 (1.41)	3.78 (1.20)	4.33 (1.12)	3.56 (1.51)
warm	5.33 (0.50)	5.00 (0.94)	$5.11 \ (0.60)$	5.29 (0.76)
worrying	3.56 (1.24)	2.43 (1.62)	4.45 (1.69)	2.88 (1.64)

Table S5: Descriptives of items to Block 3 by format

item	Adjective Only	Am Adjective	Tend to be Adjective	Am someone who tends to be Adjective
active adventurous broadminded calm careless	4.56 (1.67)	5.22 (1.30)	4.89 (1.27)	5.12 (0.35)
	5.00 (1.05)	4.86 (0.90)	5.22 (0.67)	4.11 (1.36)
	5.29 (0.49)	4.70 (0.95)	5.22 (0.67)	4.78 (0.67)
	5.10 (0.57)	5.25 (0.71)	4.88 (0.83)	4.89 (1.05)
	4.50 (1.43)	3.62 (2.13)	4.62 (1.51)	4.89 (1.05)
caring cautious creative curious friendly	5.11 (0.60)	5.50 (0.76)	4.75 (0.46)	5.20 (0.79)
	4.67 (0.71)	4.80 (0.92)	5.00 (0.53)	4.62 (1.30)
	5.00 (0.58)	5.50 (0.71)	5.10 (0.57)	4.88 (1.36)
	4.25 (1.58)	4.30 (1.64)	4.67 (1.32)	5.38 (0.74)
	5.25 (0.71)	5.00 (1.31)	5.33 (0.71)	5.00 (0.67)
hardworking	5.44 (0.73)	4.60 (1.17)	6.00 (0.00)	5.12 (0.35)
helpful	5.33 (0.50)	5.40 (0.70)	5.43 (0.53)	5.56 (0.73)
imaginative	4.70 (0.67)	5.22 (0.44)	5.12 (1.13)	5.25 (0.71)
impulsive	3.89 (1.62)	3.22 (1.79)	3.75 (1.67)	2.89 (0.93)
intelligent	5.12 (0.64)	5.00 (1.32)	5.44 (0.53)	5.33 (0.71)
lively	4.75 (1.04)	5.00 (1.00)	5.00 (1.00)	4.00 (1.94)
moody	3.73 (0.79)	4.00 (1.94)	3.00 (1.91)	4.00 (1.69)
nervous	4.12 (1.46)	4.10 (1.52)	3.11 (1.83)	3.75 (1.67)
organized	4.62 (1.51)	4.70 (1.42)	5.50 (0.76)	4.89 (0.60)
outgoing	5.12 (0.99)	4.40 (1.35)	4.12 (1.55)	4.78 (0.97)
reckless	4.56 (1.33)	4.89 (1.54)	3.80 (1.87)	4.86 (1.46)
responsible	5.30 (0.48)	5.22 (0.83)	5.00 (0.58)	4.78 (1.72)
selfdisciplined	5.00 (0.93)	4.67 (1.41)	4.80 (1.23)	5.00 (0.76)
softhearted	4.90 (0.88)	4.78 (1.30)	5.62 (0.52)	5.00 (1.07)
sophisticated	3.89 (1.17)	4.14 (1.68)	3.40 (1.35)	4.33 (0.87)
sympathetic	5.00 (0.87)	4.78 (0.83)	4.22 (0.97)	5.00 (0.76)
talkative	3.67 (1.00)	2.22 (1.20)	3.88 (1.81)	3.11 (1.83)
thorough	4.62 (1.19)	4.89 (1.05)	4.30 (1.25)	4.88 (0.83)
thrifty	4.00 (1.41)	3.78 (1.20)	4.33 (1.12)	3.56 (1.51)
warm	5.33 (0.50)	5.00 (0.94)	5.11 (0.60)	5.29 (0.76)
worrying	3.56 (1.24)	2.43 (1.62)	4.45 (1.69)	2.88 (1.64)

When examining only Block 1 data, item format was unassociated with participants' responses to personality items (F(3,31.00) = 0.30, p = .823). See Figure S10 for a visualization of this effect. In addition, Figure S11 shows the full distribution of responses across format.

## Average responses by item formatting (Block 1 Data)

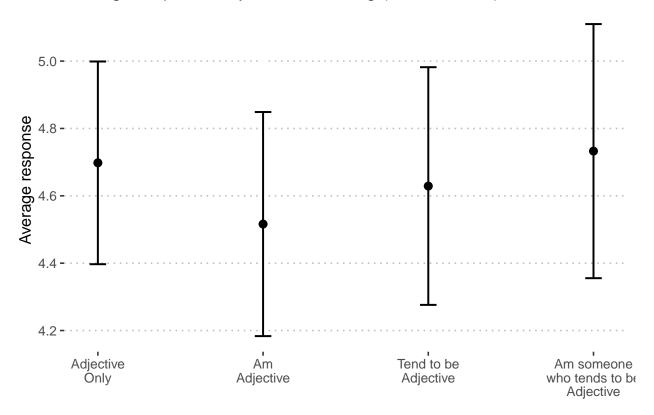


Figure S10: Predicted response on personality items by condition, using only Block 1 data.

### 3.1.1 One model for each adjective

We repeat this analysis separately for each trait. Because there is only one response per participant (when using only Block 1 data), we can drop the use of multilevel models and instead rely on a simple general linear model to test our hypothesis. Sepecfically, we test whether the proportion of variance attributable to item format is statistically significant.

```
mod_by_item_b1 = item_block1 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lm(response~format, data = .))) %>%
  mutate(aov = map(mod, anova))
```

We apply a Holm correction to the p-values extracted from these analyses, to adjust for the number of tests conducted. We present results in Table S6, which is organized by whether items were reverse-coded prior to analysis.

## Distribution of responses by format (Block 1 data)

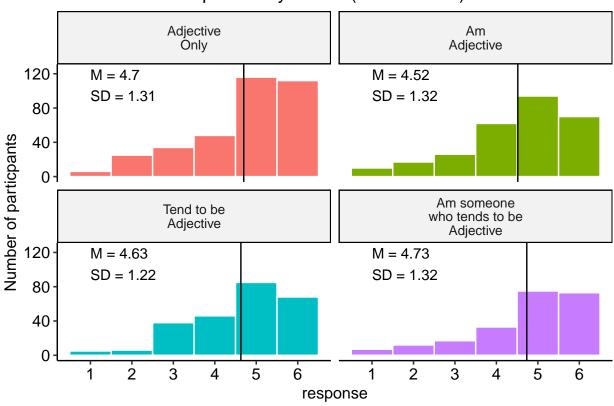


Figure S11: Distribution of responses by category, block 1 data only

Table S6: Format effects on response by item (Block 1 data only)

Item	Reverse Scored?	SS	MS	df	F	raw	adj
active	N	2.80	0.93	3	0.61	.611	> .999
adventurous	N	1.34	0.45	3	0.50	.682	> .999
broadminded	N	2.27	0.76	3	0.66	.581	> .999
$\operatorname{calm}$	N	3.77	1.26	3	1.29	.295	> .999
caring	N	2.47	0.82	3	1.17	.337	> .999
cautious	N	1.55	0.52	3	0.32	.814	> .999
creative	N	2.35	0.78	3	0.79	.507	> .999
curious	N	0.52	0.17	3	0.15	.927	> .999
friendly	N	0.52	0.17	3	0.34	.796	> .999
hardworking	N	0.03	0.01	3	0.02	.997	> .999
helpful	N	0.20	0.07	3	0.08	.968	> .999
imaginative	N	1.40	0.47	3	0.58	.630	> .999
intelligent	N	1.86	0.62	3	0.44	.725	> .999
lively	N	1.15	0.38	3	0.36	.782	> .999
organized	N	2.20	0.73	3	0.66	.583	> .999
outgoing	N	1.58	0.53	3	0.40	.755	> .999
responsible	N	0.87	0.29	3	0.65	.588	> .999
selfdisciplined	N	2.87	0.96	3	0.72	.545	> .999
softhearted	N	1.25	0.42	3	0.30	.828	> .999
sophisticated	N	1.08	0.36	3	0.21	.887	> .999
sympathetic	N	3.42	1.14	3	1.10	.363	> .999
talkative	N	18.53	6.18	3	3.19	.037	> .999
thorough	N	0.33	0.11	3	0.08	.968	> .999
thrifty	N	8.09	2.70	3	2.06	.126	> .999
warm	N	0.71	0.24	3	0.20	.897	> .999
careless	Y	18.23	6.08	3	2.77	.058	> .999
impulsive	Y	2.65	0.88	3	0.45	.716	> .999
moody	Y	6.21	2.07	3	1.14	.350	> .999
nervous	Y	1.54	0.51	3	0.20	.893	> .999
reckless	Y	5.14	1.71	3	0.65	.587	> .999
worrying	Y	8.95	2.98	3	1.25	.307	> .999

Table S7: Differences in response to Talkative by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	р
Adjective Only - Am Adjective	-1.49	0.63	31	-2.39	.139
Adjective Only - Tend to be Adjective	-1.40	0.65	31	-2.16	.192
Adjective Only - Am someone who tends to be Adjective	0.01	0.67	31	0.02	> .999
Am Adjective - Tend to be Adjective	0.10	0.68	31	0.14	> .999
Am Adjective - Am someone who tends to be Adjective	1.51	0.70	31	2.15	.192
Tend to be Adjective - Am someone who tends to be Adjective	1.41	0.72	31	1.96	.192

#### 3.1.2 Pairwise t-tests for significant ANOVAs

When format was a significant predictor of response for an item (using the un-adjusted p-value here), we follow up with pairwise comparisons of format. Here we identify the items which meet this criteria. In the manuscript proper, we will only report the results for items in which format was significant, even after applying the Holm correction.

```
sig_item_b1 = summary_by_item_b1 %>%
filter(p.value < .05)

sig_item_b1 = sig_item_b1$item
sig_item_b1</pre>
```

## ## [1] "talkative"

Then we create models for each adjective. We use the emmeans package to perform pairwise comparisons, again with a Holm correction on the p-values. We also plot the means and 95% confidence intervals of each mean.

This code will have to be changed after final data collection. It is not self-adapting!

#### 3.1.3 Talkative

The pairwise comparisons of responses to different forms of "talkative" are displayed in Table S7 and Figure S12.

## 3.2 Effect of format on response (Block 1 and 2)

We again test whether format is a significant predictor of response. However, here we use data from both Blocks 1 and 2. As a reminder, all participants were presented with all four formats during Block 2. We expect this model to have greater power than the previous model, due to both increased sample size (twice as many data points) and because participants now provide data to all four formats, instead of only one (i.e., a within-person analysis).

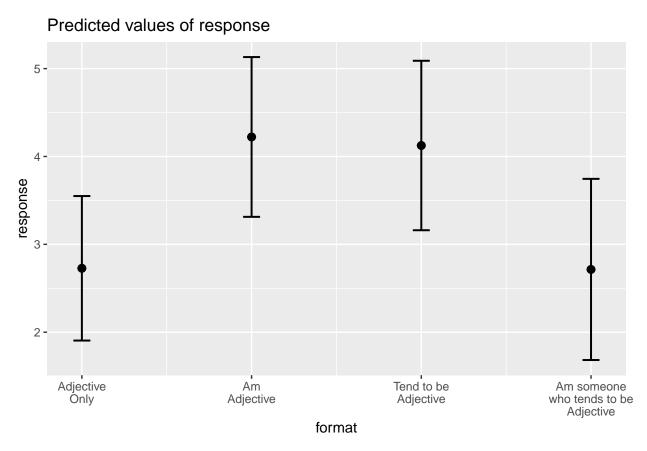


Figure S12: Average response to "talkative" by format (block 1 data only)

```
## Type III Analysis of Variance Table with Satterthwaite's method
## Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## format 4.1445 1.3815 3 2104.9 0.9193 0.4307
```

When examining both Block 1 and Block 2 data, item format was unassociated with participants' responses to personality items (F(3, 2, 104.92) = 0.92, p = .431). You can see the effect visualized in Figure S13. In addition, the full histogram of responses to each format are presented in Figure S14.

## Average responses by item formatting (Block 1 and Block 2)

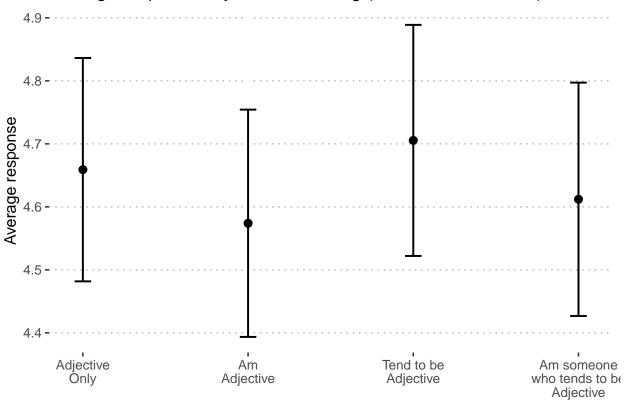


Figure S13: Predicted response on personality items by condition, using Block 1 and Block 2.

## 3.2.1 One model for each adjective

We can also repeat this analysis separately for each trait. We use the anova function to estimate the variability due to format and print the corresponding F-test.

```
mod_by_item_b2 = items_12 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lmer(response~format + (1|proid), data = .))) %>%
  mutate(aov = map(mod, anova))
```

To present these results, we use the tidy function to summarize the findings and extract just the F-test associated with the format variable. We calculate adjusted p-values using a Holm correction. We also create a column that indicates whether the item was reverse-scored; we use this to sort the table, in case a pattern emerges. See the final version of this in Table S8.

# Distribution of responses by format (Block 1 and Block 2)

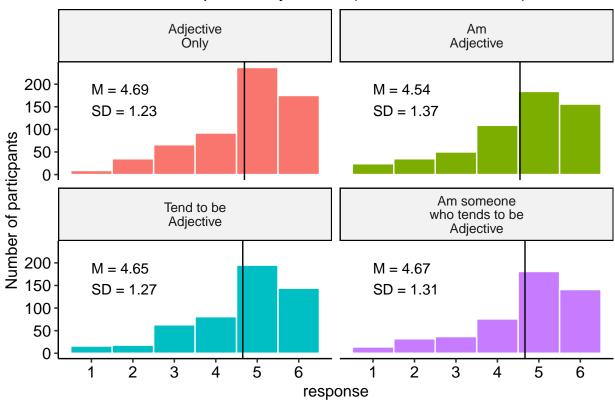


Figure S14: Distribution of responses by category, block 1 and block 2  $\,$ 

Table S8: Format effects on response by item (block 1 data only)

							p-	value
Item	Reverse Scored?	SS	MS	df1	df2	F	raw	adj
active	N	0.76	0.25	3	40.00	1.01	.398	> .999
adventurous	N	1.51	0.50	3	48.65	1.09	.361	> .999
broadminded	N	1.54	0.51	3	64.49	0.76	.521	> .999
$\operatorname{calm}$	N	0.13	0.04	3	45.02	0.13	.940	> .999
caring	N	1.16	0.39	3	52.66	1.28	.291	> .999
cautious	N	2.30	0.77	3	54.97	0.98	.407	> .999
creative	N	0.14	0.05	3	49.22	0.13	.943	> .999
curious	N	2.35	0.78	3	52.00	1.05	.377	> .999
friendly	N	0.94	0.31	3	46.85	1.45	.239	> .999
hardworking	N	2.10	0.70	3	52.03	2.06	.117	> .999
helpful	N	0.90	0.30	3	60.54	0.82	.488	> .999
imaginative	N	1.03	0.34	3	55.07	0.86	.465	> .999
intelligent	N	1.72	0.57	3	51.16	1.15	.340	> .999
lively	N	1.08	0.36	3	42.77	0.89	.456	> .999
organized	N	0.22	0.07	3	37.39	0.41	.750	> .999
outgoing	N	0.71	0.24	3	39.34	0.83	.484	> .999
responsible	N	1.51	0.50	3	56.50	0.82	.487	> .999
selfdisciplined	N	0.32	0.11	3	41.84	0.26	.853	> .999
softhearted	N	1.95	0.65	3	57.46	0.74	.531	> .999
sophisticated	N	0.05	0.02	3	44.04	0.04	.989	> .999
sympathetic	N	0.49	0.16	3	51.48	0.51	.676	> .999
talkative	N	6.36	2.12	3	43.86	1.95	.135	> .999
thorough	N	2.23	0.74	3	40.16	2.72	.057	> .999
thrifty	N	6.39	2.13	3	51.69	3.30	.027	.849
warm	N	0.10	0.03	3	52.22	0.08	.968	> .999
careless	Y	8.29	2.76	3	53.32	2.84	.047	> .999
impulsive	Y	1.38	0.46	3	41.41	0.85	.473	> .999
moody	Y	1.21	0.40	3	42.77	0.69	.566	> .999
nervous	Y	1.35	0.45	3	46.22	0.45	.716	> .999
reckless	Y	1.14	0.38	3	48.60	0.36	.782	> .999
worrying	Y	1.72	0.57	3	41.67	0.63	.602	> .999

Table S9: Differences in response to Careless by format (Block 1 and Block 2)

Contrast	Difference in means	SE	df	t	р
Adjective Only - Am Adjective	0.82	0.45	58.04	1.83	.359
Adjective Only - Tend to be Adjective	0.14	0.44	54.32	0.32	.749
Adjective Only - Am someone who tends to be Adjective	-0.44	0.44	54.32	-1.01	.633
Am Adjective - Tend to be Adjective	-0.68	0.45	51.43	-1.52	.542
Am Adjective - Am someone who tends to be Adjective	-1.26	0.45	51.43	-2.82	.041
Tend to be Adjective - Am someone who tends to be Adjective	-0.58	0.45	49.48	-1.31	.591

Table S10: Differences in response to Thifty by format (Block 1 and Block 2)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-0.02	0.36	56.66	-0.04	> .999
Adjective Only - Tend to be Adjective	-0.92	0.36	55.47	-2.54	.083
Adjective Only - Am someone who tends to be Adjective	-0.09	0.35	52.28	-0.26	> .999
Am Adjective - Tend to be Adjective	-0.90	0.37	56.24	-2.45	.084
Am Adjective - Am someone who tends to be Adjective	-0.08	0.37	54.54	-0.21	> .999
Tend to be Adjective - Am someone who tends to be Adjective	0.83	0.33	43.22	2.49	.084

## 3.2.2 Pairwise t-tests for significant ANOVAs

Here we identify the specific items with significant differences.

```
sig_item_b2 = summary_by_item_b2 %>%
filter(p.value < .05)

sig_item_b2 = sig_item_b2$item
sig_item_b2</pre>
```

## ## [1] "careless" "thrifty"

Then we create models for each adjective. We use the emmeans package to perform pairwise comparisons, again with a Holm correction on the p-values. We also plot the means and 95% confidence intervals of each mean.

This code will have to be changed after final data collection. It is not self-adapting!

## 3.2.3 Careless

The pairwise comparisons of responses to different forms of "careless" are displayed in Table S9 and Figure S15.

#### 3.2.4 Thrifty

The pairwise comparisons of responses to different forms of "thrifty" are displayed in Table S10 and Figure S16.

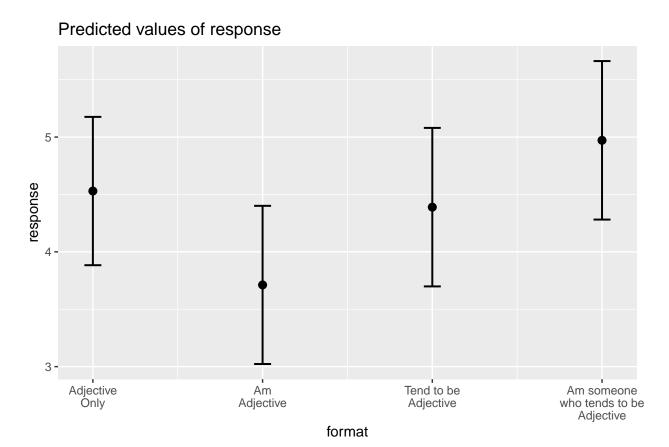


Figure S15: Average response to "careless" by format (Block 1 and Block 2)

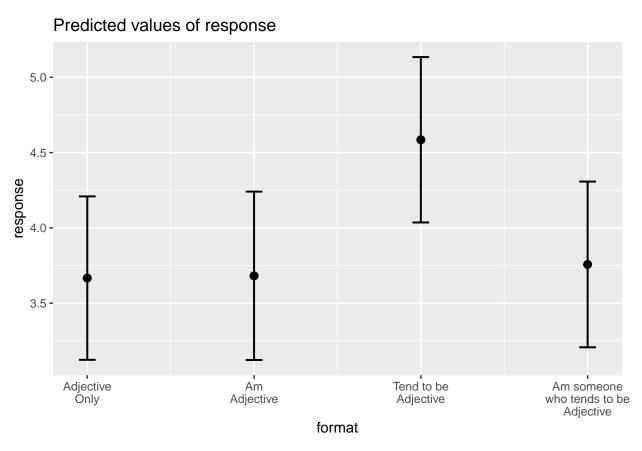


Figure S16: Average response to "thrifty" by format (Block 1 and Block 2)

## 3.3 Account for memory effects (Blocks 1 and 2)

One limitation of the two-blocks model is that format effects may depend on a person's memory. For example, suppose that participants, in general, are more likely to respond with a 6 to items containing "tend to" (e.g., "tend to be outgoing") than to items that only start with "am" (e.g., "am outgoing"). However, if a participant remembers that on the first presentation of the item they selected 4, they may be more likely choose 4 again to appear consistent. This example posits that memory moderates format's effect on response. We model this possibility using participant's delayed memory scores, or their recall score 10 minutes after seeing the list of words.

```
## Type III Analysis of Variance Table with Satterthwaite's method
## Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## format 4.8144 1.60479 3 2117.22 1.0675 0.3617
## delayed_memory 2.4823 2.48233 1 33.18 1.6513 0.2077
## format:delayed_memory 2.9060 0.96867 3 2118.52 0.6444 0.5865
```

When examining both Block 1 and Block 2 data, memory did not have a main effect on participant responses (F(1, 33.18) = 1.65, p = .208) and did not moderate differences between formats (F(3, 2, 118.52) = 0.64, p = .586). See these results in Figure S17.

#### 3.3.1 One model for each adjective

Again, we test this model within each trait adjective, to determine whether the moderating effect of memory is stronger for any particular trait(s). The results are summarized in Table S11.

## 3.3.2 Pairwise t-tests for significant ANOVAs

Here we identify the specific items with significant differences.

```
sig_item_mem = summary_by_item_mem %>%
  filter(p.value < .05)

sig_item_mem = sig_item_mem$item
sig_item_mem</pre>
```

## character(0)

## 3.4 Inclusion of "I" (Block 1 and Block 3)

Finally, we test whether the inclusion of the word "I" impacts item response (e.g. "I am outgoing"). We used two multilevel models, nesting response within participant to account for dependence. Our primary predictors are format and also the presence of the word "I". Because we have no specific rationale for how or why "I" would impact responses, we test both the partialled main effect of "I" as well as the interaction with format. Here, we use data from Blocks 1 and 3. Results are presented in Figure S18 and the full distribution of responses by format and "i" are presented in Figure S19.

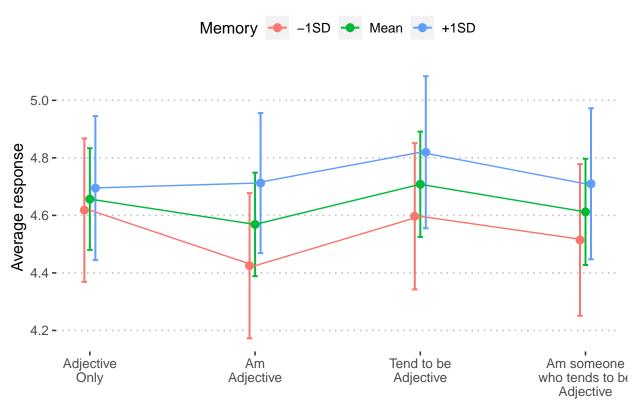


Figure S17: Predicted response on personality items by condition after controlling for memory (10 minute).

Table S11: Test of interaction of format and memory for individual adjectives

						p-	value
Item	Reverse Scored?	SS	MS	$\mathrm{d}\mathrm{f}$	F	raw	adj
active	N	0.29	0.10	3	0.06	.980	> .999
adventurous	N	1.17	0.39	3	0.39	.759	> .999
broadminded	N	0.71	0.24	3	0.28	.843	> .999
$\operatorname{calm}$	N	0.15	0.05	3	0.06	.980	> .999
caring	N	0.16	0.05	3	0.08	.968	> .999
cautious	N	0.42	0.14	3	0.12	.948	> .999
creative	N	1.12	0.37	3	0.44	.727	> .999
curious	N	1.28	0.43	3	0.27	.843	> .999
friendly	N	1.83	0.61	3	1.01	.394	> .999
hardworking	N	0.74	0.25	3	0.37	.771	> .999
helpful	N	1.31	0.44	3	0.73	.536	> .999
imaginative	N	0.65	0.22	3	0.35	.790	> .999
intelligent	N	2.94	0.98	3	0.95	.421	> .999
lively	N	1.21	0.40	3	0.28	.840	> .999
organized	N	5.06	1.69	3	1.53	.216	> .999
outgoing	N	1.72	0.57	3	0.40	.753	> .999
responsible	N	2.53	0.84	3	1.11	.353	> .999
selfdisciplined	N	2.29	0.76	3	0.60	.616	> .999
softhearted	N	0.46	0.15	3	0.13	.943	> .999
sophisticated	N	4.21	1.40	3	0.89	.451	> .999
sympathetic	N	1.11	0.37	3	0.40	.754	> .999
talkative	N	8.53	2.84	3	1.23	.306	> .999
thorough	N	3.87	1.29	3	1.13	.344	> .999
thrifty	N	0.61	0.20	3	0.13	.940	> .999
warm	N	1.65	0.55	3	0.69	.560	> .999
careless	Y	3.74	1.25	3	0.55	.653	> .999
impulsive	Y	7.37	2.46	3	1.13	.343	> .999
moody	Y	10.15	3.38	3	1.76	.165	> .999
nervous	Y	4.40	1.47	3	0.57	.638	> .999
reckless	Y	7.65	2.55	3	1.01	.394	> .999
worrying	Y	1.77	0.59	3	0.22	.880	> .999

```
items_13 = items_df %>%
 filter(block %in% c("1","3")) %>%
 filter(condition != "A") %>%
 filter(time2 == "yes")
mod.format_b3_1 = lmer(response~format + i + (1|proid),
                 data = items_13)
anova(mod.format_b3_1)
## Type III Analysis of Variance Table with Satterthwaite's method
         Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## format 2.4558 1.2279
                            2 13.00 0.8151 0.4640
         3.4314 3.4314
                            1 979.33 2.2778 0.1316
## i
mod.format_b3_2 = lmer(response~format*i + (1|proid),
                 data = items_13)
anova(mod.format_b3_2)
## Type III Analysis of Variance Table with Satterthwaite's method
           Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
##
## format
           3.3194 1.65969 2 14.78 1.1006 0.3584
## i
           1.7404 1.74044 1 976.53 1.1542 0.2829
## format:i 1.5669 0.78345
                            2 976.81 0.5195 0.5950
```

#### 3.4.1 One model for each adjective

As before, we test both the additive (Table S12) and interaction (Table S13) terms of format and i for each item.

```
mod_by_item_i = items_13 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lmer(response~format + i + (1|proid), data = .))) %>%
  mutate(aov = map(mod, anova))

mod_by_item_i2 = items_13 %>%
```

```
mod_by_item_i2 = items_13 %>%
group_by(item) %>%
nest() %>%
mutate(mod = map(data, ~lmer(response~format*i + (1|proid), data = .))) %>%
mutate(aov = map(mod, anova))
```

## 3.4.2 Pairwise t-tests for significant ANOVAs

Here we identify the specific items with significant differences.

```
sig_item_i = summary_by_item_i %>%
  filter(p.value < .05)

sig_item_i = sig_item_i$item
sig_item_i</pre>
```

# Average responses by item formatting (Block 1 and Block 2)

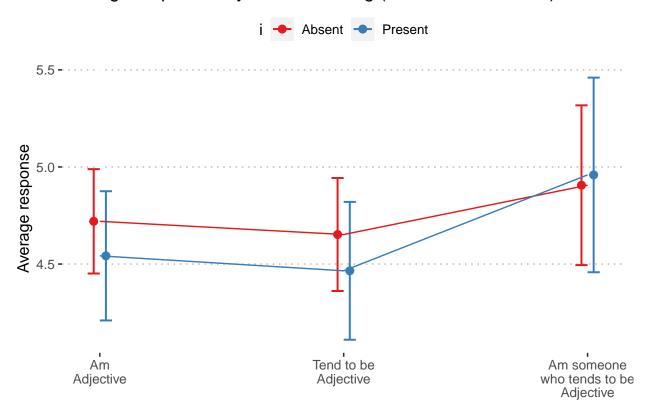


Figure S18: Predicted response on personality items by condition, using only Block 1 data.

# Distribution of responses by format and I (Block 1 and Block 2)

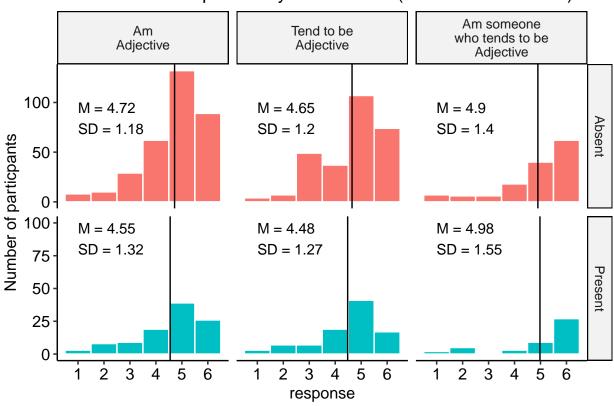


Figure S19: Distribution of responses by category, block 1 and block 2  $\,$ 

Table S12: Effect of "I" (block 1 and 3 data)

							p-	value
Item	Reverse Scored?	SS	MS	df1	df2	F	raw	adj
active	N	0.79	0.79	1	17.53	2.15	.161	> .999
adventurous	N	0.69	0.69	1	28.00	1.31	.262	> .999
broadminded	N	0.07	0.07	1	21.24	0.13	.718	> .999
$\operatorname{calm}$	N	2.26	2.26	1	21.01	2.85	.106	> .999
caring	N	0.19	0.19	1	28.00	0.63	.433	> .999
cautious	N	0.59	0.59	1	18.73	0.97	.337	> .999
creative	N	0.53	0.53	1	16.63	2.22	.155	> .999
curious	N	0.16	0.16	1	19.78	0.20	.664	> .999
friendly	N	0.00	0.00	1	28.00	0.00	.971	> .999
hardworking	N	0.00	0.00	1	17.35	0.04	.850	> .999
helpful	N	0.11	0.11	1	23.35	0.70	.410	> .999
imaginative	N	0.08	0.08	1	20.83	0.31	.582	> .999
intelligent	N	0.02	0.02	1	18.94	0.10	.755	> .999
lively	N	4.35	4.35	1	18.29	13.11	.002	.059
organized	N	0.29	0.29	1	16.69	0.91	.354	> .999
outgoing	N	0.18	0.18	1	17.41	0.62	.440	> .999
responsible	N	0.24	0.24	1	21.98	0.74	.399	> .999
selfdisciplined	N	0.17	0.17	1	17.30	1.13	.303	> .999
softhearted	N	0.91	0.91	1	21.21	0.69	.415	> .999
sophisticated	N	0.45	0.45	1	17.51	0.79	.385	> .999
sympathetic	N	0.60	0.60	1	20.31	1.17	.293	> .999
talkative	N	0.42	0.42	1	16.66	0.77	.394	> .999
thorough	N	1.64	1.64	1	20.01	5.48	.030	.893
thrifty	N	1.48	1.48	1	19.77	1.78	.197	> .999
warm	N	0.00	0.00	1	20.23	0.00	.967	> .999
careless	Y	1.34	1.34	1	26.28	0.60	.446	> .999
impulsive	Y	0.13	0.13	1	17.64	0.16	.693	> .999
moody	Y	0.39	0.39	1	20.49	0.40	.534	> .999
nervous	Y	3.24	3.24	1	26.54	1.89	.181	> .999
reckless	Y	0.85	0.85	1	21.68	0.68	.420	> .999
worrying	Y	0.01	0.01	1	20.29	0.01	.932	> .999

Table S13: Interaction of format and "I" (block 1 and 3 data)

							p-	value
Item	Reverse Scored?	SS	MS	df1	df2	F	raw	adj
active	N	0.65	0.32	2	15.11	0.76	.487	> .999
adventurous	N	1.49	0.75	2	22.11	1.52	.241	> .999
broadminded	N	1.95	0.97	2	20.88	1.94	.169	> .999
$\operatorname{calm}$	N	0.31	0.16	2	20.67	0.18	.837	> .999
caring	N	0.27	0.13	2	26.00	0.43	.658	> .999
cautious	N	1.23	0.62	2	15.17	1.15	.344	> .999
creative	N	0.11	0.05	2	15.03	0.21	.812	> .999
curious	N	5.15	2.58	2	16.43	4.65	.025	.729
friendly	N	0.55	0.27	2	26.00	0.87	.431	> .999
hardworking	N	0.28	0.14	2	14.65	1.16	.342	> .999
helpful	N	0.23	0.12	2	21.45	0.69	.515	> .999
imaginative	N	0.29	0.15	2	19.61	0.51	.608	> .999
intelligent	N	0.07	0.04	2	16.71	0.16	.854	> .999
lively	N	2.34	1.17	2	15.12	5.78	.014	.413
organized	N	0.33	0.16	2	15.11	0.48	.629	> .999
outgoing	N	0.26	0.26	1	16.27	0.90	.356	> .999
responsible	N	2.07	1.03	2	19.58	4.17	.031	.869
selfdisciplined	N	0.47	0.23	2	14.86	1.65	.225	> .999
softhearted	N	10.15	5.08	2	20.14	3.69	.043	> .999
sophisticated	N	1.96	0.98	2	15.26	1.96	.174	> .999
sympathetic	N	3.24	1.62	2	14.45	5.91	.013	.413
talkative	N	0.17	0.08	2	14.68	0.13	.875	> .999
thorough	N	0.01	0.00	2	18.49	0.01	.988	> .999
thrifty	N	1.22	0.61	2	17.82	0.70	.509	> .999
warm	N	0.45	0.23	2	18.90	0.40	.673	> .999
careless	Y	9.07	4.54	2	24.69	2.16	.137	> .999
impulsive	Y	0.06	0.03	2	15.73	0.03	.966	> .999
moody	Y	1.12	0.56	2	17.91	0.55	.587	> .999
nervous	Y	1.35	0.67	2	23.48	0.41	.667	> .999
reckless	Y	2.37	1.18	2	18.59	1.05	.370	> .999
worrying	Y	1.95	0.97	2	18.56	0.89	.429	> .999

Table S14: Interaction of format and "I"

Term	Estimate	SE	t	df	p
(Intercept)	5.07	0.41	12.22	15.50	< .001
Tend to be Adjective	-0.48	0.60	-0.79	14.75	.440
Am someone who tends to be Adjective	-0.18	0.76	-0.24	15.96	.816
I	0.77	0.50	1.53	16.12	.145
Tend to be Adjective:I	0.20	0.85	0.23	17.12	.819
Am someone who tends to be Adjective:I	-2.43	0.87	-2.78	15.68	.013

## [1] "lively" "thorough"

## 3.4.3 Curious

The pairwise comparisons of responses to different forms of "curious" are displayed in Table S14 and Figure S20.

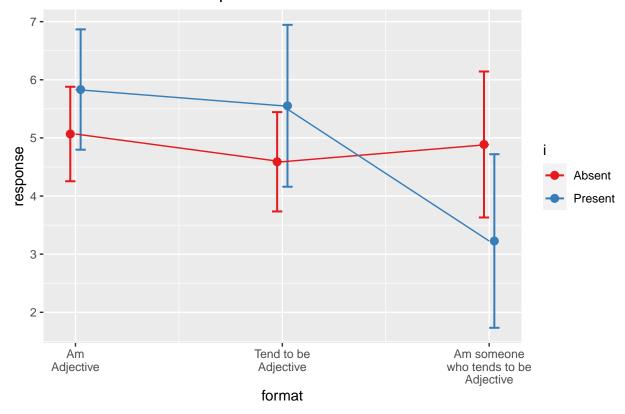


Figure S20: Effect of format and I on responses to the adjective curious

Table S15: Interaction of format and "I"  $\,$ 

Term	Estimate	SE	t	df	p
(Intercept)	4.87	0.36	13.58	14.04	< .001
Tend to be Adjective	0.22	0.53	0.42	14.15	.681
Am someone who tends to be Adjective	0.65	0.65	1.00	13.85	.334
I	-1.38	0.36	-3.86	15.06	.002
Tend to be Adjective:I	0.02	0.50	0.05	14.95	.963
Am someone who tends to be Adjective:I	2.27	0.71	3.20	15.27	.006

## **3.4.4** Lively

The pairwise comparisons of responses to different forms of "lively" are displayed in Table S15 and Figure S21.

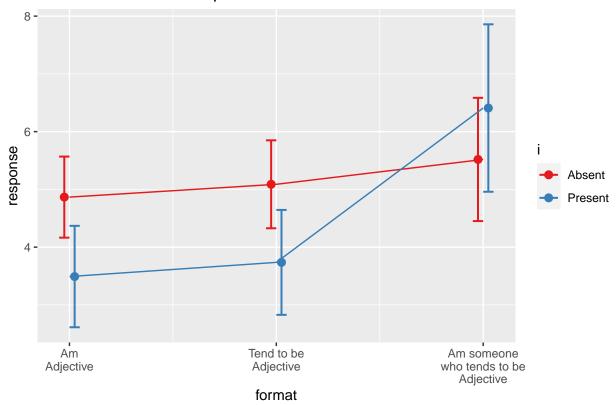


Figure S21: Effect of format and I on responses to the adjective lively

Table S16: Interaction of format and "I"

Term	Estimate	SE	t	df	p
(Intercept)	5.50	0.21	26.30	16.71	< .001
Tend to be Adjective	-0.04	0.31	-0.11	17.32	.910
Am someone who tends to be Adjective	0.06	0.37	0.17	15.13	.868
I	0.25	0.32	0.78	18.85	.443
Tend to be Adjective:I	-1.14	0.46	-2.50	18.26	.022
Am someone who tends to be Adjective:I	0.38	0.69	0.55	20.83	.591

## 3.4.5 Responsible

The pairwise comparisons of responses to different forms of "responsible" are displayed in Table S16 and Figure S22.

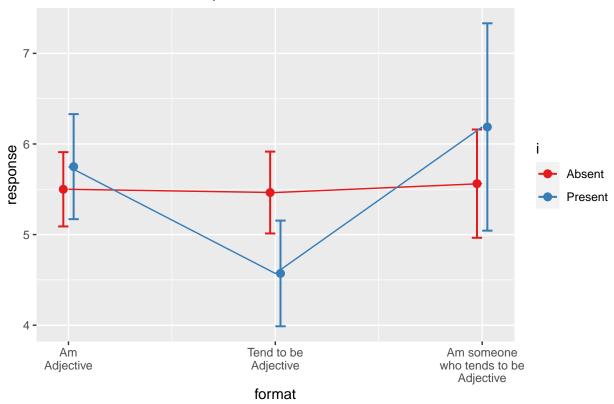


Figure S22: Effect of format and I on responses to the adjective responsible

Table S17: Interaction of format and "I"  $\,$ 

Term	Estimate	SE	t	df	p
(Intercept)	4.73	0.37	12.67	14.07	< .001
Tend to be Adjective	0.27	0.54	0.50	13.60	.624
Am someone who tends to be Adjective	-0.50	0.68	-0.73	14.34	.480
I	-0.30	0.36	-0.82	14.25	.423
Tend to be Adjective:I	0.30	0.61	0.48	14.87	.637
Am someone who tends to be Adjective:I	2.10	0.62	3.37	13.99	.005

## 3.4.6 Sympathetic

The pairwise comparisons of responses to different forms of "sympathetic" are displayed in Table S17 and Figure S23.

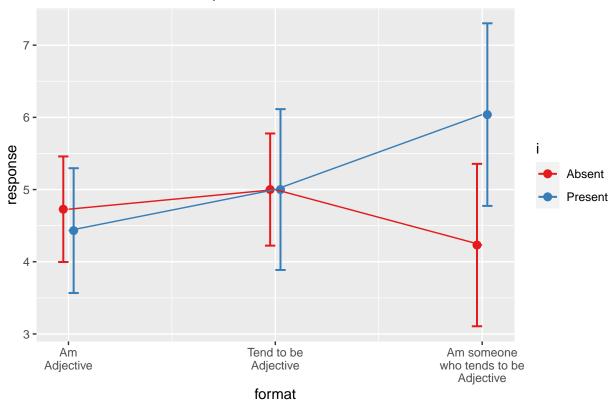


Figure S23: Effect of format and I on responses to the adjective sympathetic

# 4 Does the internal consistency of Big Five traits vary by item wording?

We calculate and report Cronbach's alpha for all formats using data from Block 1 only. This will include both the average split-half reliability, as well as the 95% confidence interval. Differences in internal consistency will be considered statistically significant if the confidence intervals of two formats do not overlap. We will also show the distribution of all possible split halves for each of the four formats.

We start by creating a wide-format of the dataset using only the Block 1 data.

```
items_wide = items_df %>%
  # only block 1 responses
filter(block == 1) %>%
  #only need these variables
select(proid, condition, item, response) %>%
  # to wide form
spread(item, response)
```

Next, we identify the items associated with each trait. These come from the Health and Retirement Study Psychosocial and Lifestyle Questionnaire 2006-2016 user guide, which can be found at this link.

## 4.1 Calculate Cronbach's alpha for each format

We start by grouping data by condition and then nesting, to create separate data frames for each of the four fomats.

```
format_data = items_wide %>%
  group_by(condition) %>%
  nest() %>%
  ungroup()
```

Next we create separate datasets for each of the five personality traits.

```
format_data = format_data %>%
  mutate(
    data_Extra = map(data, ~select(.x, all_of(Extra))),
    data_Agree = map(data, ~select(.x, all_of(Agree))),
    data_Consc = map(data, ~select(.x, all_of(Consc))),
    data_Neuro = map(data, ~select(.x, all_of(Neuro))),
    data_Openn = map(data, ~select(.x, all_of(Openn)))
)
```

We gather these datasets into a single column, for ease of use.

Table S18: Cronbach's alpha across format and trait.

variable	A	В	С	D
Agree	0.30 [-0.27, 0.88]	0.58 [0.13, 1.03]	0.90 [0.80, 1.01]	0.10 [-1.02, 1.22]
Consc	0.44 [-0.01, 0.89]	0.55 [0.13, 0.97]	0.86 [0.73, 1.00]	0.45 [-0.15, 1.06]
Extra	0.22 [-0.54, 0.98]	0.63 [0.35, 0.91]	0.69 [0.31, 1.06]	0.86 [0.69, 1.02]
Neuro	0.77 [0.62, 0.93]	0.77 [0.56, 0.98]	0.27 [-0.54, 1.07]	0.68 [0.30, 1.06]
Openn	0.59 [0.23, 0.95]	0.78 [0.58, 0.98]	$0.84 \ [0.65, \ 1.02]$	0.53 [-0.05, 1.10]

```
format_data = format_data %>%
  select(-data) %>%
  gather(variable, data, starts_with("data")) %>%
  mutate(variable = str_remove(variable, "data_"))
```

Next we apply the alpha function to the datasets. We do not need to use the check.keys function, as items were reverse-scored during the cleaning process.

```
format_data = format_data %>%
  mutate(alpha = map(data, psych::alpha))
```

We extract the estimated confidence intervals. (Note that these estimates are unreliable in small samples. The estimates extracted based on pilot data are not expected to reflect estimates provided in the final analyses.) The final summary of results is presented in Table S18 and Figure S24.

Alpha is the average split-half reliability; given space, it can be useful to report the distribution of all split-half reliability estimates. We use the **splitHalf** function to calculate those. We use smoothed correlation matrices here because when developing code on the pilot data, we had non-positive definite correlation matrices. See Figure S25 for these distributions.

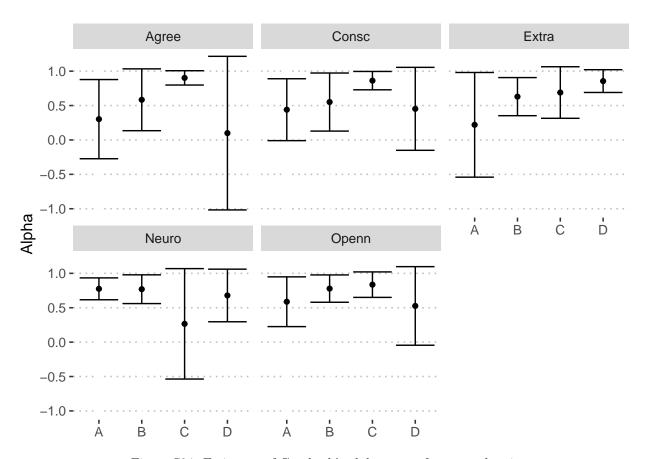


Figure S24: Estimates of Cronbach's alpha across format and trait.

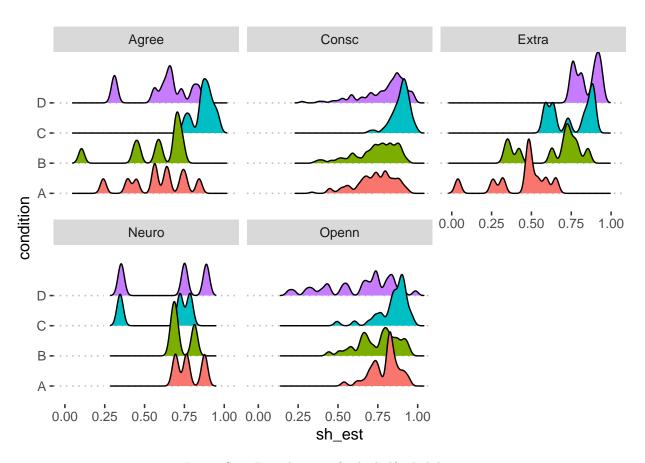


Figure S25: Distribution of split-half reliabilities

# 5 Does the test-retest reliability of personality items change as a function of item wording?

We also plan to evaluate test-retest reliability within formats (within session and over two weeks); we expect slightly higher test-retest reliability for item wording formats that are more specific – formats #3 and #4 above vs the use of adjectives alone. In other words, we expect equal or lower retest reliability for the adjectives than for longer phrases. We will also consider the effect of performance on the word recall task on retest reliability.

The data structure needed for these analyses is in wide-format. That is, we require one column for each time point. In addition, we hope to examine reliability *within* format, which requires selecting only the response options which match the original, Block 1, assessment.

We standardize responses within each block – this allows us to use a regression framework yet interpret the slopes as correlations.

```
items_matchb1 = items_matchb1 %>%
  mutate(across(
    starts_with("block"), ~(.-mean(., na.rm=T))/sd(., na.rm = T)
))
```

We also standardize the memory scores for ease of interpretation.

```
items_matchb1 = items_matchb1 %>%
  mutate(across(
   ends_with("memory"), ~(.-mean(., na.rm=T))/sd(., na.rm = T)
))
```

## 5.1 Test-retest reliability (all items pooled)

To estimate the reliability coefficients, we use a multilevel model, predicting the latter block from the earlier one. These models nest responses within participant, allowing us to estimate standard errors which account for the dependency of scores. Results are shown in Table S19.

```
tr_mod1_b1b2 = lmer(block_2 ~ block_1 + (1 | proid), data = items_matchb1)
tr_mod1_b1b3 = lmer(block_3 ~ block_1 + (1 | proid), data = items_matchb1)
```

Table S19: Test-retest estimates from multilevel models

Assessments	Slope coefficient
Block 1 - Block 2	0.78 [0.70, 0.85]
Block 1 - Block 3	0.64 [0.58, 0.70]

Table S20: Effect of memory on test-retest

Term	Interpretation	Block 1 - Block 2	Block 1 - Block 3
block_1	Test-retest at average memory	0.77 [0.68, 0.85]	0.64 [0.58, 0.70]
block_1:memory	Change in test-retest by increase in memory	-0.05 [-0.14, 0.04]	0.01 [-0.06, 0.08]
memory	Effect of memory on response	0.02 [-0.10, 0.13]	0.00 [-0.11, 0.10]

## 5.2 Test-retest reliability (all items pooled, moderated by memory)

Here we fit models moderated by memory – that it, perhaps the test-retest coefficient is affected by the memory of the participant. Results are shown in Table S20

We also extract the simple slopes estimates of these models, which allow us to more explicitly identify and compare the test-retest correlations.

## 5.2.1 Block 1/Block 2

```
## $emtrends
   delayed_memory block_1.trend
                                   SE df lower.CL upper.CL
##
               -1 0.814 0.0565 246
                                             0.703
                                                     0.925
##
                0
                         0.765 0.0414 247
                                             0.684
                                                      0.847
##
                         0.717 0.0686 247
                                             0.582
                                                      0.852
##
## Degrees-of-freedom method: kenward-roger
## Confidence level used: 0.95
##
## $contrasts
  contrast estimate
                       SE df t.ratio p.value
```

```
## (-1) - 0 0.0486 0.0473 247 1.028 0.5599

## (-1) - 1 0.0972 0.0946 247 1.028 0.5599

## 0 - 1 0.0486 0.0473 247 1.028 0.5599

##

## Degrees-of-freedom method: kenward-roger

## P value adjustment: tukey method for comparing a family of 3 estimates
```

## 5.2.2 Block 1/Block 3

This chunk is turned off due to low coverage. Be sure to turn on with real data.

```
##
                               0.631 0.0444 677
                                                   0.544
                    -1
##
                     0
                               0.642 0.0312 678
                                                   0.581
                                                            0.703
##
                     1
                               0.653 0.0502 674
                                                   0.555
                                                            0.752
##
## Degrees-of-freedom method: kenward-roger
## Confidence level used: 0.95
##
## $contrasts
## contrast estimate
                         SE df t.ratio p.value
## (-1) - 0 -0.0114 0.0356 676 -0.319 0.9456
   (-1) - 1 -0.0227 0.0713 676 -0.319 0.9456
## 0 - 1
             -0.0114 0.0356 676 -0.319 0.9456
##
## Degrees-of-freedom method: kenward-roger
## P value adjustment: tukey method for comparing a family of 3 estimates
```

## 5.3 Test-retest reliability (all items pooled, by format)

We fit these same models, except now we moderate by format, to determine whether the test-retest reliability differs as a function of item wording.

```
## Type III Analysis of Variance Table with Satterthwaite's method
## Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## block_1 129.868 129.868 1 242.83 368.1068 < 2e-16 ***
```

```
## condition
                      0.961
                              0.320
                                        3 27.78
                                                   0.9082 0.44968
                                        3 238.81
                              0.839
                                                   2.3793 0.07039 .
## block_1:condition
                      2.518
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
anova(tr_mod3_b1b3)
## Type III Analysis of Variance Table with Satterthwaite's method
                     Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
##
                    240.879 240.88
## block 1
                                        1 646.33 416.9331 < 2e-16 ***
## condition
                      8.459
                               2.82
                                        3 17.56
                                                   4.8803 0.01212 *
## block_1:condition
                      1.201
                               0.40
                                        3 644.48
                                                   0.6927 0.55673
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
```

We also extract the simple slopes estimates of these models, which allow us to more explicitly identify and compare the test-retest correlations.

## 5.3.1 Block 1/Block 2

```
emtrends(tr_mod3_b1b2, pairwise ~ condition, var = "block_1")
## $emtrends
##
     condition
                                           block_1.trend
                                                             SE df lower.CL
##
    Adjective\nOnly
                                                   0.611 0.0739 230
                                                                       0.465
                                                   0.822 0.0706 240
                                                                        0.683
##
   Am\nAdjective
  Am someone\nwho tends to be\nAdjective
                                                   0.877 0.0986 223
                                                                        0.683
##
    Tend to be\nAdjective
                                                   0.843 0.0856 240
                                                                       0.674
##
    upper.CL
##
       0.757
##
       0.961
##
       1.072
##
       1.011
##
## Degrees-of-freedom method: kenward-roger
## Confidence level used: 0.95
##
## $contrasts
##
                                                                    estimate
                                                                                SE
      contrast
   Adjective\nOnly - Am\nAdjective
##
                                                                     -0.2108 0.102
   Adjective\nOnly - Am someone\nwho tends to be\nAdjective
##
                                                                    -0.2663 0.123
  Adjective\nOnly - Tend to be\nAdjective
                                                                    -0.2316 0.113
  Am\nAdjective - Am someone\nwho tends to be\nAdjective
##
                                                                     -0.0555 0.121
    Am\nAdjective - Tend to be\nAdjective
                                                                     -0.0208 0.111
##
  Am someone\nwho tends to be\nAdjective - Tend to be\nAdjective
                                                                    0.0347 0.131
    df t.ratio p.value
## 236
       -2.062 0.1686
##
    241
        -2.161 0.1372
## 244 -2.048 0.1734
   238 -0.457 0.9681
##
    244 -0.187 0.9977
```

```
## 232 0.266 0.9934
##
## Degrees-of-freedom method: kenward-roger
## P value adjustment: tukey method for comparing a family of 4 estimates
```

## 5.3.2 Block 1/Block 3

```
emtrends(tr_mod3_b1b3, pairwise ~ condition, var = "block_1")
## $emtrends
##
     condition
                                          block_1.trend
                                                            SE df lower.CL
  Adjective\nOnly
                                                  0.611 0.0573 673
                                                                      0.499
                                                  0.609 0.0531 673
## Am\nAdjective
                                                                      0.505
   Am someone\nwho tends to be\nAdjective
                                                  0.646 0.0745 671
                                                                      0.499
##
  Tend to be\nAdjective
                                                  0.721 0.0678 400
                                                                      0.588
##
   upper.CL
##
       0.724
##
       0.713
       0.792
##
       0.854
##
##
## Degrees-of-freedom method: kenward-roger
## Confidence level used: 0.95
##
## $contrasts
##
                                                                   estimate
      contrast
##
  Adjective\nOnly - Am\nAdjective
                                                                   0.00221 0.0781
## Adjective\nOnly - Am someone\nwho tends to be\nAdjective
                                                                  -0.03459 0.0940
## Adjective\nOnly - Tend to be\nAdjective
                                                                   -0.10986 0.0888
## Am\nAdjective - Am someone\nwho tends to be\nAdjective
                                                                  -0.03680 0.0915
## Am\nAdjective - Tend to be\nAdjective
                                                                  -0.11207 0.0861
## Am someone\nwho tends to be\nAdjective - Tend to be\nAdjective -0.07526 0.1007
##
    df t.ratio p.value
## 674
        0.028 1.0000
## 673 -0.368 0.9830
## 543 -1.238 0.6031
   672 -0.402 0.9779
##
## 543 -1.302 0.5621
##
  607 -0.747 0.8778
##
## Degrees-of-freedom method: kenward-roger
```

## 5.4 Test-retest reliability (items separated, by format)

## P value adjustment: tukey method for comparing a family of 4 estimates

To assess test-retest reliability for each item, we can rely on more simple correlation analyses, as each participant only contributed one response to each item in each block. We first not the sample size coverage for these comparisons:

```
items_matchb1 %>%
  group_by(item, condition) %>%
  count() %>%
  ungroup() %>%
  full_join(expand_grid(item = unique(items_matchb1$item),
                        condition = unique(items_matchb1$condition))) %>%
  mutate(n = ifelse(is.na(n), 0, n)) \%
  summarise(
   \min = \min(n),
    \max = \max(n),
   mean = mean(n),
    median = median(n)
## # A tibble: 1 x 4
##
      min max mean median
     <int> <int> <dbl> <dbl>
       7 11 8.75
## 1
items_cors = items_matchb1 %>%
  select(item, condition, contains("block")) %>%
  group_by(item, condition) %>%
  nest() %>%
  mutate(cors = map(data, psych::corr.test, use = "pairwise"),
         cors = map(cors, print, short = F),
         cors = map(cors, ~.x %>% mutate(comp = rownames(.)))) %>%
  select(item, condition, cors) %>%
  unnest(cols = c(cors))
```

The test-retest correlations of each item-format combination are presented in Table S21. We also visualize these correlations in Figure S26,

Table S21: Test-retest correlations for each item and condition. Preregistration note: given the low sample size for the pilot data, we are missing observations for many of these comparisons. Correlations which could not be computed are blank in this table, but we expect them to be reported in the final manuscript.

		Adject	ive Only	Am Adjective		Tend to be		Am someone who tends to be	
Item	Reverse scored?	5 min	2 weeks	5 min	2 weeks	5 min	2 weeks	5 min	2 weeks
active adventurous broadminded calm caring cautious	N N N N N	0.87 0.50 0.58 -0.50	-0.32 0.00 0.29 0.63 0.79	0.93 0.50	0.84* 0.00 -0.44 0.71 -0.54	1.00* 0.87 1.00*	0.75 0.17 0.82* 0.40 0.34	0.97 0.87	-0.50 -0.87 1.00* -0.19
creative curious friendly hardworking	N N N N	0.87	0.59 0.54 0.66 0.50 0.25	1.00* 0.30	0.48 0.64 0.00 0.42 0.88*	0.50	0.71 0.55 -0.54 0.50	1.00*	0.87
helpful imaginative intelligent lively organized	N N N N	0.00 0.90 0.97*	0.00 0.77 0.59 0.97* 0.70	1.00*	0.09 0.24 0.50 0.61 0.77*	0.98	0.25 0.87* 0.70 0.69 0.98*		0.50
outgoing responsible selfdisciplined softhearted sophisticated	N N N N	1.00*	0.72 0.71 0.00 0.94* -0.40	0.77	0.80* 0.42 0.71 0.31 0.87*	1.00*	0.95* 0.48 0.96* 0.49 0.62		-0.50 1.00* 0.98 0.97
sympathetic talkative thorough thrifty warm	N N N N	0.93	0.00 0.26 0.41 0.46 0.61	0.50 0.50 0.91	0.79* 0.92* -0.09 0.75 -0.42	0.50 0.50	0.90* 0.81 0.90* 0.81	0.43	1.00* -0.19 -0.50 0.00 -0.50
careless impulsive moody nervous reckless	Y Y Y Y	0.87 0.79 0.87	0.05 0.72 0.96* 0.22 0.59	0.69	0.65 0.57 0.76 0.48 0.64	0.96	0.16 0.87* 0.10 -0.58 -0.08		0.62 0.84 -0.87 -0.87
worrying	Y	0.00	0.84*		0.61		0.80		

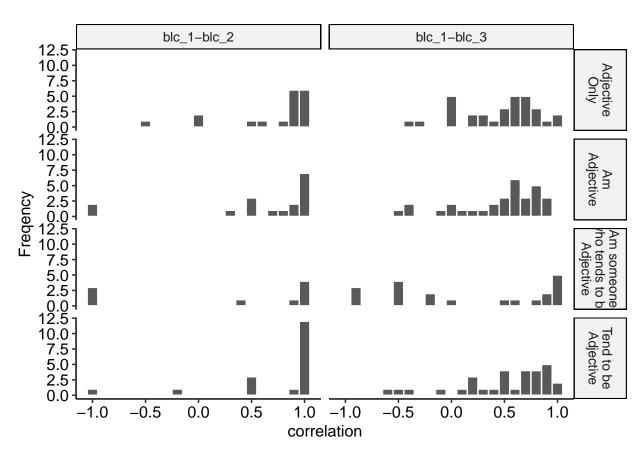
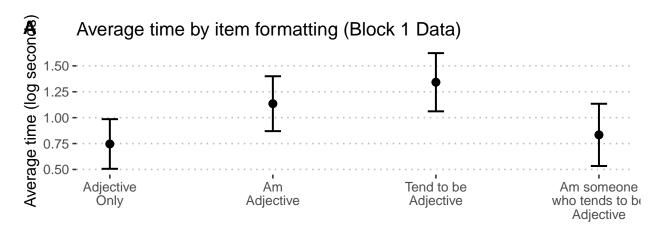


Figure S26: Test-retest correlations of specific items across word format.

## 6 How does format affect timining of responses?

## 6.1 Effect of format on timing (Block 1 data)

We used a multilevel model, nesting log-seconds within participant to account for dependence. Our primary predictor was format. Here, we use only Block 1 data. Results are depicted in Figure S27. The full distribution of timing (in log-seconds) is shown in Figure S28. Tests of pairwise comparisons are shown in Table S22.



## **B** Average time by item formatting (Block 1 Data)

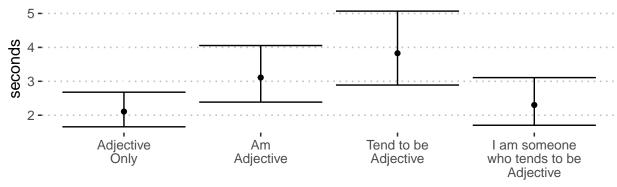


Figure S27: Predictions by condition, using only Block 1 data. Figure A shows log seconds, Figure B shows raw seconds.



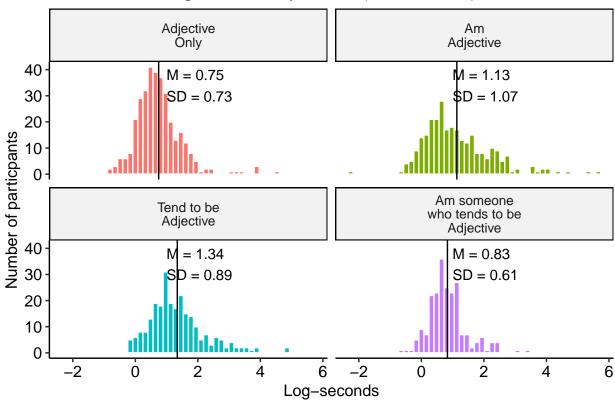


Figure S28: Distribution of time by category, block 1 data only

Table S22: Pairwise comparisons of timing (log-seconds) across format

contrast	estimate	SE	df	t.ratio	p.value
Adjective Only - Am Adjective	-0.39	0.18	31	-2.13	0.164
Adjective Only - Tend to be Adjective	-0.60	0.19	31	-3.16	0.021
Adjective Only - Am someone who tends to be Adjective	-0.09	0.20	31	-0.45	0.657
Am Adjective - Tend to be Adjective	-0.21	0.20	31	-1.05	0.602
Am Adjective - Am someone who tends to be Adjective	0.30	0.20	31	1.47	0.452
Tend to be Adjective - Am someone who tends to be Adjective	0.51	0.21	31	2.42	0.107

Table S23: Format effects on log-seconds by item (block 1 data only)

Item	Reverse Scored?	SS	MS	df	F	raw	adj
active	N	2.02	0.67	3	0.71	.556	> .999
adventurous	N	3.39	1.13	3	3.21	.037	.913
broadminded	N	1.26	0.42	3	0.78	.513	> .999
$\operatorname{calm}$	N	8.79	2.93	3	3.39	.030	.789
caring	N	5.72	1.91	3	4.45	.010	.300
cautious	N	0.12	0.04	3	0.07	.974	> .999
creative	N	8.30	2.77	3	2.80	.056	> .999
curious	N	2.70	0.90	3	2.02	.132	> .999
friendly	N	1.17	0.39	3	0.66	.582	> .999
hardworking	N	6.54	2.18	3	2.55	.074	> .999
helpful	N	2.17	0.72	3	3.44	.029	.773
imaginative	N	2.50	0.83	3	1.31	.288	> .999
intelligent	N	4.15	1.38	3	1.15	.344	> .999
lively	N	3.64	1.21	3	1.42	.255	> .999
organized	N	3.42	1.14	3	1.72	.183	> .999
outgoing	N	1.97	0.66	3	1.02	.398	> .999
responsible	N	4.78	1.59	3	2.79	.057	> .999
selfdisciplined	N	6.81	2.27	3	4.20	.013	.372
softhearted	N	8.16	2.72	3	5.51	.004	.113
sophisticated	N	2.34	0.78	3	0.71	.556	> .999
sympathetic	N	12.92	4.31	3	6.31	.002	.056
talkative	N	0.20	0.07	3	0.21	.890	> .999
thorough	N	6.75	2.25	3	2.18	.111	> .999
thrifty	N	3.15	1.05	3	0.97	.420	> .999
warm	N	3.70	1.23	3	2.63	.068	> .999
careless	Y	0.57	0.19	3	0.29	.832	> .999
impulsive	Y	4.16	1.39	3	1.05	.386	> .999
moody	Y	0.27	0.09	3	0.25	.860	> .999
nervous	Y	6.11	2.04	3	2.54	.074	> .999
reckless	Y	2.88	0.96	3	2.09	.122	> .999
worrying	Y	0.85	0.28	3	0.67	.575	> .999

## 6.1.1 One model for each adjective

We can also repeat this analysis separately for each trait. Results are shown in Table S23.

```
mod_by_item_b1 = item_block1 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lm(seconds_log~format, data = .))) %>%
  mutate(aov = map(mod, anova)) %>%
  ungroup()
```

Table S24: Differences in log-seconds to Helpful by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-0.40	0.21	31	-1.96	.236
Adjective Only - Tend to be Adjective	-0.46	0.21	31	-2.18	.184
Adjective Only - Am someone who tends to be Adjective	-0.66	0.22	31	-3.00	.032
Am Adjective - Tend to be Adjective	-0.06	0.22	31	-0.27	.812
Am Adjective - Am someone who tends to be Adjective	-0.26	0.23	31	-1.13	.803
Tend to be Adjective - Am someone who tends to be Adjective	-0.20	0.24	31	-0.84	.812

#### 6.1.2 Pairwise t-tests for significant ANOVAs

## [5] "selfdisciplined" "softhearted"

Here we identify the specific items with significant differences.

Then we create models for each adjective. We use the emmeans package to perform pairwise comparisons, again with a Holm correction on the p-values. We also plot the means and 95% confidence intervals of each mean.

"sympathetic"

This code will have to be changed after final data collection. It is not self-adapting!

#### 6.1.3 Helpful

Tests of the pairwise comparisons for this item are shown in Table S24 and means are shown in Figure S29.

```
helpful_model_b1 = item_block1 %>%
  filter(item == "helpful") %>%
  lm(seconds_log~format, data = .)
helpful_em_b1 = emmeans(helpful_model_b1, "format")
```

#### **6.1.4** Caring

Tests of the pairwise comparisons for this item are shown in Table S25 and means are shown in Figure S30.

```
caring_model_b1 = item_block1 %>%
  filter(item == "caring") %>%
  lm(seconds_log~format, data = .)
```

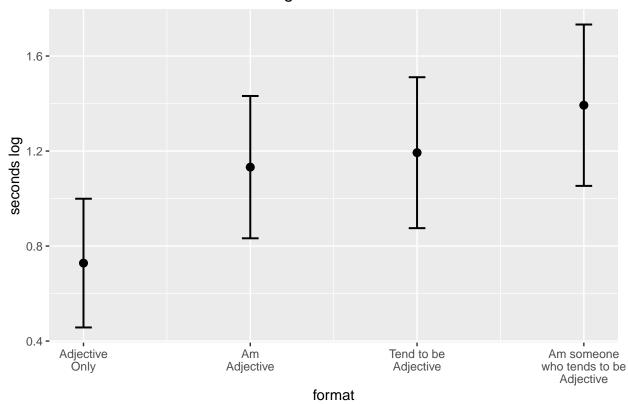


Figure S29: Average log-seconds to "helpful" by format (block 1 data only)

Table S25: Differences in log-seconds to Caring by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	р
Adjective Only - Am Adjective	-1.03	0.29	31	-3.51	.008
Adjective Only - Tend to be Adjective	-0.66	0.30	31	-2.17	.189
Adjective Only - Am someone who tends to be Adjective	-0.32	0.32	31	-1.02	.750
Am Adjective - Tend to be Adjective	0.37	0.32	31	1.17	.750
Am Adjective - Am someone who tends to be Adjective	0.71	0.33	31	2.15	.189
Tend to be Adjective - Am someone who tends to be Adjective	0.34	0.34	31	0.99	.750

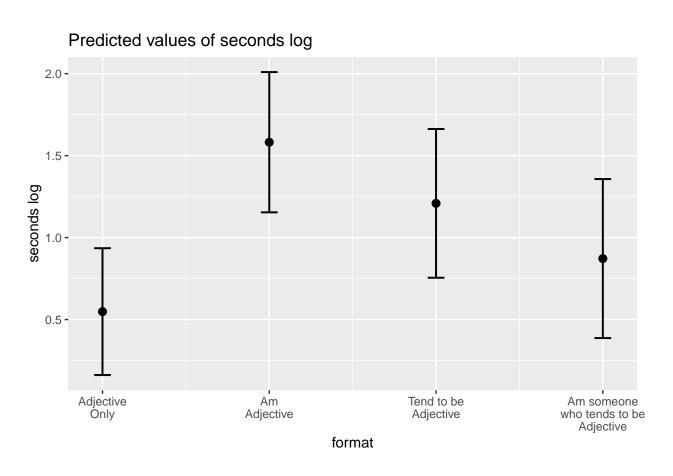


Figure S30: Average log-seconds to "caring" by format (block 1 data only)

Table S26: Differences in log-seconds to Soft-hearted by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-1.01	0.32	31	-3.21	.019
Adjective Only - Tend to be Adjective	-0.96	0.33	31	-2.94	.031
Adjective Only - Am someone who tends to be Adjective	-0.06	0.34	31	-0.18	> .999
Am Adjective - Tend to be Adjective	0.05	0.34	31	0.15	> .999
Am Adjective - Am someone who tends to be Adjective	0.95	0.35	31	2.69	.046
Tend to be Adjective - Am someone who tends to be Adjective	0.90	0.36	31	2.47	.057

#### 6.1.5 Soft-hearted

Tests of the pairwise comparisons for this item are shown in Table S26 and means are shown in Figure S31.

```
softhearted_model_b1 = item_block1 %>%
filter(item == "softhearted") %>%
lm(seconds_log~format, data = .)
```

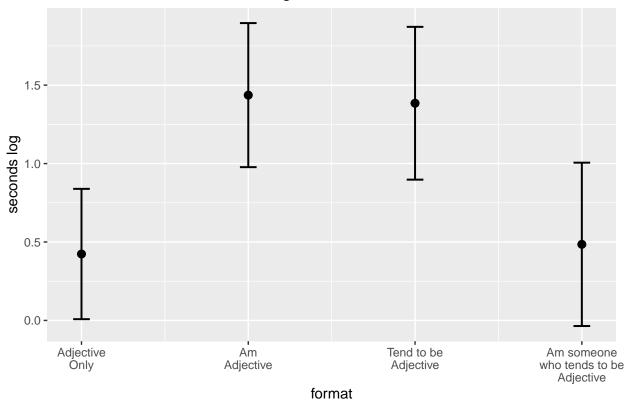


Figure S31: Average log-seconds to "softhearted" by format (block 1 data only)

Table S27: Differences in log-seconds to Calm by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	р
Adjective Only - Am Adjective	-1.07	0.42	31	-2.55	.095
Adjective Only - Tend to be Adjective	-0.91	0.43	31	-2.10	.175
Adjective Only - Am someone who tends to be Adjective	0.01	0.45	31	0.02	> .999
Am Adjective - Tend to be Adjective	0.16	0.45	31	0.35	> .999
Am Adjective - Am someone who tends to be Adjective	1.08	0.47	31	2.30	.142
Tend to be Adjective - Am someone who tends to be Adjective	0.92	0.48	31	1.91	.197

#### 6.1.6 Calm

Tests of the pairwise comparisons for this item are shown in Table S27 and means are shown in Figure S32.

```
calm_model_b1 = item_block1 %>%
filter(item == "calm") %>%
lm(seconds_log~format, data = .)
```

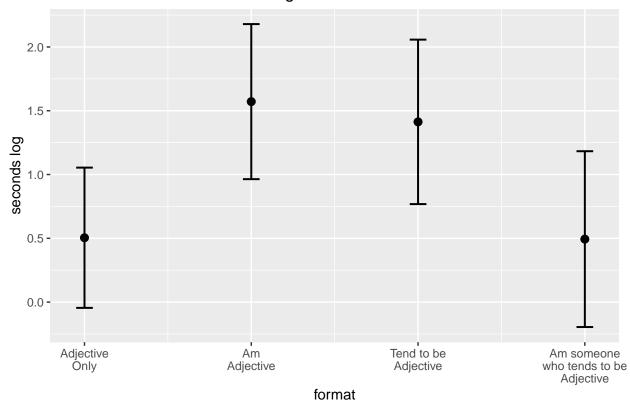


Figure S32: Average log-seconds to "calm" by format (block 1 data only)

Table S28: Differences in log-seconds to Sympathetic by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-0.52	0.37	31	-1.39	.350
Adjective Only - Tend to be Adjective	-1.45	0.38	31	-3.77	.004
Adjective Only - Am someone who tends to be Adjective	0.18	0.40	31	0.44	.663
Am Adjective - Tend to be Adjective	-0.93	0.40	31	-2.32	.109
Am Adjective - Am someone who tends to be Adjective	0.69	0.42	31	1.66	.320
Tend to be Adjective - Am someone who tends to be Adjective	1.62	0.43	31	3.79	.004

#### 6.1.7 Sympathetic

Tests of the pairwise comparisons for this item are shown in Table S28 and means are shown in Figure S33.

```
sympathetic_model_b1 = item_block1 %>%
filter(item == "sympathetic") %>%
lm(seconds_log~format, data = .)
```

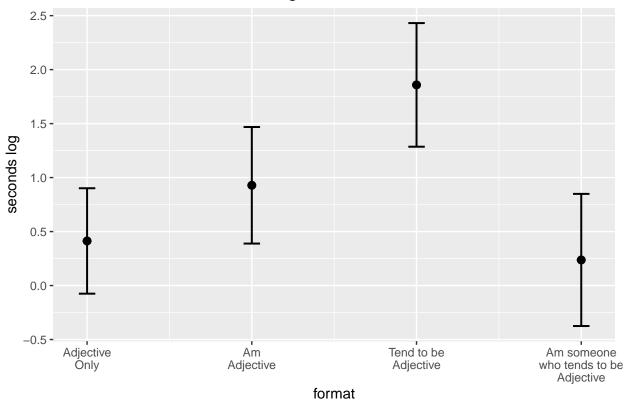


Figure S33: Average log-seconds to "sympathetic" by format (block 1 data only)

Table S29: Differences in log-seconds to Adventurous by format (Block 1 data only)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-0.12	0.27	31	-0.46	> .999
Adjective Only - Tend to be Adjective	-0.82	0.28	31	-2.96	.035
Adjective Only - Am someone who tends to be Adjective	-0.27	0.29	31	-0.93	> .999
Am Adjective - Tend to be Adjective	-0.69	0.29	31	-2.41	.111
Am Adjective - Am someone who tends to be Adjective	-0.14	0.30	31	-0.48	> .999
Tend to be Adjective - Am someone who tends to be Adjective	0.55	0.31	31	1.79	.332

#### 6.1.8 Adventurous

Tests of the pairwise comparisons for this item are shown in Table S29 and means are shown in Figure S34.

```
adventurous_model_b1 = item_block1 %>%
filter(item == "adventurous") %>%
lm(seconds_log~format, data = .)
```

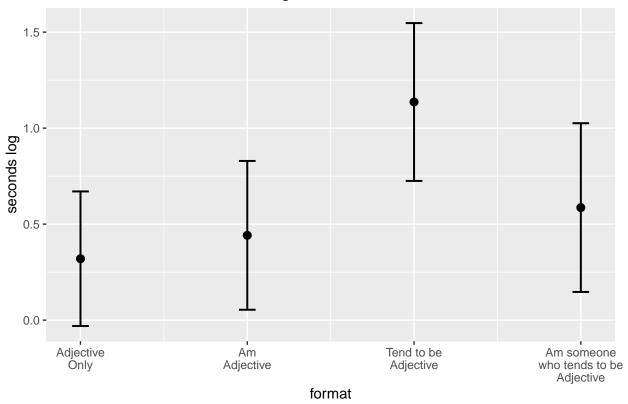


Figure S34: Average log-seconds to "adventurous" by format (block 1 data only)

#### 6.2 Effect of format on timing (Block 1 and 2)

We used a multilevel model, nesting log-seconds within participant to account for dependence. Our primary predictor was format. Here, we use data from blocks 1 and 2. The results are depicted in Figure S35. The full distributions for each condition are shown in Figure S36. Pairwise comparisons are shown in Table S30.

```
items_12 = items_df %>% filter(block %in% c("1","2"))
mod.format_b2 = lmer(seconds_log~format + (1|proid),
                  data = items_12)
anova(mod.format_b2)
## Type III Analysis of Variance Table with Satterthwaite's method
          Sum Sq Mean Sq NumDF DenDF F value
## format 25.706 8.5685
                              3 2159.4
                                       12.973 2.128e-08 ***
                   0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' 1
## Signif. codes:
       Average responses by item formatting (Block 1 and Block 2)
Average log-seconds
    1.0
    8.0
    0.6
        Adjective
                                                                                Am someone
          Only
                                 Adjective
                                                          Adjective
                                                                               who tends to be
                                                                                  Adjective
В
       Average time by item formatting (Block 1 and Block 2)
 seconds
               Adjective
                                      Am
                                                       Tend to be
                                                                         I am someone
                 Only
                                                                        who tends to be
                                   Adjective
                                                       Adjective
```

Figure S35: Predicted timing per personality items by condition, using Block 1 and Block 2 data. A. results in log-seconds. B results in raw seconds.

Adjective

#### 6.2.1 One model for each adjective

We can also repeat this analysis separately for each trait. These results are summarized in Table S31.

## Distribution of responses by format (Block 1 and Block 2)

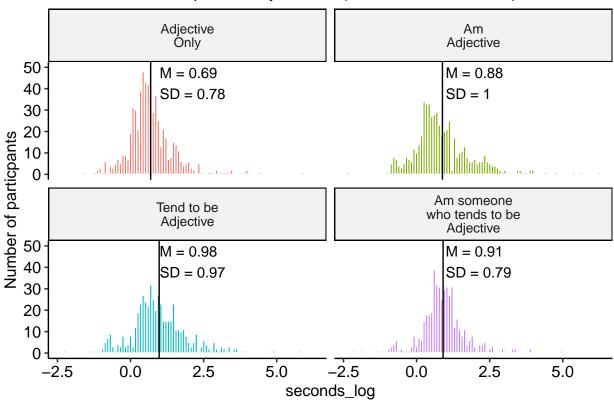


Figure S36: Distribution of log-seconds by category, block 1 and block 2

Table S30: Pairwise comparisons of conditions, using blocks 1 and 2

contrast	estimate	SE	df	t.ratio	p.value
Adjective Only - Am Adjective	-0.27	0.05	2159.5	-4.91	0.000
Adjective Only - Tend to be Adjective	-0.24	0.06	2152.3	-4.20	0.000
Adjective Only - Am someone who tends to be Adjective	-0.31	0.06	2160.7	-5.55	0.000
Am Adjective - Tend to be Adjective	0.03	0.06	2156.8	0.53	0.854
Am Adjective - Am someone who tends to be Adjective	-0.05	0.06	2160.1	-0.79	0.854
Tend to be Adjective - Am someone who tends to be Adjective	-0.08	0.06	2164.2	-1.32	0.565

Table S31: Format effects on log-seconds by item (block 1 and 2 data)

Item	Reverse Scored?	SS	MS	df1	df2	F	raw	adj
active	N	1.82	0.61	3	66.00	0.81	.493	> .999
adventurous	N	4.20	1.40	3	59.34	2.99	.038	> .999
broadminded	N	1.31	0.44	3	58.18	1.04	.381	> .999
calm	N	5.06	1.69	3	66.00	2.02	.119	> .999
caring	N	5.00	1.67	3	66.00	3.01	.036	> .999
cautious	N	2.13	0.71	3	51.97	1.14	.342	> .999
creative	N	1.97	0.66	3	66.00	0.70	.555	> .999
curious	N	2.31	0.77	3	62.52	1.40	.252	> .999
friendly	N	0.41	0.14	3	65.49	0.18	.909	> .999
hardworking	N	5.53	1.84	3	66.00	2.74	.050	> .999
helpful	N	2.04	0.68	3	65.91	2.92	.040	> .999
imaginative	N	4.68	1.56	3	66.00	1.98	.126	> .999
intelligent	N	3.20	1.07	3	66.00	1.02	.389	> .999
lively	N	2.25	0.75	3	66.00	0.70	.558	> .999
organized	N	2.16	0.72	3	66.00	1.02	.392	> .999
outgoing	N	2.85	0.95	3	60.19	1.46	.233	> .999
responsible	N	2.67	0.89	3	66.00	1.57	.205	> .999
selfdisciplined	N	1.32	0.44	3	66.00	0.66	.580	> .999
softhearted	N	2.34	0.78	3	66.00	1.08	.364	> .999
sophisticated	N	1.95	0.65	3	66.00	0.67	.572	> .999
sympathetic	N	4.19	1.40	3	66.00	1.75	.166	> .999
talkative	N	0.22	0.07	3	45.63	0.34	.794	> .999
thorough	N	1.54	0.51	3	60.65	0.66	.580	> .999
thrifty	N	2.16	0.72	3	55.08	1.48	.230	> .999
warm	N	0.81	0.27	3	66.00	0.42	.738	> .999
careless	Y	2.03	0.68	3	66.00	1.10	.356	> .999
impulsive	Y	2.81	0.94	3	62.76	0.96	.418	> .999
moody	Y	1.40	0.47	3	65.34	0.96	.416	> .999
nervous	Y	6.47	2.16	3	66.00	2.42	.074	> .999
reckless	Y	1.60	0.53	3	63.75	0.53	.662	> .999
worrying	Y	0.76	0.25	3	66.00	0.45	.717	> .999

```
mod_by_item_b2 = items_12 %>%
group_by(item) %>%
nest() %>%
mutate(mod = map(data, ~lmer(seconds_log~format + (1|proid), data = .))) %>%
mutate(aov = map(mod, anova)) %>%
ungroup()
```

#### 6.2.2 Pairwise t-tests for significant ANOVAs

Here we identify the specific items with significant differences.

Table S32: Differences in log-seconds to Helpful by format (Block 1 and Block 2)

Contrast	Difference in means	SE	df	t	р
Adjective Only - Am Adjective	-0.28	0.17	65.88	-1.67	.414
Adjective Only - Tend to be Adjective	-0.32	0.18	65.98	-1.76	.414
Adjective Only - Am someone who tends to be Adjective	-0.50	0.18	65.98	-2.80	.040
Am Adjective - Tend to be Adjective	-0.04	0.18	65.77	-0.19	.848
Am Adjective - Am someone who tends to be Adjective	-0.21	0.18	65.08	-1.20	.702
Tend to be Adjective - Am someone who tends to be Adjective	-0.18	0.19	65.85	-0.94	.702

```
sig_item_b2 = summary_by_item_b2 %>%
filter(p.value < .05)

sig_item_b2 = sig_item_b2$item
sig_item_b2</pre>
```

```
## [1] "adventurous" "caring" "helpful"
```

Then we create models for each adjective. We use the emmeans package to perform pairwise comparisons, again with a Holm correction on the p-values. We also plot the means and 95% confidence intervals of each mean.

This code will have to be changed after final data collection. It is not self-adapting!

#### 6.2.3 Helfpul

The results for this item are summarized in Table S32 and depicted in Figure S37.

#### **6.2.4** Caring

The results for this item are summarized in Table S33 and depicted in Figure S38.

#### 6.2.5 Adventurous

The results for this item are summarized in Table ?? and depicted in Figure ??.

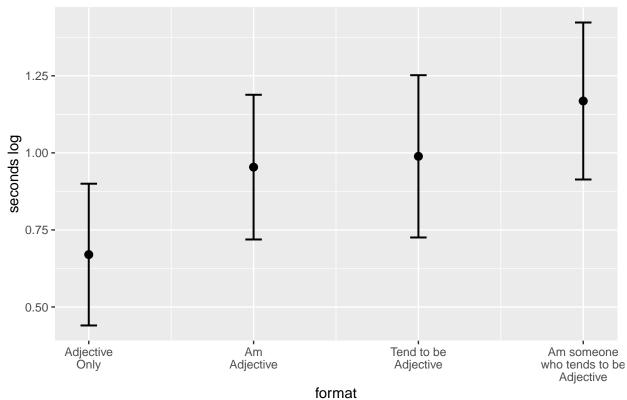


Figure S37: Average log-seconds to "helpful" by format (Block 1 and Block 2)

Table S33: Differences in log-seconds to Caring by format (Block 1 and Block 2)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-0.65	0.25	65.21	-2.56	.076
Adjective Only - Tend to be Adjective	-0.60	0.26	63.58	-2.34	.113
Adjective Only - Am someone who tends to be Adjective	-0.29	0.25	65.99	-1.15	.757
Am Adjective - Tend to be Adjective	0.05	0.27	65.96	0.18	.860
Am Adjective - Am someone who tends to be Adjective	0.36	0.26	65.29	1.35	.723
Tend to be Adjective - Am someone who tends to be Adjective	0.31	0.27	64.65	1.16	.757

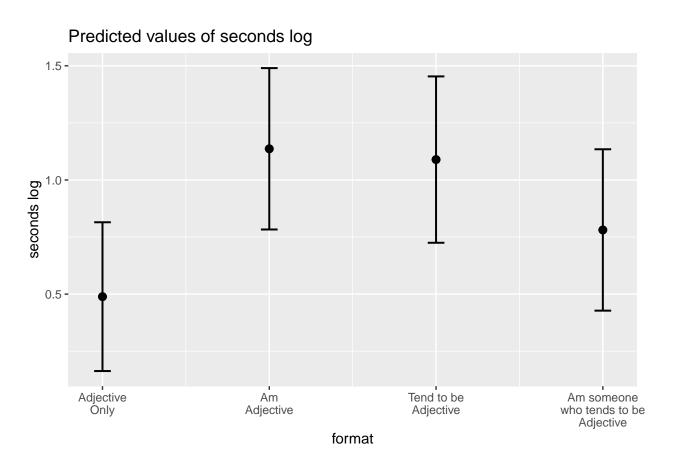


Figure S38: Average log-seconds to "caring" by format (Block 1 and Block 2)

Table S34: Differences in log-seconds to Adventurous by format (Block 1 and Block 2)

Contrast	Difference in means	SE	df	t	p
Adjective Only - Am Adjective	-0.31	0.26	59.39	-1.20	.724
Adjective Only - Tend to be Adjective	-0.68	0.25	55.91	-2.69	.057
Adjective Only - Am someone who tends to be Adjective	-0.57	0.27	65.51	-2.13	.185
Am Adjective - Tend to be Adjective	-0.36	0.27	55.75	-1.35	.724
Am Adjective - Am someone who tends to be Adjective	-0.26	0.28	62.04	-0.93	.724
Tend to be Adjective - Am someone who tends to be Adjective	0.10	0.28	63.89	0.37	.724

## Predicted values of seconds log

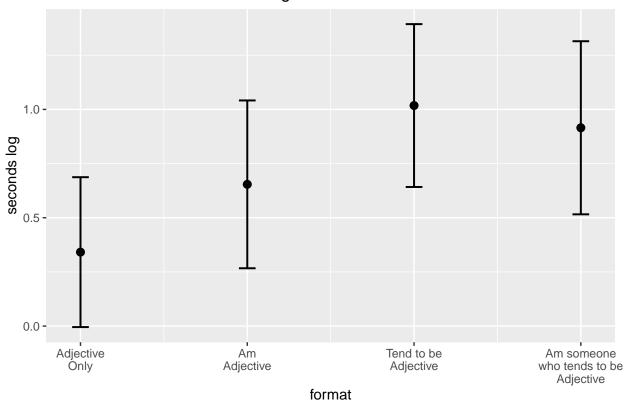


Figure S39: Average log-seconds to "adventurous" by format (Block 1 and Block 2)

### 6.3 Account for memory effects (Blocks 1 and 2)

Next we test whether differences in timing are mitigated by memory. The results of this test are depicted in Figure S40.

```
mod.format_mem = lmer(seconds_log~format*delayed_memory + (1|proid),
                  data = items 12)
anova(mod.format_mem)
## Type III Analysis of Variance Table with Satterthwaite's method
##
                          Sum Sq Mean Sq NumDF
                                                 DenDF F value
                                                                  Pr(>F)
## format
                         12.2415 4.0805
                                             3 2158.60 6.2430 0.0003226 ***
## delayed_memory
                          0.0753 0.0753
                                                 33.06 0.1151 0.7365052
                                             1
## format:delayed_memory 16.5149 5.5050
                                             3 2159.06 8.4223 1.453e-05 ***
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
summary(mod.format_mem)
## Linear mixed model fit by REML. t-tests use Satterthwaite's method [
## lmerModLmerTest]
## Formula: seconds_log ~ format * delayed_memory + (1 | proid)
      Data: items 12
##
## REML criterion at convergence: 5362.1
##
## Scaled residuals:
##
      Min
               1Q Median
                                3Q
                                       Max
## -3.9500 -0.5434 -0.1473 0.3649 6.9573
##
## Random effects:
## Groups
                         Variance Std.Dev.
           Name
             (Intercept) 0.1438
## proid
                                  0.3792
## Residual
                         0.6536
                                  0.8085
## Number of obs: 2170, groups: proid, 35
##
## Fixed effects:
##
                                                                 Estimate
## (Intercept)
                                                                7.227e-01
## formatAm\nAdjective
                                                               -1.157e-01
## formatTend to be\nAdjective
                                                                1.567e-01
## formatAm someone\nwho tends to be\nAdjective
                                                                3.587e-01
## delayed_memory
                                                               -1.258e-02
## formatAm\nAdjective:delayed_memory
                                                                7.284e-02
## formatTend to be\nAdjective:delayed_memory
                                                                1.629e-02
## formatAm someone\nwho tends to be\nAdjective:delayed_memory -7.931e-03
##
                                                               Std. Error
## (Intercept)
                                                                1.484e-01
## formatAm\nAdjective
                                                                1.051e-01
## formatTend to be\nAdjective
                                                                1.110e-01
## formatAm someone\nwho tends to be\nAdjective
                                                                1.143e-01
## delayed_memory
                                                                2.530e-02
## formatAm\nAdjective:delayed_memory
                                                                1.754e-02
## formatTend to be\nAdjective:delayed_memory
                                                                1.958e-02
## formatAm someone\nwho tends to be\nAdjective:delayed_memory 1.959e-02
##
                                                                       df t value
## (Intercept)
                                                                4.932e+01 4.870
```

```
## formatAm\nAdjective
                                                               2.161e+03 -1.101
## formatTend to be\nAdjective
                                                               2.155e+03
                                                                           1.412
## formatAm someone\nwho tends to be\nAdjective
                                                               2.162e+03 3.137
## delayed_memory
                                                               5.010e+01 -0.497
## formatAm\nAdjective:delayed_memory
                                                               2.160e+03
                                                                          4.153
## formatTend to be\nAdjective:delayed_memory
                                                               2.151e+03
                                                                          0.832
## formatAm someone\nwho tends to be\nAdjective:delayed memory 2.162e+03 -0.405
                                                              Pr(>|t|)
## (Intercept)
                                                              1.19e-05 ***
## formatAm\nAdjective
                                                               0.27123
## formatTend to be\nAdjective
                                                               0.15806
## formatAm someone\nwho tends to be\nAdjective
                                                               0.00173 **
## delayed_memory
                                                               0.62103
## formatAm\nAdjective:delayed_memory
                                                              3.40e-05 ***
## formatTend to be\nAdjective:delayed_memory
                                                               0.40538
## formatAm someone\nwho tends to be\nAdjective:delayed_memory 0.68568
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' ' 1
##
## Correlation of Fixed Effects:
##
              (Intr) frmtAA frTtbA frAswttbA dlyd_m frAA:_ fTtbA:
## frmtAmAdjct -0.357
## frmtTndtbAd -0.353 0.477
## frmtAswttbA -0.331 0.454 0.472
## delayd_mmry -0.868 0.315 0.311 0.289
## frmtAAdjc:_ 0.323 -0.859 -0.432 -0.413
                                             -0.379
## frmtTtbAd:_ 0.301 -0.408 -0.864 -0.399
                                             -0.352 0.494
## frAswttbA:_ 0.288 -0.399 -0.411 -0.873
                                             -0.334 0.484 0.462
```

#### 6.3.1 One model for each adjective

We test this interaction for each item separately. Results are summarized in Table ??.

```
mod_by_item_mem = items_12 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lmer(seconds_log~format*delayed_memory + (1|proid), data = .))) %>%
  mutate(aov = map(mod, anova)) %>%
  ungroup()
```

#### 6.3.2 Pairwise t-tests for significant ANOVAs

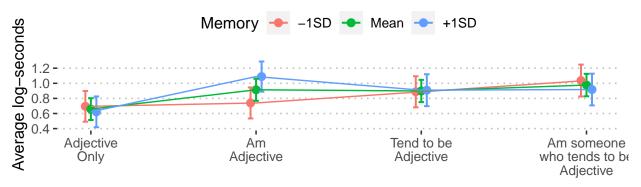
Here we identify the specific items with significant differences.

```
sig_item_mem = summary_by_item_mem %>%
filter(p.value < .05)

sig_item_mem = sig_item_mem$item
sig_item_mem

## [1] "imaginative" "outgoing" "responsible" "sophisticated"
## [5] "talkative" "warm"</pre>
```

## A Predicted values of seconds log



## **B** Average time by item formatting (Block 1 and Block 2)

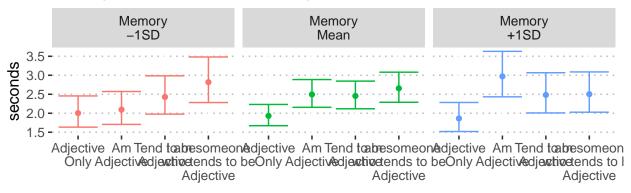


Figure S40: Predicted timing fn personality items by condition after controlling for delayed\_memory. A. log-seconds B. raw seconds

item	reverse	sumsq	meansq	NumDF	DenDF	statistic	p.value	p.adj
active	N	0.80	0.27	3	62.00	0.35	.789	> .999
adventurous	N	1.47	0.49	3	54.52	1.06	.376	> .999
broadminded	N	0.65	0.22	3	51.30	0.51	.677	> .999
$\operatorname{calm}$	N	2.43	0.81	3	62.00	0.96	.417	> .999
caring	N	1.25	0.42	3	62.00	0.73	.535	> .999
cautious	N	1.31	0.44	3	47.18	0.70	.559	> .999
creative	N	6.90	2.30	3	62.00	2.61	.059	> .999
curious	N	2.25	0.75	3	53.87	1.48	.231	> .999
friendly	N	2.29	0.76	3	56.38	1.09	.361	> .999
hardworking	N	1.54	0.51	3	62.00	0.74	.531	> .999
helpful	N	1.05	0.35	3	56.98	1.43	.243	> .999
imaginative	N	6.19	2.06	3	62.00	2.79	.048	> .999
intelligent	N	3.11	1.04	3	62.00	0.97	.410	> .999
lively	N	1.36	0.45	3	62.00	0.40	.750	> .999
organized	N	1.62	0.54	3	62.00	0.75	.524	> .999
outgoing	N	6.13	2.04	3	58.90	3.48	.021	.621
responsible	N	7.33	2.44	3	62.00	5.05	.003	.106
selfdisciplined	N	4.25	1.42	3	62.00	2.21	.096	> .999
softhearted	N	3.03	1.01	3	62.00	1.43	.242	> .999
sophisticated	N	8.05	2.68	3	62.00	3.09	.034	.907
sympathetic	N	1.31	0.44	3	62.00	0.53	.664	> .999
talkative	N	2.19	0.73	3	39.67	4.15	.012	.359
thorough	N	3.48	1.16	3	55.00	1.48	.231	> .999
thrifty	N	1.23	0.41	3	49.59	0.84	.479	> .999
warm	N	5.23	1.74	3	56.82	3.30	.027	.750
careless	Y	2.81	0.94	3	61.60	1.68	.180	> .999
impulsive	Y	7.30	2.43	3	61.99	2.74	.051	> .999
moody	Y	0.43	0.14	3	54.42	0.29	.835	> .999
nervous	Y	2.86	0.95	3	62.00	1.06	.374	> .999
reckless	Y	6.95	2.32	3	60.74	2.61	.059	> .999
worrying	Y	1.49	0.50	3	62.00	0.87	.460	> .999

#### 6.3.3 Outgoing

See the results for outgoing depicted in Figure S41.

## Predicted values of seconds log

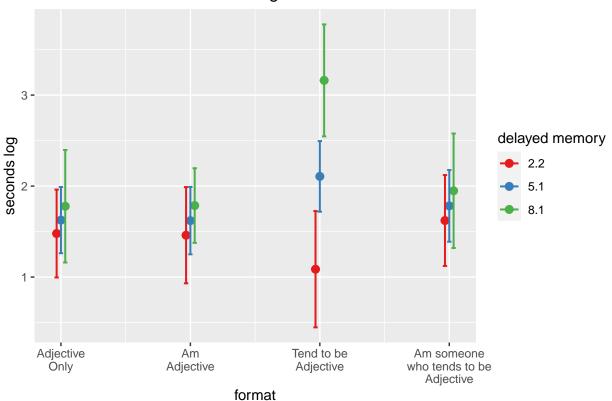


Figure S41: Average log-seconds to "outgoing" by format (Block 1 and Block 2)

#### 6.3.4 Warm

See the results for outgoing depicted in Figure S42.

#### 6.3.5 Responsible

See the results for outgoing depicted in Figure S43.

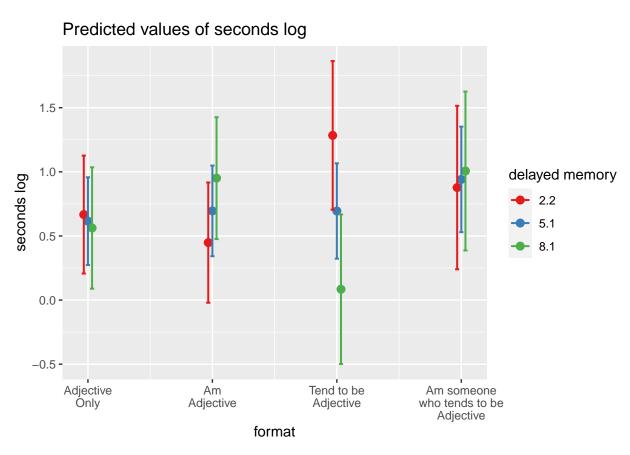


Figure S42: Average log-seconds to "warm" by format (Block 1 and Block 2)

## Predicted values of seconds log

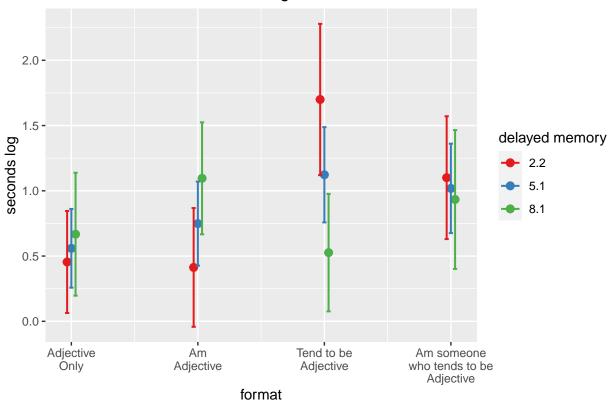


Figure S43: Average log-seconds to "responsible" by format (Block 1 and Block 2)

#### 6.3.6 Imaginative

See the results for outgoing depicted in Figure S44.

#### 6.3.7 Talkative

See the results for outgoing depicted in Figure S45.

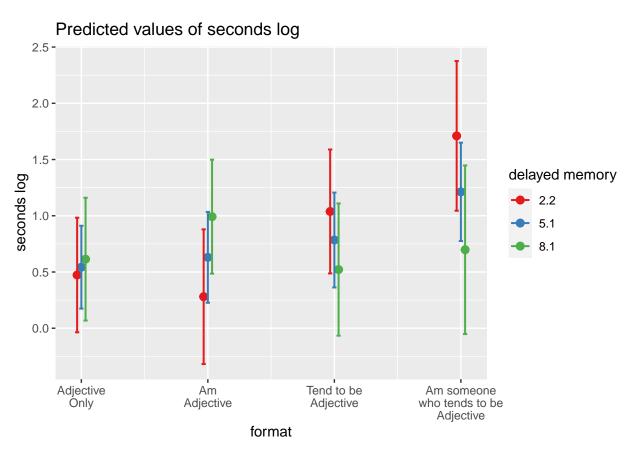


Figure S44: Average log-seconds to "imaginative" by format (Block 1 and Block 2)

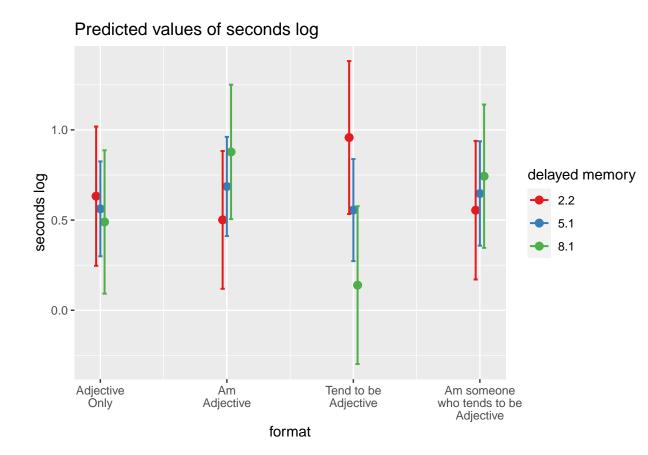


Figure S45: Average log-seconds to "talkative" by format (Block 1 and Block 2)

#### 6.3.8 Sophisticated

See the results for outgoing depicted in Figure S46.

### Predicted values of seconds log

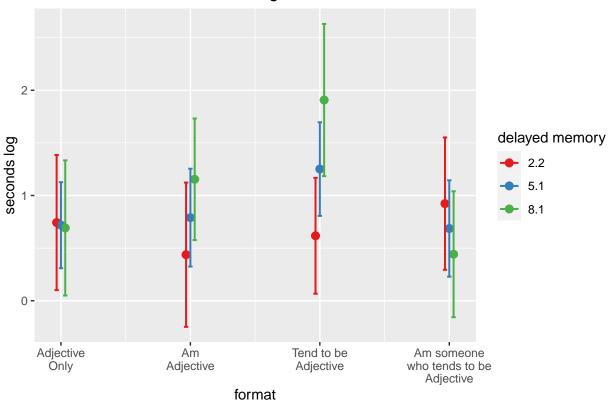


Figure S46: Average log-seconds to "sophisticated" by format (Block 1 and Block 2)

## 6.4 Inclusion of "I" (Block 1 and Block 3)

anova(mod.format\_b3\_1)

We used a multilevel model, nesting response within participant to account for dependence. Our primary predictors are format and also the presence of the word "I". Here, we use data from blocks 1 and 3. Results are depicted in Figure S47.

```
## Type III Analysis of Variance Table with Satterthwaite's method
          Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## format 1.81935 0.90968
                             2 13.00 1.6587 0.2282
         0.04319 0.04319
                             1 976.92 0.0788 0.7790
## i
mod.format_b3_2 = lmer(seconds_log~format*i + (1|proid),
                 data = items_13)
anova(mod.format_b3_2)
## Type III Analysis of Variance Table with Satterthwaite's method
            Sum Sq Mean Sq NumDF DenDF F value Pr(>F)
## format
            2.05702 1.02851
                                        1.8753 0.1905
                               2 13.74
            0.00785 0.00785
                               1 974.55 0.0143 0.9048
## format:i 1.10566 0.55283
                               2 974.69 1.0080 0.3653
```

## Average responses by item formatting (Block 1 and Block 3)

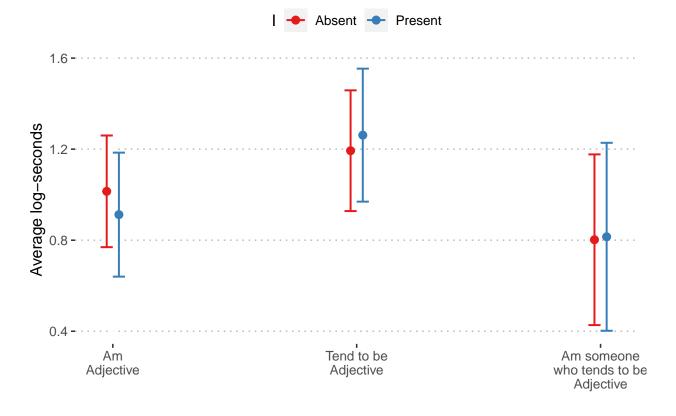


Figure S47: Predicted log-seconds on personality items by condition and I, using Block 1 and Block 3 data.

#### 6.4.1 One model for each adjective

Additive effects of I (controlling for format) are summarized in Table S35. Tests of the interaction of I with format (for each item) are summarized in Table S36.

```
mod_by_item_i1 = items_13 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lmer(seconds_log~format+i + (1|proid), data = .))) %>%
  mutate(aov = map(mod, anova)) %>%
  ungroup()
```

```
summary_by_item_i1 = mod_by_item_i1 %>%
  mutate(tidy = map(aov, broom::tidy)) %>%
  select(item, tidy) %>%
  unnest(cols = c(tidy)) %>%
  filter(term == "i") %>%
  mutate(reverse = case_when(
   item %in% reverse ~ "Y",
   TRUE ~ "N"
  )) %>%
  mutate(p.adj = p.adjust(p.value, method = "holm"))
```

```
mod_by_item_i2 = items_13 %>%
  group_by(item) %>%
  nest() %>%
  mutate(mod = map(data, ~lmer(seconds_log~format*i + (1|proid), data = .))) %>%
  mutate(aov = map(mod, anova)) %>%
  ungroup()
```

Table S35: Additive effect of I on timing for each item

item	reverse	sumsq	meansq	NumDF	DenDF	statistic	p.value	p.adj
active	N	0.01	0.01	1	24.16	0.06	.801	> .999
adventurous	N	0.06	0.06	1	18.43	0.48	.498	> .999
broadminded	N	0.16	0.16	1	25.32	0.36	.556	> .999
$\operatorname{calm}$	N	0.07	0.07	1	25.15	0.10	.759	> .999
caring	N	0.99	0.99	1	21.87	1.85	.188	> .999
cautious	N	1.44	1.44	1	21.88	3.29	.083	> .999
creative	N	0.64	0.64	1	22.13	0.79	.384	> .999
curious	N	0.77	0.77	1	28.00	1.11	.302	> .999
friendly	N	0.02	0.02	1	19.44	0.11	.740	> .999
hardworking	N	0.35	0.35	1	23.10	0.31	.582	> .999
helpful	N	0.02	0.02	1	19.54	0.19	.666	> .999
imaginative	N	0.01	0.01	1	27.24	0.02	.897	> .999
intelligent	N	0.15	0.15	1	27.01	0.16	.693	> .999
lively	N	0.85	0.85	1	24.06	2.27	.145	> .999
organized	N	0.18	0.18	1	17.14	1.94	.181	> .999
outgoing	N	0.13	0.13	1	28.00	0.21	.648	> .999
responsible	N	0.35	0.35	1	28.00	0.84	.367	> .999
selfdisciplined	N	0.05	0.05	1	19.48	0.16	.695	> .999
softhearted	N	0.04	0.04	1	18.60	0.12	.735	> .999
sophisticated	N	0.09	0.09	1	28.00	0.17	.683	> .999
sympathetic	N	0.04	0.04	1	22.50	0.07	.795	> .999
talkative	N	0.10	0.10	1	21.74	0.43	.518	> .999
thorough	N	0.10	0.10	1	25.88	0.13	.717	> .999
$\operatorname{thrifty}$	N	1.52	1.52	1	28.00	1.78	.193	> .999
warm	N	0.33	0.33	1	18.12	2.14	.161	> .999
careless	Y	0.01	0.01	1	28.00	0.01	.904	> .999
impulsive	Y	0.84	0.84	1	19.81	0.84	.369	> .999
moody	Y	0.04	0.04	1	21.65	0.22	.647	> .999
nervous	Y	0.30	0.30	1	21.17	0.95	.340	> .999
reckless	Y	0.05	0.05	1	21.13	0.16	.689	> .999
worrying	Y	0.15	0.15	1	22.98	0.30	.588	> .999

Table S36: Interaction of I with format on timing for each item

item	reverse	sumsq	meansq	NumDF	DenDF	statistic	p.value	p.adj
active	N	0.21	0.10	2	21.20	0.51	.607	> .999
adventurous	N	0.06	0.03	2	16.40	0.20	.823	> .999
broadminded	N	0.03	0.01	2	24.26	0.03	.970	> .999
$\operatorname{calm}$	N	0.15	0.07	2	26.00	0.09	.910	> .999
caring	N	2.15	1.07	2	17.27	2.64	.100	> .999
cautious	N	0.38	0.19	2	18.83	0.39	.681	> .999
creative	N	1.24	0.62	2	21.57	0.70	.506	> .999
curious	N	0.97	0.48	2	26.00	0.68	.516	> .999
friendly	N	0.21	0.11	2	17.58	0.60	.562	> .999
hardworking	N	1.20	0.60	2	20.93	0.51	.605	> .999
helpful	N	0.37	0.18	2	17.48	1.64	.222	> .999
imaginative	N	0.04	0.02	2	26.00	0.03	.969	> .999
intelligent	N	0.39	0.20	2	25.13	0.20	.822	> .999
lively	N	0.54	0.27	2	22.83	0.68	.518	> .999
organized	N	0.14	0.07	2	15.55	0.71	.509	> .999
outgoing	N	0.09	0.09	1	27.00	0.14	.713	> .999
responsible	N	0.29	0.15	2	26.00	0.34	.718	> .999
selfdisciplined	N	0.86	0.43	2	16.51	1.57	.237	> .999
softhearted	N	1.17	0.59	2	15.63	2.18	.146	> .999
sophisticated	N	0.07	0.04	2	26.00	0.06	.938	> .999
sympathetic	N	2.59	1.30	2	21.37	2.49	.106	> .999
talkative	N	0.03	0.01	2	19.92	0.05	.947	> .999
thorough	N	2.10	1.05	2	26.00	1.49	.244	> .999
$\operatorname{thrifty}$	N	2.27	1.13	2	26.00	1.37	.273	> .999
warm	N	0.47	0.24	2	15.12	1.82	.196	> .999
careless	Y	0.81	0.41	2	26.00	0.69	.508	> .999
impulsive	Y	1.22	0.61	2	17.47	0.58	.571	> .999
moody	Y	0.00	0.00	2	20.19	0.01	.994	> .999
nervous	Y	0.49	0.25	2	19.41	0.80	.466	> .999
reckless	Y	0.87	0.44	2	17.67	1.81	.192	> .999
worrying	Y	0.59	0.29	2	20.70	0.54	.590	> .999

#### 7 Power analysis

We conduct power analyses for the main research question – does formatting affect response to personality items – using a simulation method. That is, we generate datasets of varying sample sizes (from as few as 50 participants per condition to as many as 100), then simulate responses based on the models fit to the pilot data.

Here we set the sample sizes we'll test, as well as the number of simulations we'll run for each sample size.

```
sample_sizes = seq(50, 500, 25)
n_sims = 1000
```

#### 7.1 Using Block 1 data

To simplify our code, we write a function that simulates responses to model 1 based on a given sample size, N, and number of repetitions.

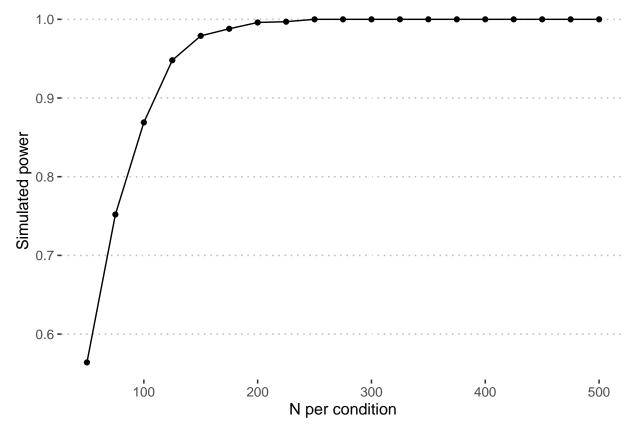
```
# function to simulate mod.format b1
sim_format_b1 = function(n, sims){
  p_vals = numeric(length = sims)
  sim_a = expand_grid(
   proid = as.character(1:n),
   item = c(1:33),
    format = "Adjective\nOnly"
  sim_b = expand_grid(
   proid = as.character((n+1):(2*n)),
   item = c(1:33),
   format = "Am\nAdjective"
  sim c = expand grid(
   proid = as.character(((2*n)+1):(3*n)),
   item = c(1:33),
    format = "Tend to be\nAdjective"
  sim_d = expand_grid(
   proid = as.character(((3*n)+1):(4*n)),
   item = c(1:33),
    format = "Am someone\nwho tends to be\nAdjective"
  )
  sim_data = rbind(sim_a, sim_b) %>% rbind(sim_c) %>% rbind(sim_d)
  for (i in 1:sims){
    sim_data$response = simulate(mod.format_b1, newdata = sim_data, allow.new.levels = T)[,1]
   sim_mod = lmer(response~format + (1|proid), data = sim_data)
   p_vals[i] = anova(sim_mod)["format", 6]}
 return(p_vals)
```

Next we identify the sample sizes for simulation (from 50 to 500 by 25) and create a data frame to hold the results. Power represents the proportion of simulations for which p is less than .05.

```
# simulate at various sample sizes
power_df = data.frame(
  N = sample_sizes,
  power = 0
)
```

Here we (inefficiently) loop through all sample sizes and calculate power. Final results are presented in Figure ??.

```
set.seed(20210729)
for(i in sample_sizes){
  pvalues = sim_format_b1(i, n_sims)
  sig = ifelse(pvalues < .05, 1, 0)
  power_df$power[power_df$N == i] <- sum(sig)/n_sims
}</pre>
```



```
#identify minimum sample size

power_df_min = power_df %>%
   filter(power > .95)

N_min = min(power_df_min$N)
```

The simulation suggests that power would be over the threshold of .95 with a sample size of 150 participants per condition.

#### 7.2 Using Block 1 and 2 data

Here we repeat the process for our second model, which uses both blocks of data from Time 1 (i.e., Blocks 1 and 2).

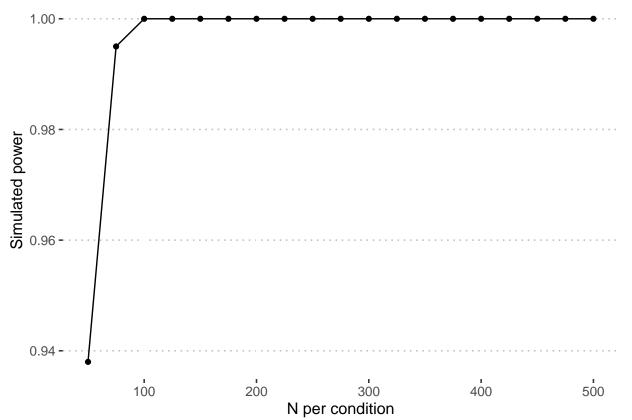
```
# function to simulate mod.format_b2
sim_format_b2 = function(n, sims){
 p_vals = numeric(length = sims)
 sim_a_b2 = expand_grid(
   proid = as.character(1:n),
    item = c(1:33),
   format = "Adjective\nOnly",
   block = "1"
 )
  sim_b_b2 = expand_grid(
   proid = as.character((n+1):(2*n)),
   item = c(1:33),
   format = "Am\nAdjective",
   block = "1"
  )
  sim_c_b2 = expand_grid(
   proid = as.character(((2*n)+1):(3*n)),
    item = c(1:33),
    format = "Tend to be\nAdjective",
    block = "1"
  sim_d_b2 = expand_grid(
    proid = as.character(((3*n)+1):(4*n)),
    item = c(1:33),
    format = "Am someone\nwho tends to be\nAdjective",
    block = "1"
  sim_b2 = expand_grid(
    proid = as.character(1:(4*n)),
    item = c(1:33),
    block = "2"
  )
  sim_b2$format = sample(
    x = c(\text{"Adjective} \setminus nOnly"),
          "Am\nAdjective",
          "Tend to be \nAdjective",
          "Am someone\nwho tends to be\nAdjective"),
    size = 33*n*4,
    replace = TRUE
  sim_data = full_join(sim_a_b2, sim_b_b2) %>%
    full_join(sim_c_b2) %>%
   full_join(sim_d_b2) %>%
    full_join(sim_b2)
```

We use the same sample sizes and simulation length for these analyses, so we start by creating a new data frame.

```
power_df_2 = data.frame(
  N = sample_sizes,
  power = 0
)
```

Here we (inefficiently) loop through all sample sizes and calculate power. Final results are depicted in Figure ??.

```
set.seed(20210729)
for(i in sample_sizes){
  pvalues = sim_format_b2(i, n_sims)
  sig = ifelse(pvalues < .05, 1, 0)
  power_df_2$power[power_df_2$N == i] <- sum(sig)/n_sims
}</pre>
```



```
#identify minimum sample size

power_df2_min = power_df_2 %>%
  filter(power > .95)

N_min2 = min(power_df2_min$N)
```

The simulation suggests that power would be over the threshold of .95 with a sample size of 75 participants per condition.

# 8 R version and packages

All data cleaning and analyses were completed using R version 4.1.0 (2021-05-18) (Camp Pontanezen). Below we list the packages (and versions) used in these analyses.

Package	Version	Authors and contributors
knitr 1.33		Yihui Xie [aut, cre] ( <https: 0000-0003-0645-5666="" orcid.org="">), Abhraneel Sarma [ctb], Adam Vogt [ctb], Alastair Andrew [ctb], Alex Zvoleff [ctb], Andre Simon [ctb] (the CSS files under inst/themes/ were derived from the Highlight package http://www.andre-simon.de), Aron Atkins [ctb], Aaron Wolen [ctb], Ashley Manton [ctb], Atsushi Yasumoto [ctb] (<https: 0000-0002-8335-495x="" orcid.org="">), Ben Baumer [ctb], Brian Diggs [ctb], Brian Zhang [ctb], Bulat Yapparov [ctb], Cassio Pereira [ctb], Christophe Dervieux [ctb], David Hall [ctb], David Hugh-Jones [ctb], David Robinson [ctb], Doug Hemken [ctb], Duncan Murdoch [ctb], Elio Campitelli [ctb], Ellis Hughes [ctb], Emily Riederer [ctb], Fabian Hirschmann [ctb], Fitch Simeon [ctb], Forest Fang [ctb], Frank E Harrell Jr [ctb] (the Sweavel package at inst/misc/Sweavel.sty), Garrick Aden-Buie [ctb], Gregoire Detrez [ctb], Hadley Wickham [ctb], Hao Zhu [ctb], Heewon Jeon [ctb], Jake Burkhead [ctb], James Manton [ctb], Jar Lyttle [ctb], Hodges Daniel [ctb], Jake Burkhead [ctb], James Manton [ctb], Jarny Bryan [ctb], Jeremy Ashkenas [ctb, cph] (the CSS file at inst/misc/docco-classic.css), Jeremy Stephens [ctb], Jim Hester [ctb], Joe Cheng [ctb], Johannes Ranke [ctb], John Honaker [ctb], John Muschelli [ctb], Joecheng [ctb], Johannes Ranke [ctb], John Honaker [ctb], John Muschelli [ctb], Joseph Larmarange [ctb], Julien Barnier [ctb], Kaiyin Zhong [ctb], Kamil Slowikowski [ctb], Karl Forner [ctb], Kevin K. Smith [ctb], Kirill Mueller [ctb], Kohske Takahashi [ctb], Lorenz Walthert [ctb], Lucas Gallindo [ctb], Marius Hofert [ctb], Martin Modrák [ctb], Michael Chirico [ctb], Michael Friendly [ctb], Michael Bojanowski [ctb], Michael Chirico [ctb], Nichael Friendly [ctb], Michael Bojanowski [ctb], Nichael Kuhlmann [ctb], Miller Patrick [ctb], Nacho Caballero [ctb], Nick Salkowski [ctb], Niels Richard Hansen [ctb], Noam Ross [ctb], Obada Mahdi [ctb], Pavel N. Krivitsky [ctb] (<https: 0000-0002-9101-3362="" orcid.org="">), Qiang Li [ctb], Rammath Vaidyanathan [ctb], Richard Cotton [ctb],</https:></https:></https:>
stargazer	5.2.2	Mastny [ctb], Tom Torsney-Weir [ctb], Trevor Davis [ctb], Viktoras Veitas [ctb], Weicheng Zhu [ctb], Wush Wu [ctb], Zachary Foster [ctb] Marek Hlavac <mhlavac@alumni.princeton.edu></mhlavac@alumni.princeton.edu>
ggridges	0.5.3	Claus O. Wilke [aut, cre] ( <a href="https://orcid.org/0000-0002-7470-9261">https://orcid.org/0000-0002-7470-9261</a> )
emmeans	1.6.3	Russell V. Lenth [aut, cre, cph], Paul Buerkner [ctb], Maxime Herve [ctb], Jonathon Love [ctb], Hannes Riebl [ctb], Henrik Singmann [ctb]
broom.mixed	0.2.7	Ben Bolker [aut, cre] ( <a href="https://orcid.org/0000-0002-2127-0443">https://orcid.org/0000-0002-2127-0443</a> ), David Robinson [aut], Dieter Menne [ctb], Jonah Gabry [ctb], Paul Buerkner [ctb], Christopher Hua [ctb], William Petry [ctb] ( <a href="https://orcid.org/0000-0002-5230-5987">https://orcid.org/0000-0002-5230-5987</a> ), Joshua Wiley [ctb] ( <a href="https://orcid.org/0000-0002-0271-6702">https://orcid.org/0000-0002-0271-6702</a> ), Patrick Kennedy [ctb], Eduard Szöcs [ctb] ( <a href="https://orcid.org/0000-0001-5376-1194">https://orcid.org/0000-0001-5376-1194</a> >, BASF SE), Indrajeet Patil [ctb], Vincent Arel-Bundock [ctb] ( <a href="https://orcid.org/0000-0003-2042-7063">https://orcid.org/0000-0003-2042-7063</a> )
psych papaja	2.1.6 0.1.0.9997	William Revelle [aut, cre] ( <a href="https://orcid.org/0000-0003-4880-9610">https://orcid.org/0000-0003-4880-9610</a> ) Frederik Aust [aut, cre] ( <a href="https://orcid.org/0000-0003-4900-788X">https://orcid.org/0000-0002-3421-6665</a> ), Birk Diedenhofen [ctb], Christoph Stahl [ctb], Joseph V. Casillas [ctb], Rudolf Siegel [ctb]

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Package	Version	Authors and contributors
stringdist	0.9.6.3	Mark van der Loo [aut, cre] ( <a href="https://orcid.org/0000-0002-9807-4686">https://orcid.org/0000-0002-9807-4686</a> ), Jan van der Laan [ctb], R Core Team [ctb], Nick Logan [ctb], Chris Muir [ctb], Johannes Gruber [ctb]
kableExtra	1.3.4	Hao Zhu [aut, cre] ( <a href="https://orcid.org/0000-0002-3386-6076">https://orcid.org/0000-0002-3386-6076</a> ), Thomas Travison [ctb], Timothy Tsai [ctb], Will Beasley [ctb], Yihui Xie [ctb], GuangChuang Yu [ctb], Stéphane Laurent [ctb], Rob Shepherd [ctb], Yoni Sidi [ctb], Brian Salzer [ctb], George Gui [ctb], Yeliang Fan [ctb], Duncan Murdoch [ctb], Bill Evans [ctb]
ggpubr	0.4.0	Alboukadel Kassambara [aut, cre]
sjPlot	2.8.9	Daniel Lüdecke [aut, cre] ( <a href="https://orcid.org/0000-0002-8895-3206">https://orcid.org/0000-0002-8895-3206</a> ), Alexander Bartel [ctb] ( <a href="https://orcid.org/0000-0002-3606-2188">https://orcid.org/0000-0002-3606-2188</a> ), Carsten Schwemmer [ctb], Chuck Powell [ctb] ( <a href="https://orcid.org/0000-0002-3606-2188">https://orcid.org/0000-0002-3606-2188</a> ), Amir Djalovski [ctb], Johannes Titz [ctb] ( <a href="https://orcid.org/0000-0002-1102-5719">https://orcid.org/0000-0002-1102-5719</a> )
lmerTest	3.1-3	Alexandra Kuznetsova [aut], Per Bruun Brockhoff [aut, ths], Rune Haubo Bojesen Christensen [aut, cre], Sofie Pødenphant Jensen [ctb]
lme4	1.1-27.1	Douglas Bates [aut] ( <a href="https://orcid.org/0000-0001-8316-9503">https://orcid.org/0000-0002-8685-9910</a> ), Ben Bolker [aut, cre] ( <a href="https://orcid.org/0000-0002-2127-0443">https://orcid.org/0000-0002-2127-0443</a> ), Steven Walker [aut] ( <a href="https://orcid.org/0000-0002-4394-9078">https://orcid.org/0000-0002-4394-9078</a> ), Rune Haubo Bojesen Christensen [ctb] ( <a href="https://orcid.org/0000-0002-4494-3399">https://orcid.org/0000-0002-4494-3399</a> ), Henrik Singmann [ctb] ( <a href="https://orcid.org/0000-0002-4842-3657">https://orcid.org/0000-0002-4842-3657</a> ), Bin Dai [ctb], Fabian Scheipl [ctb] ( <a href="https://orcid.org/0000-0002-9101-3603">https://orcid.org/0000-0002-9101-3603</a> ), Gabor Grothendieck [ctb], Peter Green [ctb] ( <a href="https://orcid.org/0000-0002-0238-9852">https://orcid.org/0000-0002-0238-9852</a> ), John Fox [ctb], Alexander Bauer [ctb], Pavel N. Krivitsky [ctb, cph] ( <a href="https://orcid.org/0000-0002-9101-3362">https://orcid.org/0000-0002-9101-3362</a> , shared copyright on simulate.formula)
Matrix	1.3-3	Douglas Bates [aut], Martin Maechler [aut, cre] ( <a href="https://orcid.org/0000-0002-8685-9910">https://orcid.org/0000-0002-8685-9910</a> ), Timothy A. Davis [ctb] (SuiteSparse and 'cs' C libraries, notably CHOLMOD, AMD; collaborators listed in dir(pattern = '^[A-Z]+[.]txt\$', full.names=TRUE, system.file('doc', 'SuiteSparse', package='Matrix'))), Jens Oehlschlägel [ctb] (initial nearPD()), Jason Riedy [ctb] (condest() and onenormest() for octave, Copyright: Regents of the University of California), R Core Team [ctb] (base R matrix implementation)
stringi	1.7.3	Marek Gagolewski [aut, cre, cph] ( <a href="https://orcid.org/0000-0003-0637-6028">https://orcid.org/0000-0003-0637-6028</a> ), Bartek Tartanus [ctb], and others (stringi source code); IBM, Unicode, Inc. and others (ICU4C source code, Unicode Character Database)
janitor	2.1.0	Sam Firke [aut, cre], Bill Denney [ctb], Chris Haid [ctb], Ryan Knight [ctb], Malte Grosser [ctb], Jonathan Zadra [ctb]
forcats	0.5.1	Hadley Wickham [aut, cre], RStudio [cph, fnd]
stringr	1.4.0	Hadley Wickham [aut, cre, cph], RStudio [cph, fnd]
dplyr	1.0.7	Hadley Wickham [aut, cre] ( <a href="https://orcid.org/0000-0003-4757-117X">https://orcid.org/0000-0002-2444-4226</a> ), Lionel Henry [aut], Kirill Müller [aut] ( <a href="https://orcid.org/0000-0002-1416-3412">https://orcid.org/0000-0002-1416-3412</a> ), RStudio [cph, fnd]
purrr	0.3.4	Lionel Henry [aut, cre], Hadley Wickham [aut], RStudio [cph, fnd]
readr	1.4.0	Hadley Wickham [aut], Jim Hester [aut, cre], Romain Francois [ctb], R Core Team [ctb] (Date time code adapted from R), RStudio [cph, fnd], Jukka Jylänki [ctb, cph] (grisu3 implementation), Mikkel Jørgensen [ctb, cph] (grisu3 implementation)
tidyr tibble	1.1.3 3.1.3	Hadley Wickham [aut, cre], RStudio [cph] Kirill Müller [aut, cre], Hadley Wickham [aut], Romain Francois [ctb], Jennifer Bryan [ctb], RStudio [cph]

# $\underline{(continued)}$

(continued)		
Package	Version	Authors and contributors
ggplot2	1.3.1	Hadley Wickham [aut] ( <a href="https://orcid.org/0000-0003-4757-117X">https://orcid.org/0000-0003-4757-117X&gt;</a> ), Winston Chang [aut] ( <a href="https://orcid.org/0000-0002-1576-2126">https://orcid.org/0000-0002-5147-4711&gt;</a> ), Kohske Takahashi [aut], Claus Wilke [aut] ( <a href="https://orcid.org/0000-0002-7470-9261">https://orcid.org/0000-0002-7470-9261</a> ), Kara Woo [aut] ( <a href="https://orcid.org/0000-0002-5125-4188">https://orcid.org/0000-0002-5125-4188</a> ), Hiroaki Yutani [aut] ( <a href="https://orcid.org/0000-0002-3385-7233">https://orcid.org/0000-0002-3385-7233</a> ), Dewey Dunnington [aut] ( <a href="https://orcid.org/0000-0002-9415-4582">https://orcid.org/0000-0002-9415-4582</a> ), RStudio [cph, fnd] Hadley Wickham [aut, cre], RStudio [cph, fnd]
here	1.0.1	Kirill Müller [aut, cre] ( <a href="https://orcid.org/0000-0002-1416-3412">https://orcid.org/0000-0002-1416-3412</a> ), Jennifer Bryan [ctb] ( <a href="https://orcid.org/0000-0002-6983-2759">https://orcid.org/0000-0002-6983-2759</a> )