## Supplementary Software Guide for "The promise and the peril of using social influence to reverse harmful traditions"

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- 1) Supplementary Software 1: plotThresholdWithInterventionAndPrefChange.txt is an R script (2 KB). It allows one to plot an entire set of figures like Fig. 2 in the main paper over a user-defined parameter space. See Supplementary Information for more information.
- 2) Supplementary Software 2: thresholdThreeTypesHeterogeneity.zip is a directory (38 KB) that includes files for agent-based simulations to examine spillovers under heterogeneity in preferences, responses to the intervention, and networks. The directory includes Objective-C files for the primary simulation ( $*\{h,m\}$ ), unix scripts to run (run\*txt) an entire set of simulations, and R scripts to import (import\*txt) and plot (plot\*txt) simulation data. See Supplementary Information for more information.
- 3) Supplementary Software 3: plotDynInConfOutAntiConf.txt is an R script (2 KB). It

numerically simulates and plots the system of difference equations found in the Supplementary Information over a user-defined parameter space.

4) Supplementary Software 4: inGroupConfOutGroupAntiConf.zip is a directory (12 KB) that includes files for agent-based simulations to examine spillovers when group identity is linked to the harmful tradition. The directory includes Objective-C files for the primary simulation  $(*\{h,m\})$ , unix scripts to run (run\*txt) an entire set of simulations, and various scripts in R to import (import\*txt) and plot (plot\*txt) simulation data. See Supplementary Information for more information.